

RESERVETY RESEARCH · 2026-Q3

The US Rental Business Census 2026

128,188 Google Business Profile listings across 12 rental categories and 51 states. Data pulled 2026-09-15. Published 2026-10-13.

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The US Rental Business Census 2026

128,188 Google Business Profile listings across 12 rental categories in all 50 states and the District of Columbia, about 114,235 distinct businesses, of which an estimated 98,123 are independent operators. Data pulled 2026-09-15.

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128,188

category listings

114,235

distinct businesses (est.)

98,123

independent operators
(est.)

37.5

listings per 100k residents

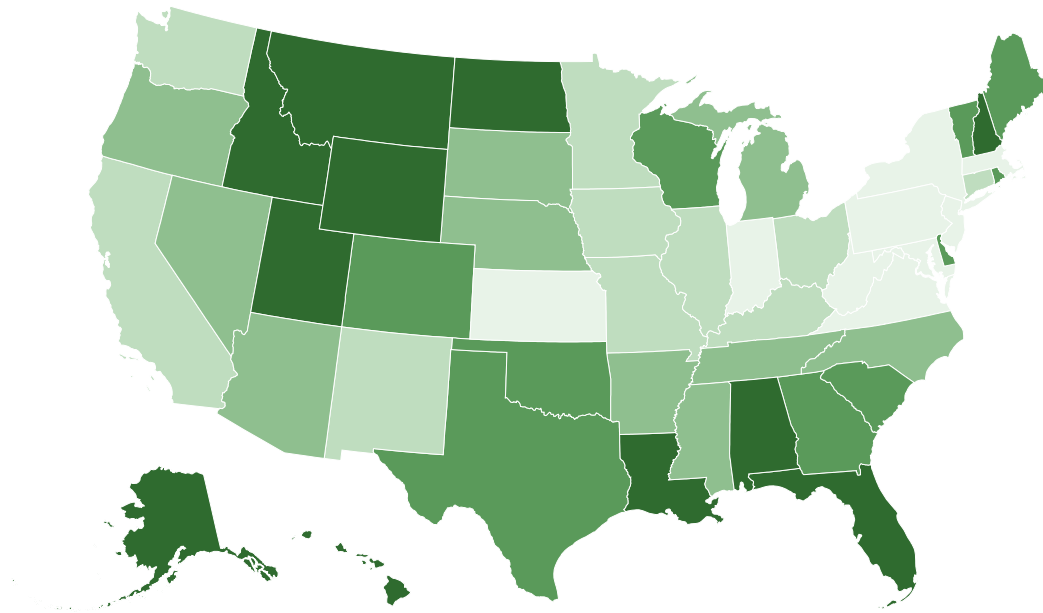
4.60

average Google rating

37%

can take a booking online

Rental businesses per 100,000 residents



Listings per 100,000 residents: ■ under 32.5 ■ 32.5 to 35.8 ■ 35.8 to 38.7
■ 38.7 to 45.2 ■ 45.2 and over

Hover a state for its figures. All 12 categories combined.

Five findings

- 1 Wyoming has 70.2 rental business listings per 100,000 residents, the highest of the 51; District of Columbia has the fewest at 14.4.
- 2 73% of the sampled trailer rental locations are U-Haul locations.
- 3 Photo booth businesses average 4.92 stars on Google, the highest of the 12 verticals; trailer rental businesses average 4.07.
- 4 7% of the 30,031 sampled rental businesses have no website of their own (a Facebook or similar page does not count).

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64% of sampled rental businesses whose website could be checked cannot take a booking online: they have a brochure site or no site at all.

By vertical

Vertical	Listings	Independent (est.)	Per-capita leader (per 100k)
Trailer rental	37,029	11,951	Wyoming (21.1)
Equipment rental	24,588	22,106	Wyoming (21.4)
Party rental	22,349	22,208	Florida (10.3)
Boat rental	8,541	8,541	Florida (10.0)
Photo booth	8,430	8,399	Nevada (4.5)
Dumpster rental	8,329	6,962	Wyoming (4.9)
Bike rental	4,445	4,283	Hawaii (9.3)
Tent rental	3,851	3,731	Vermont (2.0)
Kayak & canoe rental	3,754	3,754	Maine (5.1)
Portable restroom rental	3,207	2,807	Wyoming (4.2)
RV rental	2,182	1,898	Alaska (5.2)
Bounce house rental	1,483	1,483	Rhode Island (1.0)

By state

Click a heading to sort. Every state has its own page.

State	Listings	Per 100k	Rank	Independent (est.)	Avg rating
Wyoming	413	70.2	#1	410	4.51
Alaska	445	60.4	#2	444	4.64

State	Listings	Per 100k	Rank	Independent (est.)	Avg rating
<u>Montana</u>	680	59.4	#3	675	4.59
<u>Idaho</u>	1,096	54.0	#4	843	4.61
<u>Florida</u>	12,649	53.9	#5	10,103	4.67
<u>Louisiana</u>	2,232	48.3	#6	1,785	4.58
<u>Hawaii</u>	691	48.2	#7	687	4.69
<u>North Dakota</u>	382	47.8	#8	382	4.34
<u>New Hampshire</u>	654	46.2	#9	639	4.58
<u>Utah</u>	1,599	45.2	#10	1,368	4.67
<u>Alabama</u>	2,345	45.2	#11	1,484	4.58
<u>Georgia</u>	4,993	44.2	#12	3,165	4.62
<u>Maine</u>	620	43.8	#13	617	4.60
<u>Vermont</u>	282	43.7	#14	282	4.62
<u>Colorado</u>	2,598	43.2	#15	2,020	4.58
<u>South Carolina</u>	2,331	41.9	#16	1,553	4.63
<u>Oklahoma</u>	1,687	40.9	#17	1,156	4.56
<u>Rhode Island</u>	455	40.8	#18	455	4.65
<u>Texas</u>	12,728	40.1	#19	9,956	4.59
<u>Wisconsin</u>	2,389	40.0	#20	1,879	4.59
<u>Delaware</u>	410	38.7	#21	410	4.59
<u>Michigan</u>	3,890	38.4	#22	3,108	4.56
<u>Oregon</u>	1,637	38.3	#23	1,163	4.46
<u>Arkansas</u>	1,179	37.9	#24	1,131	4.61
<u>South Dakota</u>	352	37.6	#25	352	4.60

State	Listings	Per 100k	Rank	Independent (est.)	Avg rating
<u>Mississippi</u>	1,103	37.3	#26	1,097	4.61
<u>Arizona</u>	2,824	37.0	#27	2,010	4.60
<u>North Carolina</u>	4,124	36.8	#28	2,830	4.64
<u>Nebraska</u>	733	36.3	#29	723	4.57
<u>Nevada</u>	1,178	35.9	#30	957	4.57
<u>Tennessee</u>	2,622	35.8	#31	1,848	4.61
<u>Missouri</u>	2,244	35.8	#32	1,640	4.52
<u>California</u>	13,966	35.5	#33	11,109	4.58
<u>Ohio</u>	4,178	35.1	#34	2,802	4.61
<u>Iowa</u>	1,129	34.9	#35	903	4.62
<u>Minnesota</u>	1,990	34.1	#36	1,722	4.59
<u>Washington</u>	2,699	33.7	#37	1,850	4.50
<u>Connecticut</u>	1,242	33.7	#38	932	4.63
<u>New Mexico</u>	708	33.3	#39	708	4.54
<u>Kentucky</u>	1,533	33.3	#40	1,029	4.54
<u>Illinois</u>	4,140	32.5	#41	2,839	4.54
<u>New Jersey</u>	3,062	32.1	#42	2,323	4.64
<u>Maryland</u>	2,006	32.0	#43	1,394	4.58
<u>Indiana</u>	2,186	31.4	#44	1,586	4.57
<u>Pennsylvania</u>	3,927	30.1	#45	2,735	4.60
<u>Kansas</u>	895	30.1	#46	666	4.56
<u>Massachusetts</u>	2,144	30.0	#47	1,632	4.62
<u>Virginia</u>	2,593	29.2	#48	1,597	4.59

State	Listings	Per 100k	Rank	Independent (est.)	Avg rating
<u>New York</u>	5,648	28.2	#49	4,547	4.61
<u>West Virginia</u>	477	27.0	#50	477	4.56
<u>District of Columbia</u>	100	14.4	#51	100	4.53

Methodology

Source. Google Business Profile listings, retrieved through a commercial business-listings data API, one count query per state and category (612 queries), pulled on 2026-09-15, filtered to `country_code = US` and the state's `region`. No coordinates or radius searches. Google's directory is self-declared, so it is a count of listings, not a government count of businesses.

Categories. Party rental (`party_equipment_rental_service`), Trailer rental (`trailer_rental_service`), Equipment rental (`equipment_rental_agency`), Dumpster rental (`dumpster_rental_service`), Boat rental (`boat_rental_service`), Photo booth (`photo_booth`), Bike rental (`bicycle_rental_service`), Tent rental (`tent_rental_service`), Kayak & canoe rental (`canoe_and_kayak_rental_service`), Portable restroom rental (`portable_toilet_supplier`), RV rental (`rv_rental_agency`), Bounce house rental (`bouncy_castle_hire`). A listing with two categories is counted in both; the sample shows 33,699 category memberships for 30,031 distinct businesses, which is how the distinct-business estimate of 114,235 is derived.

Sample. For each category the top 3,000 US listings by review count were pulled and de-duplicated by Google id. Every rating, website and booking figure describes those most-reviewed businesses, not a random sample.

Chains and independents. A domain is a chain when it is on the national-chain list or appears in 20 or more states; the independent estimate is the state's listings less the chain share of its sample, and is blank where the sample has under 20 rows. Chains in this pull: completewedo.com, Cruise America, Pedego Electric Bikes, Dumpster Dudez, Outdoorsy, Pedego Electric Bikes, RVshare, axisair.com, Bin There Dump That, Cruise America, Enterprise, Herc Rentals, The Home Depot, Junk King, Outdoorsy, Republic Services, Rumpke, Sunbelt Rentals, U-Haul, United

Rentals, United Site Services, Waste Connections, WillScot, WM (Waste Management).

Websites and booking. Each distinct domain in the sample was fetched once (21,238 domains) and matched against a fixed signature table; a Facebook or similar page does not count as a website (335 listings). Sites that could not be fetched, 15% of domains, are recorded as unknown and excluded from booking and platform shares, not counted as either.

Population. Census Bureau Vintage 2025 state estimates. Per-capita figures are listings per 100,000 residents.

Limits. Listings can be closed, duplicated or mis-categorised; categories are self-declared; the sample over-represents established operators; signature matching only sees code and asset references on the homepage. The full data dictionary is in the [README](#). Licence: CC BY 4.0, attribution "Reservety, The US Rental Business Census 2026".

Questions this data answers

► Which state has the most rental businesses per resident?

► How much of trailer rental belongs to one company?

► Which rental vertical has the highest Google rating?

► How many rental businesses have no website?

► How many rental businesses can take a booking online?