

“Who’s there?” Over half of Australians admit to ‘doorbell dodging’



- *New research reveals 58% of Aussies avoid answering their front door*
- *Close to half have missed an important package due to ‘doorbell dodging’*
- *Over half of Australians would have ‘peace of mind’ by being able to answer their front door from wherever they are*

SYDNEY, February 6th, 2022 —If someone was at your front door, would you answer it? For over half of the nation, the answer is no, as new research reveals 58% of Australians ‘doorbell dodge’ – intentionally avoid answering their front door.

The research from smart home security company [Ring](#) identified some of the many reasons Aussies do and don’t answer their door. Amongst those interviewed, two-thirds of Australians (66%) said they don’t like answering their door unless they know who it is, while nearly half (48%) don’t answer unless they are expecting someone. However, respondents also admitted to some other, unique reasons for doorbell dodging:

Five reasons for doorbell dodging in Australia:

- Not dressed appropriately (15%)
- Being in the middle of a good TV show (10%)
- Being worried pets will escape (8%)
- Having neighbours who love to chat (5%)
- Having in-laws or relatives that drop by without notice (5%)



But who dodges doorbells more than others? Those who live in the inner city are more likely to avoid answering the door than those in rural areas, while Victorians 'doorbell dodge' more than any other state at 65%. In looking at age, Gen Z (20–24-year-olds) are the guiltiest of not answering the door at 80%, while women are 29% more likely to 'doorbell dodge' than men.

But what's the knock-on effect of all of this doorbell dodging? Well, nearly half of respondents say they've missed an important package when avoiding answering their door, and a quarter (26%) have missed a visit from a loved one or friend.

The most important things Aussies have missed when doorbell dodging:

- 1) The delivery of a personal online order (58%)
- 2) A visit from a friend or family member (26%)
- 3) The delivery of a present for a loved one (20%)
- 4) A bill or important letter (11%)
- 5) Food delivery or takeaway (9%)

With so many doorbells dodged, it's not surprising to know that 2 in 3 Australians would like to be able to see and communicate with whoever's at their front door from wherever they are, allowing them to have peace of mind while they are away (55%), see and communicate with who is visiting (27%) and keep an eye on deliveries (18%).

What's also interesting are the emotions that best describe an unexpected knock at the door or ring of the doorbell, with the most common responses being surprise (41%), anxiety (21%) and apprehension (10%).

According to behaviour specialist [Leanne Hall](#), being able to see who's at your front door not only helps to relax these feelings but also provides a sense of control. "When we are busy, it's important to feel in control of our surroundings so that we can plan ahead. The home is also the only place where we can 'escape' the busyness of our lives. A random door knock interrupts this process. It interrupts our flow, forcing us to divert our attention away from what we feel is important, even if that's watching Netflix, or doing the washing! Being able to see who is at the door puts us back in the driver's seat so that we can decide how to respond without wondering if we missed something important.

Despite being a nation of 'doorbell dodgers', Australians reported having some very memorable moments when answering their door. Having an unexpected visit from a loved one you haven't seen in a while (30%), receiving a surprise gift or package from a loved one (23%) and being gifted flowers (20%) are some of the best things to have happened to Aussies when answering their door. All of which could have been easily missed.

On the research findings, Mark Fletcher, Managing Director of Ring APAC, said: "I have to admit, even I've been guilty of doorbell dodging in the past. But it's amazing how many important things happen at your front door every day – and these shouldn't be missed. It could be a can't-miss parcel that you need



to direct next door while you're at the office, welcoming a loved one home – or even deciding not to answer once you identify who's there. By adding a sense of presence to your home, you can have peace of mind knowing that you're not missing anything important and that the entrance to your home is safe and secure. I love hearing from Ring customers who have shared incredible, funny, and touching stories of how their Ring doorbells have helped them stay connected to their home.”

Ring Video Doorbells provide peace of mind to customers, with features like two-way talk, real-time alerts, and the ability to check in on your front door, no matter where you are. Visit ring.com/au to learn more.

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Notes to editor:

Assets: See a link to high-res imagery [here](#)

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About Ring:

Since its founding in 2013, Ring has been on a mission to make neighbourhoods safer, for everyone. Ring's smart home security product line offers customers affordable whole-home and neighbourhood security. At Ring, we are committed to making security accessible and convenient for everyone—while working hard to bring communities together. Ring is an Amazon company.