



CAUGHT RED-PAWED!

PET-TY CRIMES COSTING AUSTRALIAN HOUSEHOLDS HUNDREDS OF MILLIONS ANNUALLY



- A national poll of pet owners has found 4 in 5 report their pet gets up to no good when they're not home (83%) with **canine crimes outweighing feline felonies**.
- Lying somewhere they're not allowed (46%), urinating/fouling indoors (45%), scratching at furniture (42%) and chewing on clothing items (41%) are the top "pet-ty crimes" of unsupervised pets.
- The new [Ring Pan-Tilt Indoor Camera](#) gives pet owners the peace of mind to check in on their furry friend at home, no matter where they are, for just AU\$129.

19 August 2024, Sydney: Dogs are more likely to get up to trouble in Aussie homes than cats, new research commissioned by [Ring](#), the smart home security company, has today found. Pet lovers nationwide are reporting a high prevalence of *pet-ty crime* from their furry friends when left home alone, with a whopping 83% of pet owners reporting acts of mischief, with canine crimes outweighing felines felonies (59% and 40% respectively).

These pet-ty crimes are costing pet-owning households hundreds of millions worth of household damage annually – \$222m for dog-owning households and \$153m for cat-owning households¹. According to Ring's research, the average household reported up to \$50 in annual damages while owners of multiple pets reported as much as \$500.

This of course continues to fuel the age-old "dogs vs cats" debate, with the research exploring what naughty habits our four-legged friends get up to when unsupervised by their paw-rents. According to the data from [Ring](#), when paw-rents are not home, their pets are lying somewhere they're not allowed (46%), urinating/fouling indoors (45%), scratching at furniture (42%) and chewing on clothing items (41%).

The Ring Pet-ty Crimes Poll is shining a light on naughty pet acts to help paw-rents adopt strategies to help curb this behaviour and secure their peace of mind when they leave their pets at home. With

¹ ABS reports 9.275M households (<https://aifs.gov.au/research/facts-and-figures/population-households-and-families#footnote-004>). The RSPCA reports on Australian pet ownership, with data from Animal Medicine Australia, stating 48% of Australian households have dogs and 33% have cats (<https://kb.rspca.org.au/knowledge-base/how-many-pets-are-there-in-australia/#ftn1>). This equates to 4,452,000 households with dogs and 3,060,750 households with cats, which when multiplied by research reporting \$50 (the most common amount of Pet-ty Crime damage) provides the \$222.6M and \$153M respectively.



over two thirds of pet owners reporting feelings of anxiety when away from their pets (68%), the use of smart home tech, like indoor cameras, can provide a reassuring window back home. Of paw-rents currently using tech to check in on their pet, 79% admit it is more for their benefit than their pets.

Renowned Australian veterinarian, [Dr Katrina Warren](#), says using tech to check in on your beloved pet gives peace of mind and the opportunity to observe both their criminal and cute behaviour. “Our pets are family, so we want to be able to check in on them. They can be adorable or mischievous, and some can suffer from separation anxiety, so we need to equip ourselves with the best tools to help keep them happy and safe. With the Pan-Tilt Indoor Camera, pet owners can stay connected to their furry friends and speak to them from anywhere.”

Curbing Australia’s Pet-ty Crimes

Poor pet behaviour typically happens when we leave our furry friends alone for a few hours or more, with the most widespread pet-ty crimes being:

	Total (all pets)	Total (Dogs)	Total (Cats)
1	Jumping on / lying somewhere they’re not allowed (46%)	Chewing on socks/clothes/shoes (53%)	Scratching at furniture (59%)
2	Indoor urinating / fouling (45%)	Indoor urinating / fouling (43%)	Jumping on / lying somewhere they’re not allowed (48%)
3	Scratching at furniture (42%)	Jumping on / lying somewhere they’re not allowed (39%)	Knocking items off the table/shelf (36%)
4	Chewing on socks/clothes/shoes (41%)	Shredding paper (34%)	Indoor urinating / fouling (34%)
5	Shredding paper (34%)	Scratching at furniture (25%)	Unrolling toilet roll (34%)

One dog owner even shared that their dog managed to get on their roof and was running around trying to catch birds when they were spotted by someone walking by!

A tech check for Aussie paw-rents

Pet owners currently employ a number of strategies to minimise mischief when they have to leave pets home-alone. The most popular tactics for a workday away including giving pets plenty of toys (45%), giving them a chew or activity to occupy them (38%), tiring them out with play/exercise (29%) and when needed, locking them into a room or behind a gate (23%). There is no knowing how effective these strategies are however, until you’ve returned home to either a mess to clean up, or nothing out of the ordinary.

To change this, an increasing cohort of pet owners are turning to smart devices and indoor cameras for the ability to check in and communicate with their pets even when they’re not at home. Of Aussie pet owners surveyed, 32% report using a smart device to monitor their pet’s activity, with the majority (81%) saying the ability to check in on their furry friend gives them peace of mind, helping to calm paw-rent anxiety.

Mark Fletcher, Ring Managing Director, APAC, says: “We love our pets so it’s only natural to want the reassurance that they’re okay when you’ve popped out. Checking on your pet with an indoor camera and using Ring’s Two-Way Talk feature to calm them or stop them scratching at the couch can give owners that much-needed peace of mind. Whether you’re a paw-rent to a well-behaved feline or a lively pup that snacks on your favourite socks, our pets should always feel safe, comfortable, and not be left for too long.”



Katrina's top tips for paw-rent peace of mind:

1. Consider enrichment toys to help keep pets occupied when you are not home.
2. Installing an indoor camera means you can check in on your pet wherever you are. The ideal choice is the new [Ring Pan-Tilt Indoor Camera](#) which allows you to control the motorised base so you can see more of what your pet is up to.
3. Don't give young pets free access to the whole house or garden; make sure they are confined to a playpen, crate or small area
4. Make the most of the Two-Way Talk feature that the Ring Pan-Tilt Indoor Camera offers, giving you the chance to check in with your pet even while out of the house.

And for dog owners:

5. Always exercise your dog before you leave the house; a tired dog is more likely to relax and snooze when you aren't home.
6. Playing calming music can help your dog stay relaxed and snooze. With the help of Alexa, you can use 'Calm My Dog' – a routine that plays calming music when your dog barks. [Try it here!](#)

And for cat owners:

7. It's a natural instinct for cats to scratch, so provide them with a scratching post and teach them how to use it to void your furniture being used instead. Scratching posts should be tall enough for your cat to stretch out, and sturdy so it won't topple over.
8. Cats feel secure when they are up high so provide a tall climbing tree to perch and snooze on during the day. Timid cats like to hide in quiet places so offer some 'hidey holes', like cardboard boxes, tucked away in a peaceful, warm area of your house.

With mischief in our pet's DNA, Ring helps owners remain vigilant against the rise of pet-ty crimes, giving them the confidence to leave pets home alone knowing they can check up on and communicate with them from anywhere, at any time. The new [Ring Pan-Tilt Indoor Camera](#) is easy to setup in minutes via the Ring app and available for just AU\$129, offering a wide range of motion and the ability to be wall mounted or placed on a shelf for the best view, perfect for homeowners and renters alike.

For more information on how Ring can support your furry friends, visit <https://ring.com/au/en/pets>.

Additional media contacts

For more information, case studies or images please contact Ring@decpr.com.au

Media assets

- Videos of furry friends committing Pet-ty Crimes captured via Ring cameras - UGC available [here](#)
- Ring Pan-Tilt Indoor Camera imagery available [here](#)

About Ring

Since its founding in 2013, Ring has been on a mission to make neighbourhoods safer. From the video doorbell to the DIY Ring Alarm system, Ring's smart home security product line offers users affordable whole-home and neighbourhood security. At Ring, we are committed to making home and neighbourhood security accessible and effective for everyone – while working hard to bring communities together. Ring is an Amazon company. For more information, visit www.ring.com. With Ring, you're always home.

***About the research**

The research was commissioned by Ring and conducted by Researchify surveying 1,015 Australian pet owners 18+. The survey was conducted online amongst members of a permission-based panel,



between 24 April and 1 May 2024. Data has been weighted to the latest population estimates sourced from the Australian Bureau of Statistics.