



Ring: Pet Behavior Survey

National Pet Month 2023

About

Ring commissioned Centiment to poll a representative sample of 1,003 US adults who are cat and dog owners between April 1-7, 2023 about their pet’s behavior. The survey was conducted through the Qualtrics XM platform.

Survey Findings

Mischievous Behavior

- 38% of pet owners check on their pet via an indoor camera or smart device when they’re not home
 - Cat owners: 28%
 - Dog owners: 44%
- 65% of pet owners have been able to stop their pets mischief by speaking to them through an indoor camera or smart device
 - Cat owners: 56%
 - Dog owners: 68%
- 82% of pet owners say their cat or dog gets into mischief when they’re not home
 - Cat owners: 79%
 - Dog owners: 84%

Mischievous Things that Pets Do While Owners are Away:

Crime	Cats	Dogs	All Pets
Barked or meowed incessantly	16%	28%	24%
Broke items caused by the “zoomies”	16%	12%	13%
Chewed on one of your favorite items	17%	30%	25%
Escaped the apartment or house	6%	6%	6%
Entered an off-limits area (e.g. bed, couch, on a table or shelf)	16%	16%	16%
Fought with another pet	13%	8%	10%
Got into the trash	23%	37%	32%
Interacted with wildlife outside or through the window	15%	12%	13%
Jumped on the table or counter and ate food/leftovers that were left out	19%	13%	15%
Jumped on the blinds	15%	8%	11%
Raided the treat container	8%	6%	7%
Scratched at the furniture, woodwork, couch	27%	13%	18%
Tore up paper	17%	25%	22%
Unrolled toilet paper	16%	14%	14%



Went to the bathroom indoors	16%	32%	26%
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Items Pets Have Destroyed While Owners Weren't Home

Item Destroyed	Cat	Dog	All Pets
Baseball caps	5%	11%	9%
Baseboards	6%	6%	6%
Bra/underwear	5%	10%	8%
Carpet	18%	21%	20%
Couch	27%	17%	20%
Drapes/curtains	15%	9%	11%
Electronics/headphones	9%	10%	10%
Home décor/artwork	7%	6%	6%
Plants	18%	15%	16%
Kids' toys	7%	14%	11%
Shoes/socks	12%	31%	24%
Their bed	7%	18%	14%

Average Number of Offenses

Respondents were polled about the different types of naughty behavior their animals commit. Data was then averaged and cross-analyzed by type of animal, location, and astrological sign.

Cats vs. Dogs:

- Cats: 2.4 offenses on average
- Dogs: 2.6 offenses on average

By Horoscope:

Zodiac Sign	Average Number of Offenses by Cats	Average Number of Offenses by Dogs
Aquarius: January 20–February 18	2.3	2.5
Aries: March 21–April 19	2.4	2.9
Cancer: June 22–July 22	2.9	2.3
Capricorn: December 22–January 19	3.7	2.6
Gemini: May 21–June 21	2.4	2.3
I don't know my pet's birthday.	1.9	2.2
Leo: July 23–August 22	2.0	2.8

Libra: September 23–October 23	2.0	3.2
Pisces: February 19–March 20	3.2	2.5
Sagittarius: November 22–December 21	2.8	2.7
Scorpio: October 24–November 21	2.4	2.8
Taurus: April 20–May 20	2.8	2.7
Virgo: August 23–September 22	2.8	3.0
Average	2.4	2.6

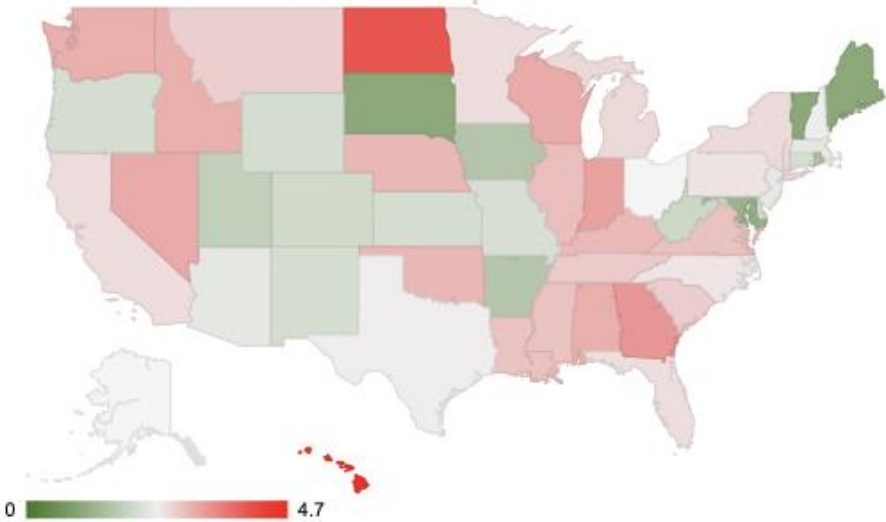
By Location

Naughtiest Pets

State	Average Number of Offenses
Hawaii	4.7
North Dakota	4.0
Georgia	3.3
Indiana	3.1
Nevada	3.0

Most Well-Behaved Pets

State	Average Number of Offenses
Maryland	1.2
Maine	1.0
South Dakota	1.0
Vermont	1.0
District of Columbia	0.0



Media

- 56% of pet owners have media (TV, music, videos, etc.) on when they're not home
- Cats with media playing do fewer naughty things on average (-7%)



- Dogs with media playing do more naughty things on average (20%)

Media Types

Respondents were asked to note which types of media they play for their animals while they're away from home

Media Type	Cat	Dog	All Pets
Animal/Wildlife Shows	15%	24%	20%
Comedy Shows/Sitcoms	5%	8%	7%
Cooking Shows	3%	6%	5%
Fireplace Video	2%	2%	2%
I ask my smart home device to play music when I'm not home.	2%	4%	3%
I just turn the TV on and turn to a random channel.	17%	23%	21%
Meditation Videos	4%	6%	5%
Music Videos	9%	11%	10%
News	5%	5%	5%
Reality TV	2%	4%	3%
Romcoms	1%	1%	1%
Talk Shows	2%	4%	4%
Thriller Movies	1%	3%	2%

Dream Job

Respondents were asked if they would take their dream job or decline the offer if they could not bring their pet into the office.

Pet Owned	Decline the job offer	Take the job
Cat	26%	74%
Dog	29%	71%
Average	28%	72%