

IT'S CONFIRMED: AUSTRALIA'S RENTERS ARE DOG OBSESSED MORE THAN 50,000 PETS WITH A PET RESUME

Rent.com.au, Australia's Number 1 website dedicated to rental property, is pleased to announce that its Pet Resume feature has now exceeded 50,000 resumes, with around one third of renters choosing to attach the profile for their furry friend to their Renter Resume.

Key Highlights:

- More than 50,000 Pet Resumes created to date
- A higher percentage of renters in Tasmania and the Northern Territory own pets than any other state or territory
- Renters aged 45-54 were in the pet-owning lead at 31% of Australian households
- 68% of all pets with a Pet Resume on Rent.com.au are dogs
- VIC renters have more cats than any other state or territory – 32% of all pets

Pet Resume exceeds 50,000 since launch

"There are now 50,000 Pet Resumes and 187,000 Renter Resumes on Rent.com.au – a terrific milestone to hit," said RENT CEO Greg Bader.

"The ability to move into a rental property with your pet is an issue that hits close to home for our renters," he said. "This level of support from our renters indicates that for around one third, the right to pet ownership is crucial. These customers are putting in the effort to not only create a profile for their pets, but then share that information with prospective landlords and property managers to improve their odds at application success."

"Pet Resume is, at its core, a unique addition to our Renter Resume tool – renters can add a little personality to their pet's profile with a photo and bio, but there is a serious reasoning for it," Mr Bader said.

"We find that with most of our listings, landlords and agents choose not to specify whether pets will be accepted or not – they've left this open to their discretion. So, for Australia's renters, Pet Resume becomes a great tool to demonstrate responsible ownership."

"Our focus remains to make the moving process easier for everyone – and Pet Resume is just one of the tools we've put in place to make that happen," Mr Bader said.

Potential media angles:

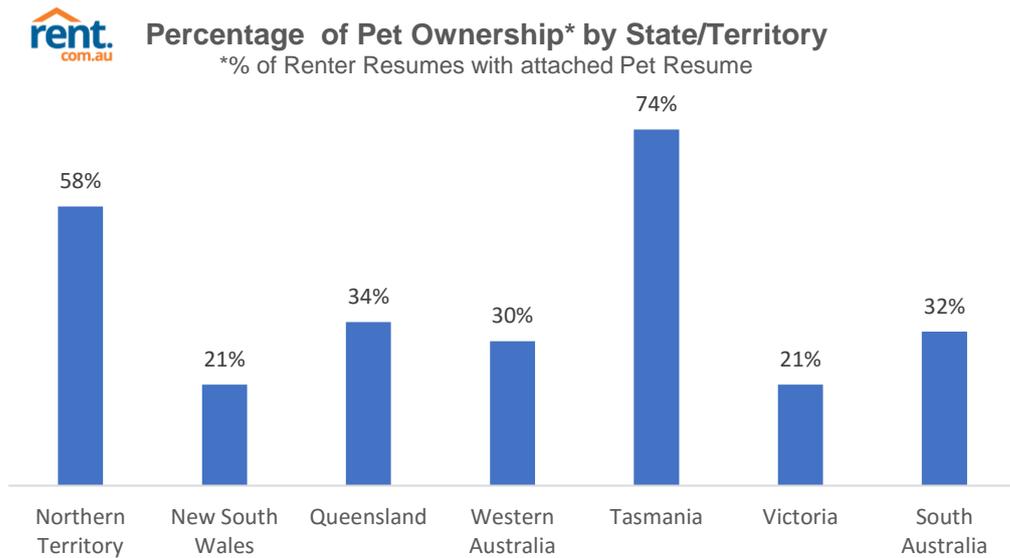
1. Australian pet ownership by state and territory
2. Cats versus Dogs: The great debate
2. How age influences pet ownership

Media Angle #1

AUSTRALIAN PET OWNERSHIP BY STATE AND TERRITORY

It's interesting to see the percentage of pet ownership in correlation to Australian states and territories - we can see that the biggest pet lovers are in Tasmania (TAS) (74% of all resumes having pets) and in the Northern Territory (NT) (58%).

This isn't altogether surprising, given the population differences between the likes of TAS/NT versus other states like New South Wales (NSW) and Victoria (VIC), which have far higher and denser population centres.



An engaged and responsible pet community

RENT's renter community is larger and far more engaged than most people would realise: 50,000 pets are now attached to more than 187,000 Renter Resumes on Rent.com.au – further evidence of the importance placed on pet ownership.

Having pets allowed on a lease may provide more protection for landlords than simply choosing to restrict them. Pet-friendly leases don't mean all pets should be automatically allowed. That's where Pet Resume comes in - landlords can see a renter's Pet Resume, as well as references for the pet to ensure the pet applicant is appropriate to the property.

CEO comment: *“Despite the popularity of pet ownership across Australia (where 63% of households own a pet*), renters regularly struggle in their bid to find a suitable home for the whole family,” Mr Bader said. “Around 29% of Renter Resumes have a Pet Resume attached – that’s less than half of all Australian pet owners and says a lot about the difficulties renters experience finding pet-friendly rental properties.*

“Property limitations and other factors such as insecure housing (fences), can be a key factor driving people to relinquish their pets, an outcome no one wants.”

“The competitive nature of some capital city markets – i.e. Sydney – gives agents a larger pool of prospective tenants to choose from, and can increase the challenge. This experience can lead to a sense of rental insecurity and feelings of stress for renters wanting to move to a new house.”

*RSPCA Australia: http://kb.rspca.org.au/How-many-pets-are-there-in-Australia_58.html

Media Angle #1 (continued)

AUSTRALIAN PET OWNERSHIP BY STATE AND TERRITORY

Where our furry friends call home

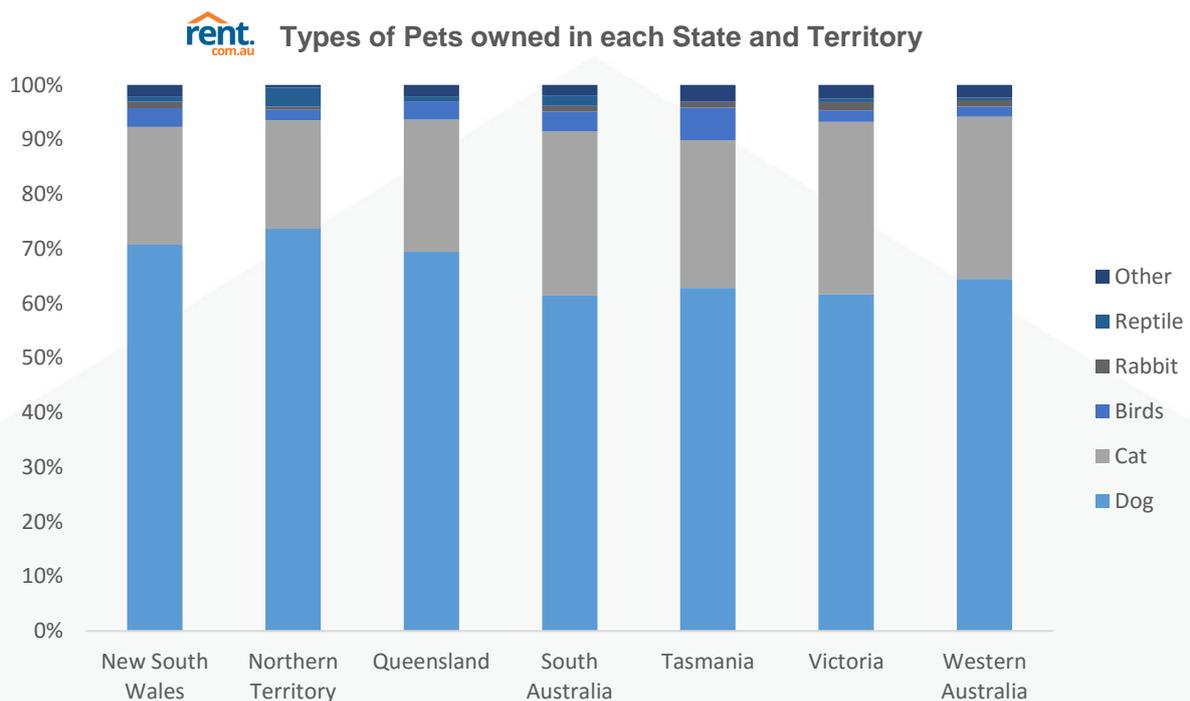
While cats and dogs unsurprisingly continue to dominate the popularity rankings, it was interesting to see how popular some pets were in key capital cities.

Reptiles are more popular with renters in the NT (3.5% of all pets) than in any other state/territory – but tended to err on the side of lizards and snakes, rather than crocodiles.

No rabbits in QLD (probably for the best – it's illegal to keep them as pets), but most bunnies live in VIC (1.5%).

TAS, however is home to the highest percentage of birds – they make up 6% of all pets in the state. No other state comes close – SA is 2nd on 3.6%. TAS was also the state with the most varied pets to come under the 'Other' category – everything from ponies and guinea pigs to ferrets and chickens.

These adoption-worthy animals don't get quite the same amount of attention as their canine and feline counterparts, but they're still unique and make excellent pets.



Media Angle #2

CATS VERSUS DOGS: THE GREAT DEBATE

A nation of dog lovers, but cats don't miss out

It's no surprise that man's best friend – the dog – is Australia's most loved household pet.

The NT is the most dog obsessed location in the country – 74% of all pets with a Pet Resume in the northern state were canines.

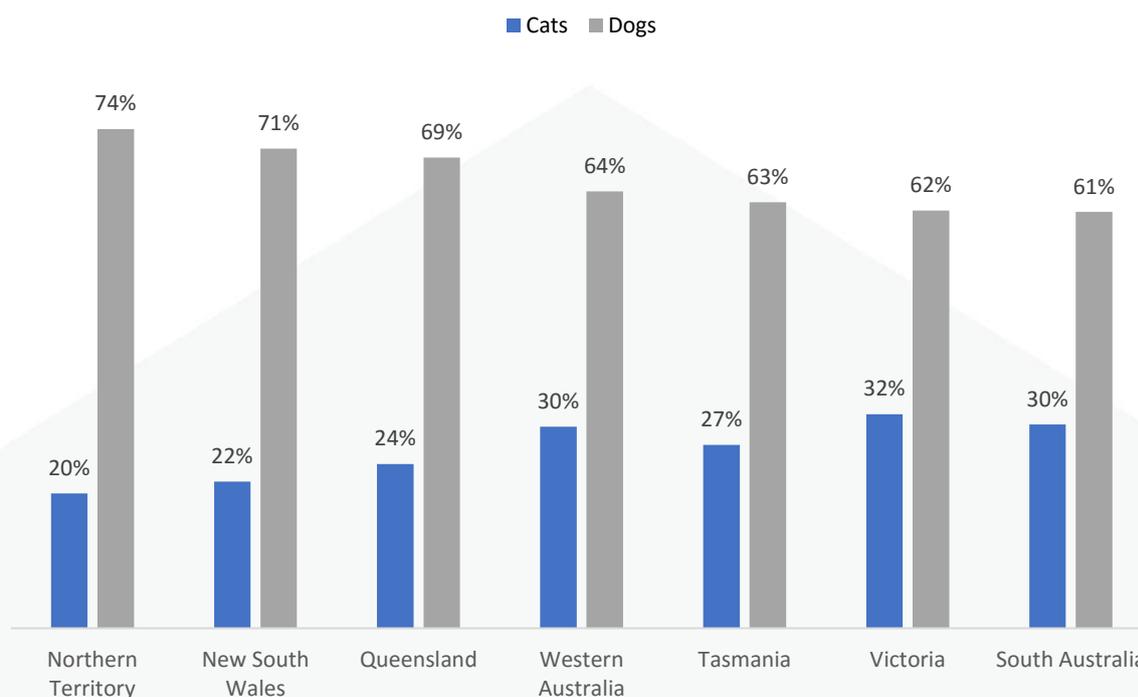
While the Territorians love their pooches, renters in NSW and QLD aren't far behind (71% and 69% respectively) are renting with dogs.

Over in SA things take a turn – the state showed the lowest percentage makeup of dogs across the country (just 61% of all pets), but had one of the highest for cats (30%). SA was only surpassed in the feline stakes by one other state – VIC.

VIC renters have more cats than any other state or territory – 32% of all pets are cats. It's unsurprising, perhaps that the least number of cats could be found in the NT (just 20%). NSW followed closely behind at (22%).



Pet ownership across Australia's states and territories



CEO comment: *“For most renters, the choice is less focused on the feathered and scaly – and more towards the furry end. As the country’s population grows, so too has our pet population, and with so many pets across the country it’s great to see how they’re dispersed,” Mr Bader said.*

“All types of people own all types of pets – that has never been more evident than by looking through this data,” he said. “This data does, however, go some way to show that some people are statistically more likely to own certain pets are different times in their life.”

Media Angle #3

HOW AGE INFLUENCES PET OWNERSHIP

Who are Australia's pet owners?

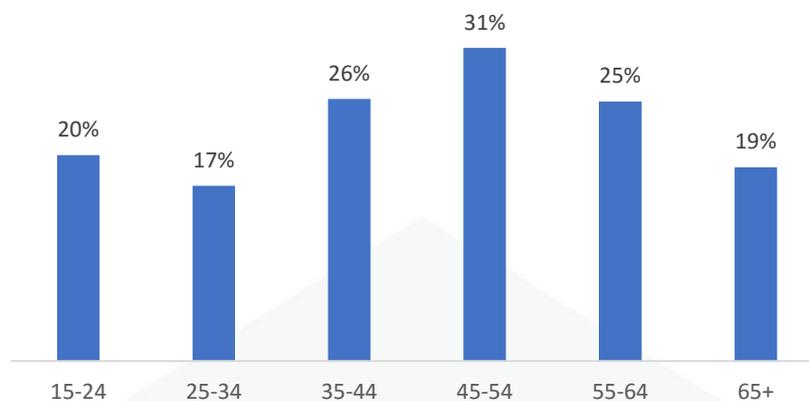
The age group most likely to own a dog is those aged 65 or above (71% of all Pets). Pet ownership remains average for those aged 15-34 (just 20% for 15-24 and 17% for those aged 25-34) and drops off considerably in the 65+ bracket (just 19% of all renters).

The lower percentage makeup for younger renters could be simply their age, or the likelihood that that stage of their life could feel less stable and thus find themselves more likely to move and find it difficult to keep pets.

Just 19% of those aged 65+ have pets today – renters falling into this bracket may be less likely to adopt a pet because they no longer have children.



Percentage of each age bracket owning a pet

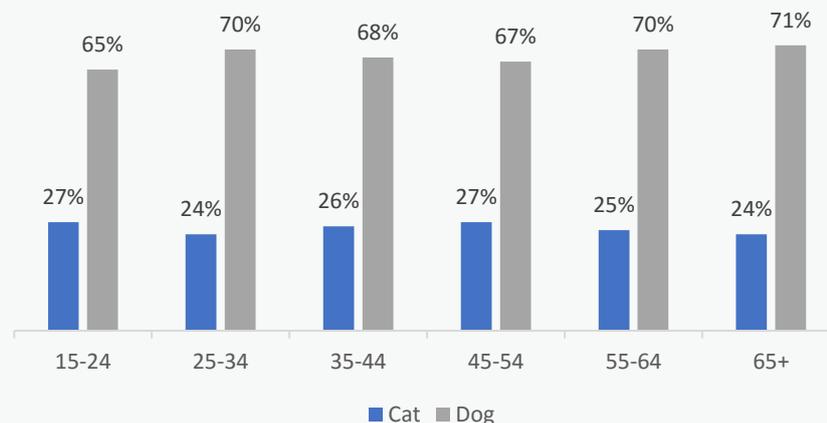


CEO comment: “Rent.com.au’s latest data shows some correlation between age brackets and type of pet. Renters aged 45-54 were in the pet-owning lead at 31% of Australian households,” Mr Bader said. “Those falling into this age bracket were most likely to own a dog (67% of total resumes) versus just 27% with a cat.”

“Higher attachment to pets at this age (and the age group either side) are indicators of children in the household, but does tend to drop as the kids get older (and potentially move out of the home),” Mr Bader said.



Renters (age brackets) owning Cats and Dogs



About rent.com.au

rent.com.au (ASX:RNT) is Australia's #1 website dedicated to rental property. Our rental only positioning allows RNT to legitimately advocate for renting and renters.

Our Rules

	Renters in Suits	Our renters will always be presented in such a fashion as to maximise their chances of getting the home they want
	Properties on Pedestals	We present our properties with additional and relevant information
	Flick the Forms	Let's automate where we can. We can't remove the need for you to eyeball the property before signing (yet!), but we can remove most of the paperwork

Our Products

	Check to see if you are shown as a good tenant and add it to your resume to stand out from the crowd.
	Great convenience product helping renters bridge the gap from one rental to another by financing their bond online.
	Hassle free moving – get someone else to ensure the lights are on and the water is hot when you move in – for free!

Renter (and Pet) Resume

