

September 2024

# OnePack Plan by PetPartners

## Pet Insurance and Trends Survey Report



# Objectives & Methodology

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## Methodology

KRC Research conducted an online survey among a representative sample of n=1,000 employed U.S. adults 18-65. This includes n=750 pet owners (defined as those who own a dog or a cat) and n=250 non-pet owners.

This survey was conducted from August 19 - August 22, 2024.

## Objectives

The research aimed to understand the attitudes and behaviors of pet owners and workers towards pet insurance, pet-related workplace benefits, and the financial implications of pet ownership.

*This survey...*

**Explored** the potential demand for employer-provided pet insurance, preference for this benefit, and its impact on pet ownership decisions.

**Assessed** interest in pet-related benefits like pet-friendly workplaces, flexibility for pet care needs, and leave options for new pets.

**Examined** the impact of pet-related expenses on travel and leisure activities and the desire for financial support for long-term pet care.



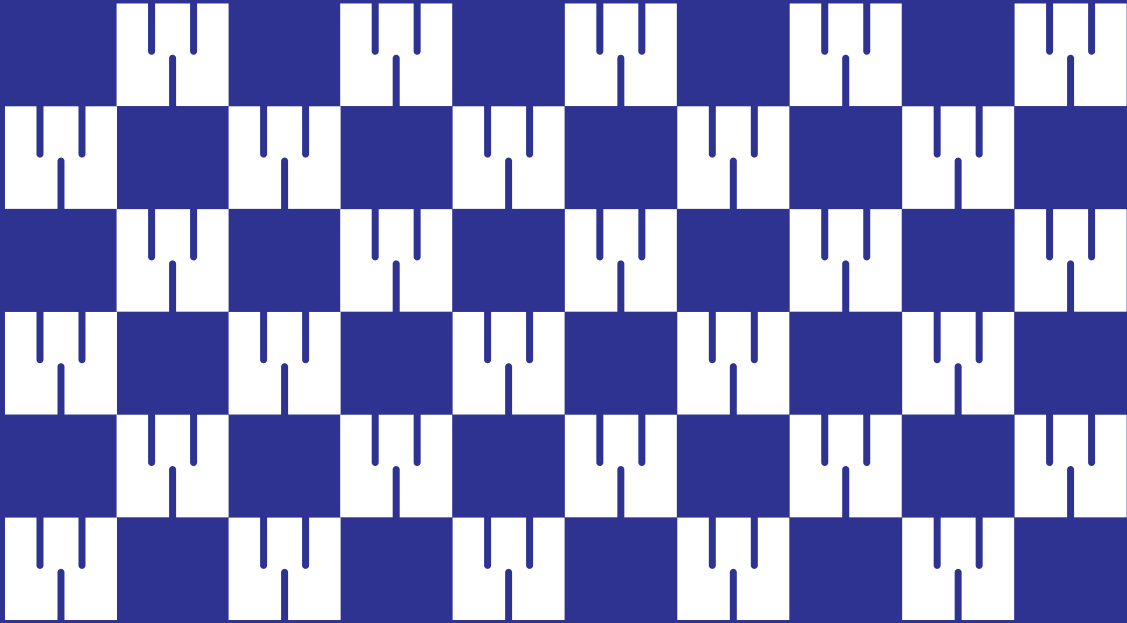
# Executive Summary

Pet Insurance Preferences	Pets in the Workplace	Pets and Travel
<p><b>A significant majority of pet owners, 71%, do not have pet insurance</b>, and 76% of all employees are not offered pet insurance as a benefit. However, there is a clear interest among pet owners in such insurance, especially for coverage of preventative care, prescription medication or food, and accidents or illnesses.</p> <p>For those employees who do not currently own pets, <b>the inclusion of pet insurance by their employer could be a game-changer</b>. Half of these pet-less employees indicated that if their employer offered pet insurance, it would increase their likelihood of considering pet ownership.</p>	<p><b>Two-thirds of pet owners believe it's important for their employers to provide support in managing pet care needs</b>. This sentiment extends to a preference for pet-related benefits over conventional ones. 71% of pet owners would choose a pet-friendly office over an on-site game room. Similarly, 58% would prefer pet insurance to health and wellness programs, and 56% would rather have subsidized pet food than complimentary drinks and snacks on-site.</p> <p>The potential influence of pet-related benefits on employment decisions is also significant. For pet owners, 64% say that the availability of PTO for pet emergencies would influence their preference for a specific employer. <b>In fact, over half of pet owners have already used personal time off for pet care.</b></p>	<p><b>Financial considerations play a significant role in the decisions pet owners make about their pets and travel</b>. A substantial 62% of pet owners report that the expenses associated with pet boarding influence their decision to take paid time off (PTO).</p> <p>In addition, over half of pet owners, 55%, are at least sometimes deterred from including their pets in their travel plans due to concerns over potential accident or injury related costs.</p> <p>Similarly, financial constraints impact the frequency with which pet owners would bring their pets along when travelling. 62% of pet owners say they would often bring their pets on travel if it weren't for these financial constraints, indicating <b>a strong desire among pet owners to include their pets in their travel plans when possible.</b></p>

Confidential

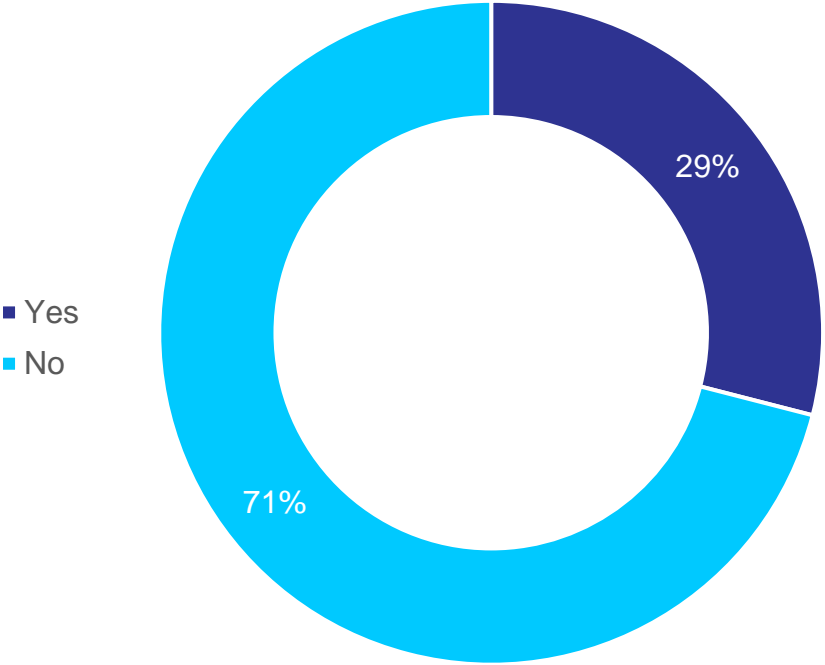


# Pet Insurance Preferences



# The majority of pet-owners do not have pet insurance.

## Pet Insurance



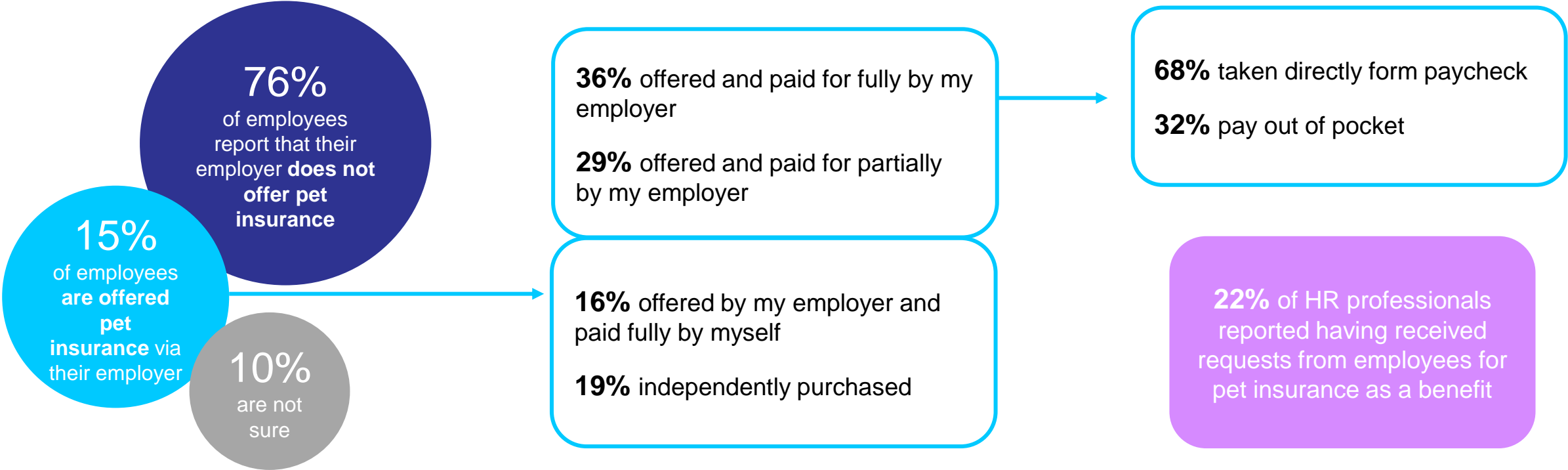
Dog owners are more likely to have pet insurance than cat owners – **31%** of pet owners who only own a dog versus **18%** of cat owners who have just a cat.

Those who report higher average monthly pet expenses are more likely to have pet insurance – of those who report spending less than \$100 monthly, **10%** also report having insurance, compared to **23%** of those who report spending an average of \$100-\$299 and **45%** of those who spend more than \$300 monthly.



# Three-quarters of employees are not offered pet insurance through their employers.

## Employer-Offered Pet Insurance

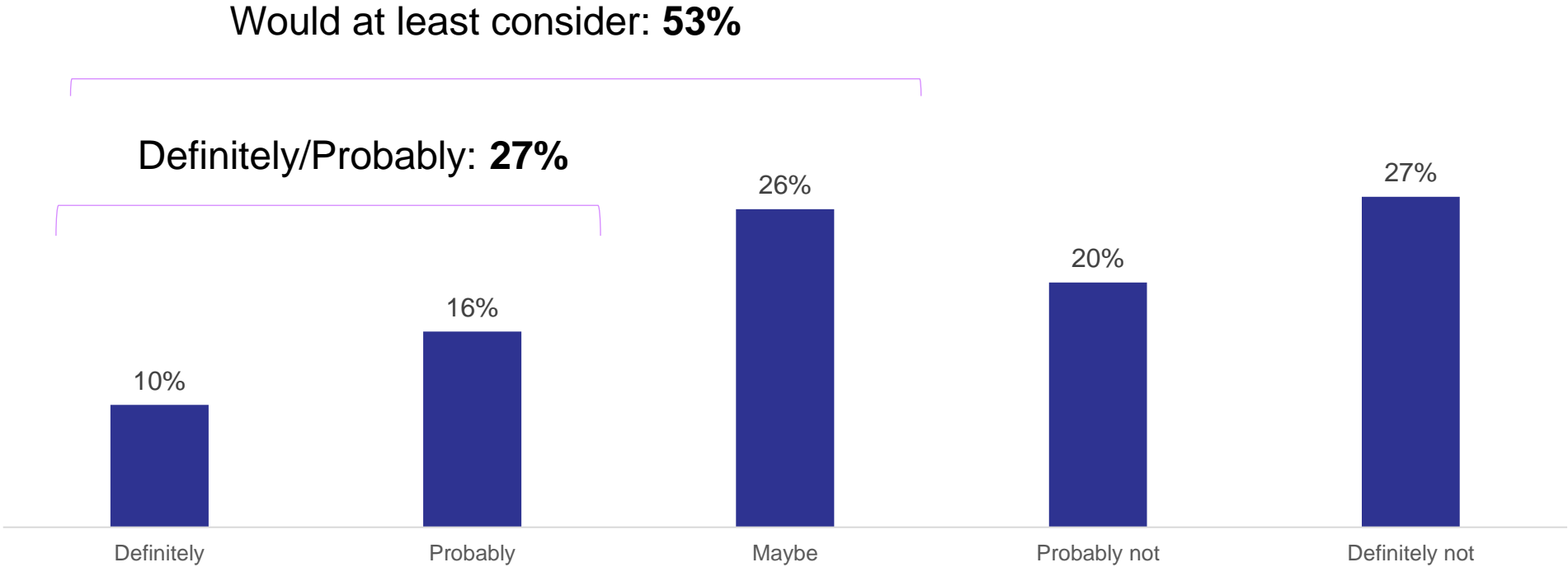


Q9. Does your employer currently offer pet insurance as a benefit to employees? (Base, Total Sample: 1000)  
Q10. [HR EMPLOYEES] Has your company ever received requests from employees to include pet insurance as part of the benefits package? (Base, HR Employees: 32)  
Q12. [HAVE EMPLOYED-OFFERED PET INSURANCE] Is your pet insurance sponsored by your employer or independently purchased? (Base, Have Employer-Offered Pet Insurance: 75)  
Q13. [EMPLOYER CONTRIBUTES] Is the cost of your pet insurance taken directly from your paycheck, or do you pay this each month out of pocket? (Base, Employer Contributes to Pet Insurance: 34)



# Among pet-less employees, half report that employer-offered pet insurance may make them consider getting a pet.

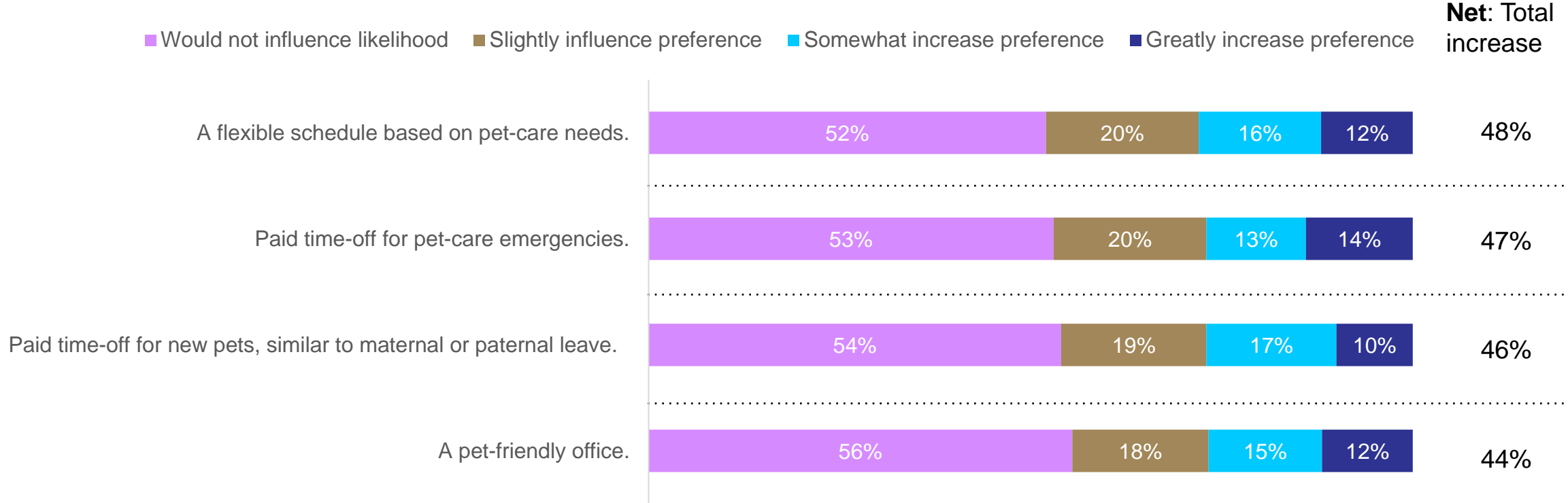
## Employer-Offered Pet Insurance Increasing Likelihood of Getting Pet





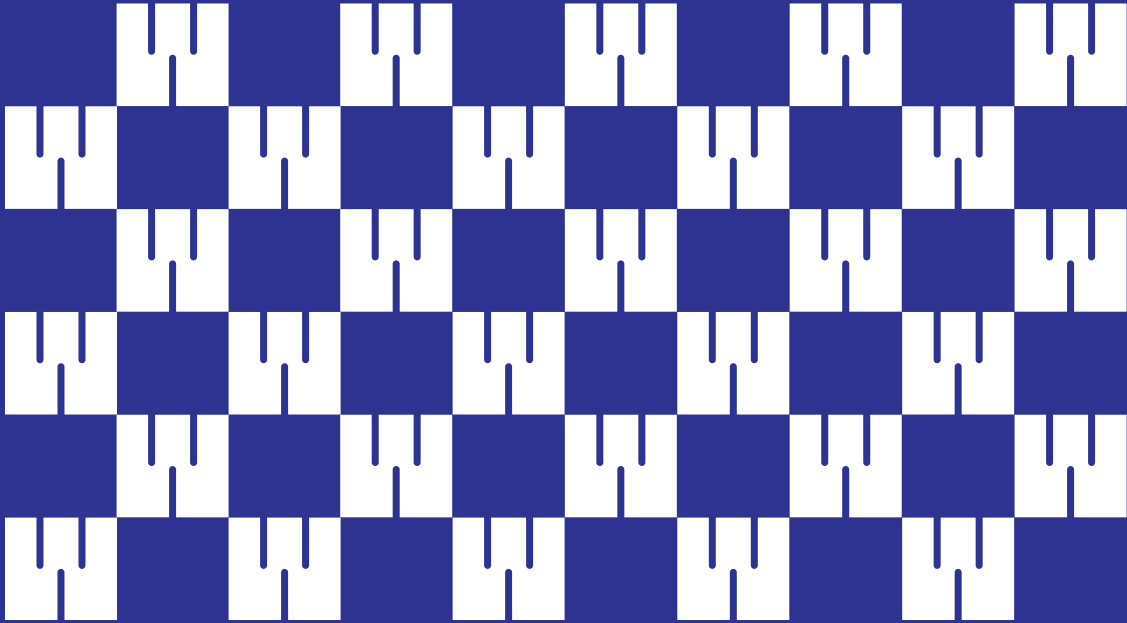
# And other pet-related benefits would play a role in convincing non-pet owners to consider getting a pet – like flexible schedule and PTO for pet-care emergencies.

## Appeal of Pet-Related Benefits to Non-Pet Owners





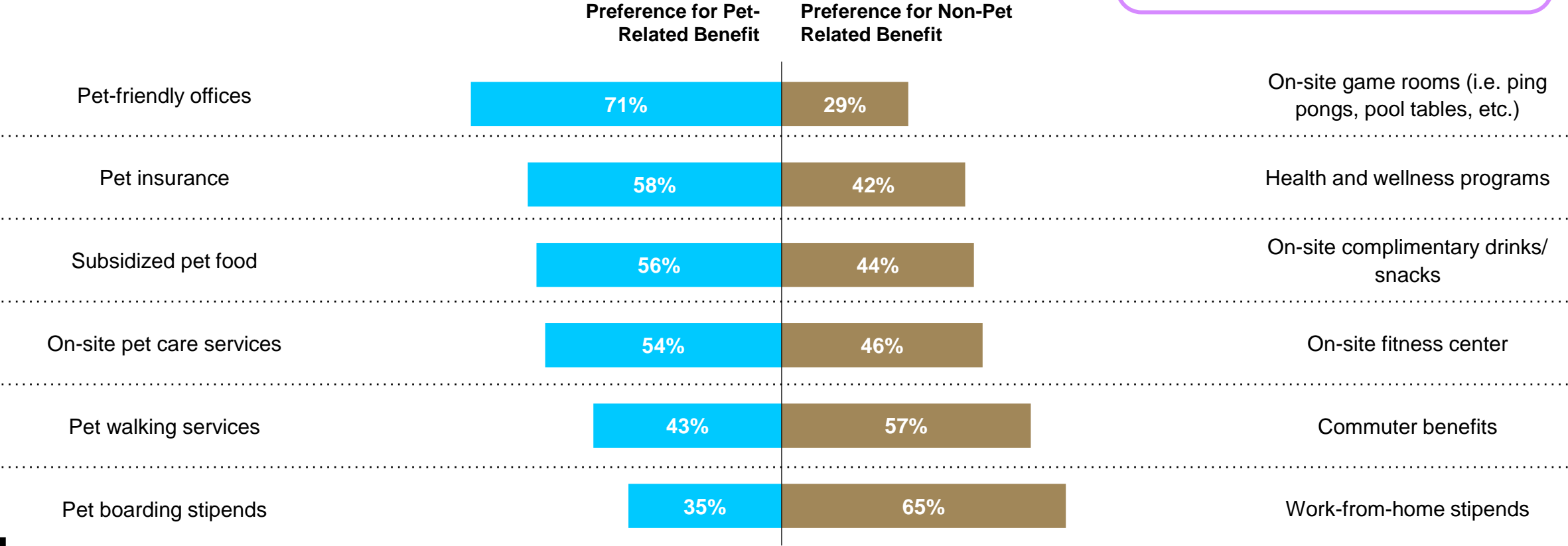
# Pets in the Workplace



# On average, pet-owners prefer pet-related benefits over more conventional benefits half the time.

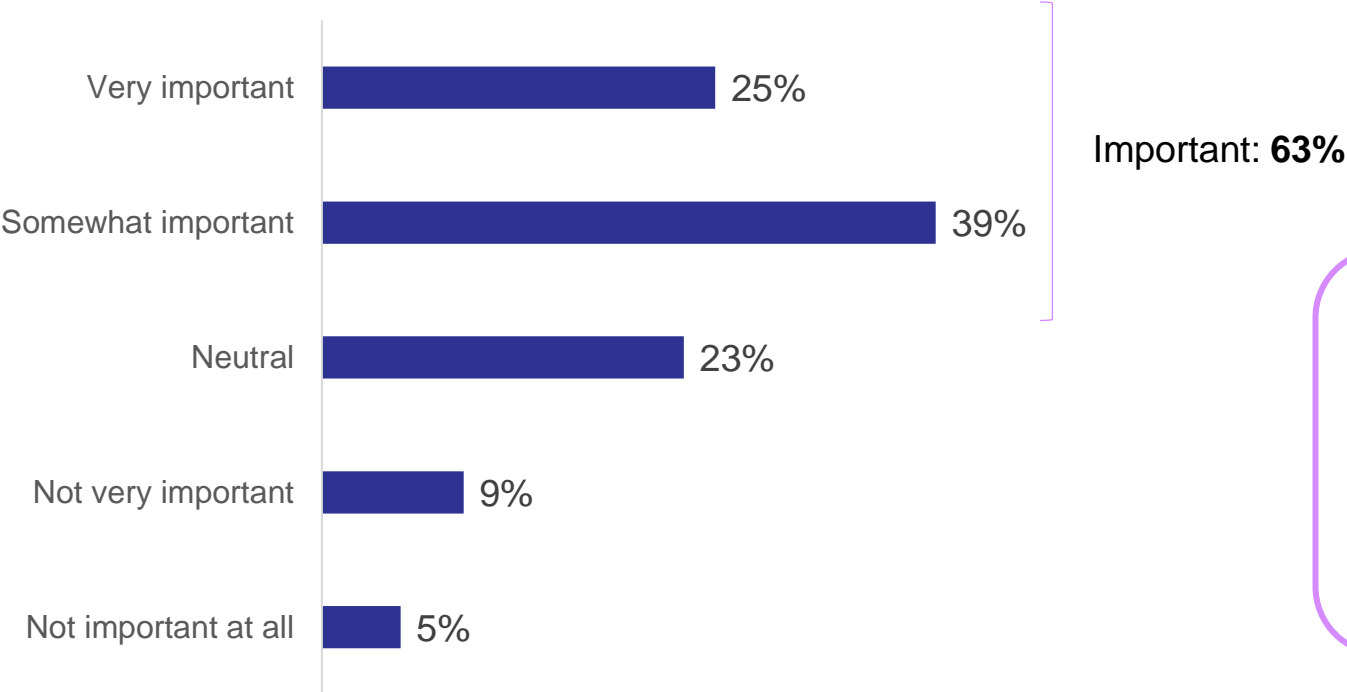
## Preference for Employer-Sponsored Perks

On average, pet-owners selected a pet benefit over a conventional benefit 3 out of 6 times.



# Two thirds of pet-owners believe employer pet care support is important in managing their pet care needs.

## Importance of Employer Support for Pet Care Needs



Those with higher average monthly expenses are more likely to find employer support to be important:

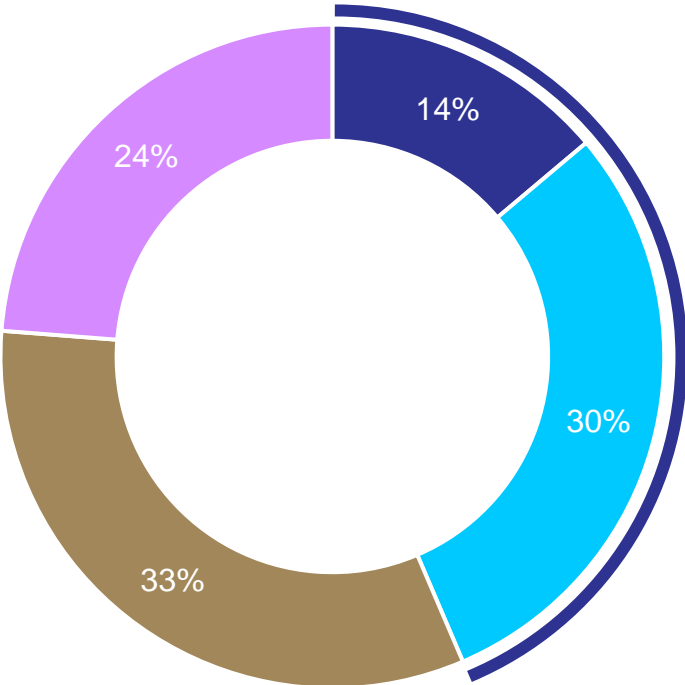
- Low expenses (>\$100): **48%**
- Medium expenses (\$100-\$299): **60%**
- High expenses (\$300+): **78%**



# 44% of all employees report that pet perks are included in the important factors considered when thinking about a new job.

## Influence of Employer Offered Pet Perks on Where to Work

- Major factor/ significantly influences my decision
- One of several factors that influence my decision
- Nice perk, but it wouldn't significantly influence my decision
- Would not influence my decision at all



**44%** of employees report that a pet-friendly office would influence their decision about whether to take a new job

For pet-owners, **53%** report that pet-friendly offices would influence a job decision.

Pet-friendly offices are also more appealing to younger generations – with **55% of Gen Z** and **53% of Millennial** employees say this would factor into their decision, compared with only 32% of Gen X.



# Nearly half of employees claim pet-related benefits influence their job decisions.

Unsurprisingly, pet-owners are more influenced by all four pet-perks than their pet-less counterparts. Both younger generations and lower earners show more interest in pet-perks from their employer.

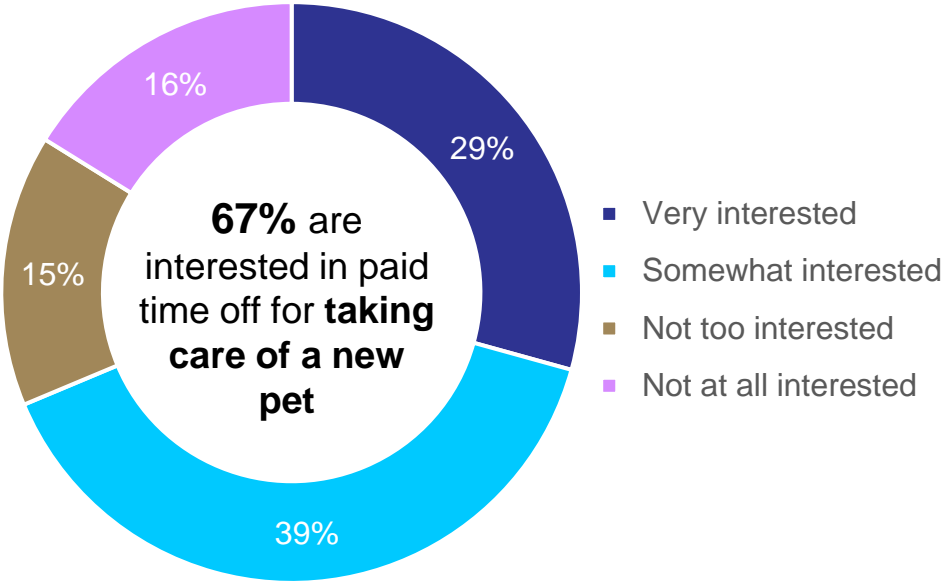
## Influence of Employer Offered Pet Perks on Where to Work

Net: Greatly/somewhat influence preference	Employees	Pet Ownership		Pet Type		Household Income			Generation		
		Pet Owners	Non-pet-owners	Dog owners	Cat owners	<\$50K	\$50-\$99k	\$100k+	Gen Z	Millennial	Gen X/Boomer
	N=1,000	N=750	N=250	N=610	N=378	N=219	N=390	N=377	N=177	N=364	N=459
Paid time-off for pet-care emergencies.	54%	64%	25%	66%	66%	61%	56%	50%	65%	59%	46%
A flexible schedule based on pet-care needs.	48%	56%	23%	58%	58%	53%	49%	43%	54%	54%	40%
A pet-friendly office.	47%	54%	26%	56%	56%	52%	49%	42%	50%	54%	39%
Paid time-off for new pets, similar to maternal or paternal leave.	44%	50%	23%	53%	52%	46%	45%	41%	50%	50%	36%

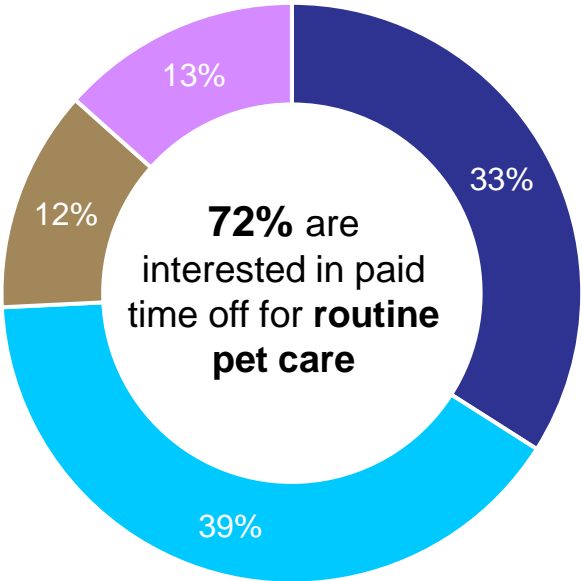


# Two thirds of employees are interested in PTO for pet care; over half of pet-owners have already taken personal time off to do so.

## Interest in PTO for Pet Care



Pet-owners: 77%  
Non-pet owners: 38%



Pet-owners: 83%  
Non-pet owners: 42%

**57%** of pet owners have used **personal sick or leave time** to take care of their pets

If their employer were to offer paid time off for new pet parents, **57%** believe **1-4 days** is reasonable

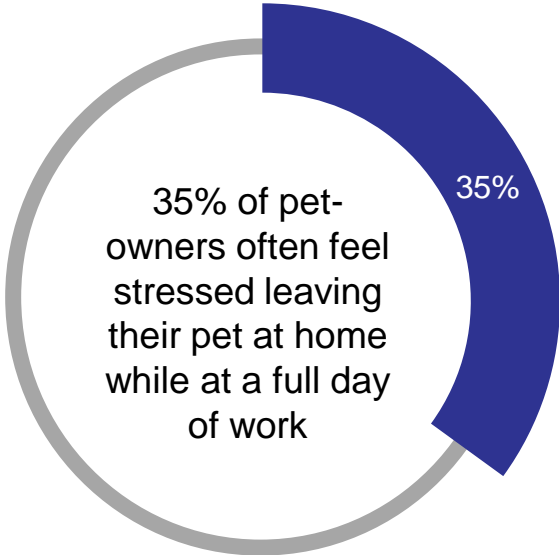


Q23. How interested are you in having your employer offer paid time off for taking care of a new pet? (Base, Total Sample: 1000)  
 Q24. If your employer were to offer paid time-off for new pet parents, how much time would you feel is reasonable? (Base, Total Sample: 1000)  
 Q25. How interested are you in having your employer offer paid time off for routine pet care, such as vet visits? (Base, Total Sample: 1000)  
 Q27. [PET-OWNERS] Have you used any personal sick time or personal leave in order to take care of your pets? (Base, Pet-Owners: 750)

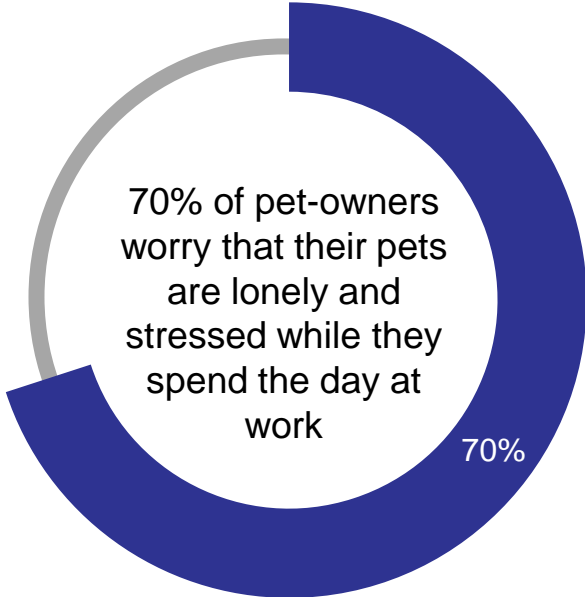
# Most pet-owners (70%) worry their pets are lonely when left at home and therefore desire remote flexibility. A third feel stressed when going into work.

These sentiments are similar between those who work fully in-person and others who have a higher degree of flexibility.

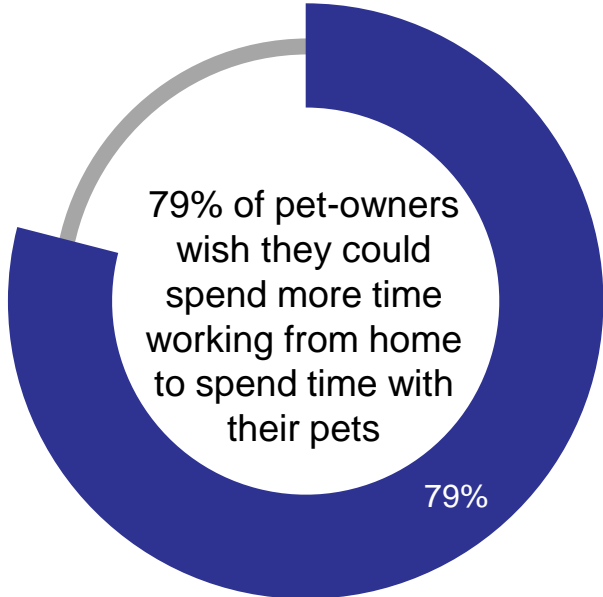
## Pets Left at Home



Dog owners: 37%  
Cat owners: 18%



Dog owners: 70%  
Cat owners: 60%



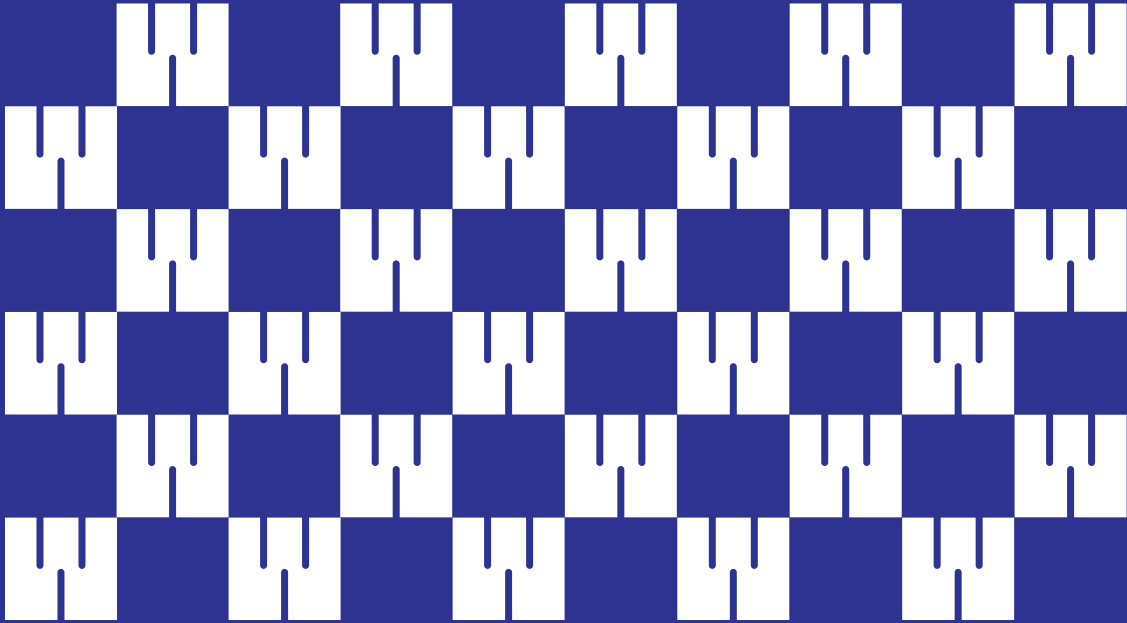
Dog owners: 79%  
Cat owners: 69%



Q28. [PET-OWNERS] How often do you feel stressed leaving your pet at home while you're at work for a full day? (Base, Pet-Owner Stressed Leaving Pet Alone: 723)  
Q29. [PET-OWNERS] How often do you worry about your pets feeling lonely or stressed while you're at work for a full day? (Base, Pet-Owner Stressed Leaving Pet Alone: 723)  
Q30. [PET-OWNERS] Do you ever wish that you could work from home more often in order to spend more time with your pet(s)? (Base, Pet-Owner Stressed Leaving Pet Alone: 723)

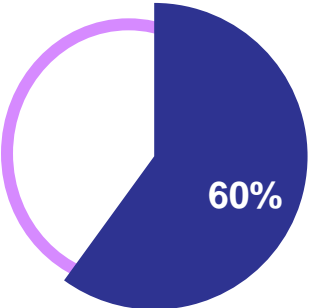


# Pets and Travel

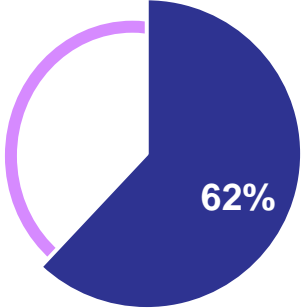


# For nearly two-thirds of pet-owners, financial constraints affect the decision to take or leave a pet home while traveling.

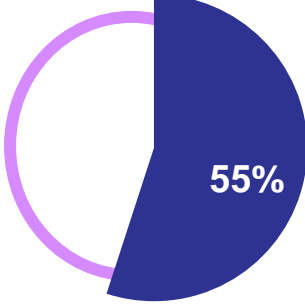
## Traveling with Pets



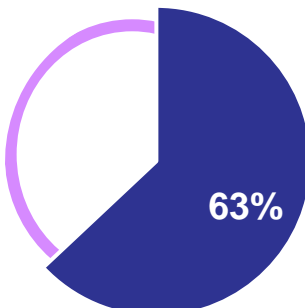
60% of pet-owners would be likely to embark on a solo trip with their pet if given the opportunity



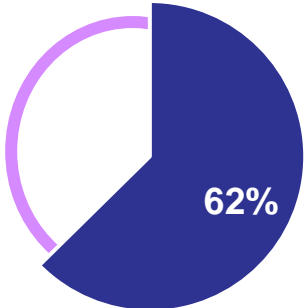
62% of pet-owners report that expenses associated with pet boarding influence their decision to take PTO (*at least somewhat*)



55% of pet-owners are deterred from including their pets in travel plans for concern of accident or injury related costs (*at least sometimes*)



63% of pet-owners claim that pet-related travel fees prevent them from bringing their pet on vacation (*at least sometimes*)



62% of pet-owners would bring their pets on travel if it weren't for financial constraints (*at least often*)



Q33. [PET-OWNERS] How often does the potential for accident or injury-related costs deter you from including your pet in your travel plans?  
Q34. [PET-OWNERS] To what extent do the expenses associated with pet boarding influence your decision to use your paid time off/allocated vacation time?  
Q35. [PET-OWNERS] If given the opportunity, how likely are you to embark on a solo trip with your pet?  
Q36. [PET-OWNERS] How often do pet-related travel fees (such as those required to bring your pet on transportation or in your accommodation) prevent you from bringing your pet on vacation?  
Q37. [PET-OWNERS] If financial constraints were not an issue, how often would you include your pet in your travel plans?

# Young adults with more financial demands who have pet insurance are more influenced by pet-related travel expenses.

The travel plans of pet-owners with **financial constraints** (low income, higher monthly pet expenses) are more influenced by pet-related travel expenses.

In addition, **younger** pet-owners and those who **have pet insurance** are also more influenced.

## Traveling with Pets

	Pet-Owners N=750	Pet Insurance		Household Income			Monthly Pet Expenses			Generation		
		Has PI N=221	Does not have PI N=529	<\$50K N=219	\$50-\$99k N=390	\$100k+ N=377	Lower (\$0-99) N=110	Medium (\$100-299) N=341	High (\$300+) N=281	Gen Z N=177	Millennial N=364	Gen X/Boomer N=459
Expenses associated with pet boarding influence their decision to take PTO ( <i>at least somewhat</i> )	62%	71%	59%	62%	68%	57%	40%	61%	74%	69%	69%	52%
Deterred from including their pets in travel plans for concern of accident or injury related costs ( <i>at least sometimes</i> )	55%	67%	50%	62%	60%	47%	40%	52%	66%	69%	60%	44%
Would bring their pets on travel if it weren't for pet-related travel fees ( <i>at least sometimes</i> )	63%	70%	60%	67%	67%	58%	45%	59%	77%	74%	70%	51%
Would bring their pets on travel if it weren't for financial constraints ( <i>at least often</i> )	62%	69%	59%	65%	64%	58%	48%	59%	71%	71%	63%	56%
Likely to embark on a solo trip with their pet if given the opportunity	60%	72%	55%	64%	62%	56%	44%	57%	72%	70%	62%	54%



Q33. [PET-OWNERS] How often does the potential for accident or injury-related costs deter you from including your pet in your travel plans?

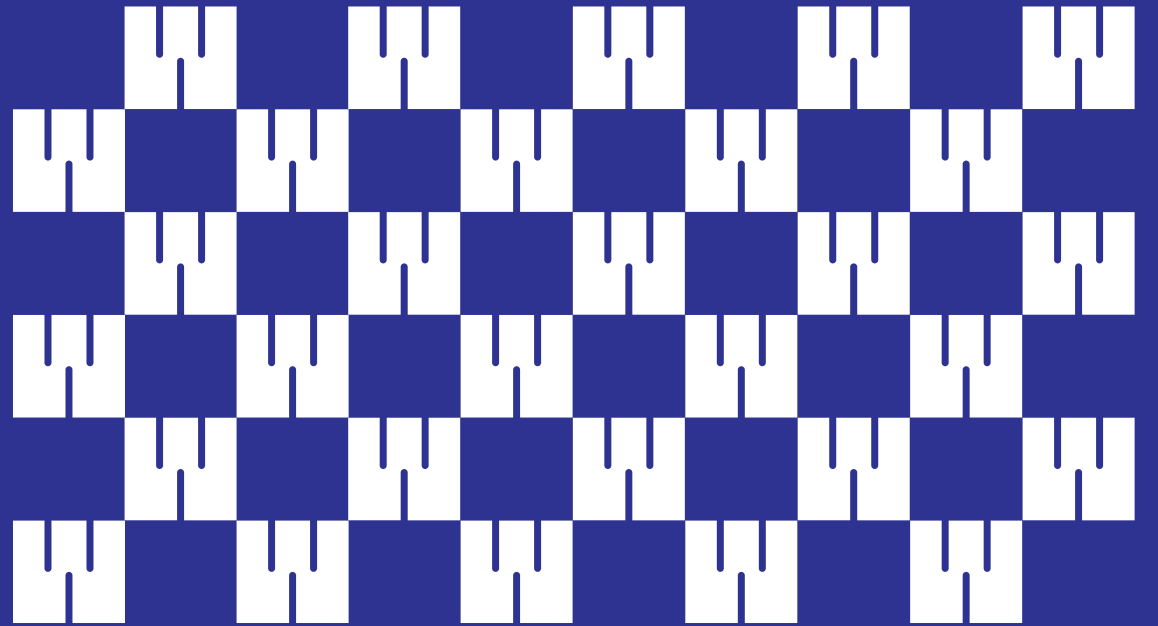
Q34. [PET-OWNERS] To what extent do the expenses associated with pet boarding influence your decision to use your paid time off/allocated vacation time?

Q35. [PET-OWNERS] If given the opportunity, how likely are you to embark on a solo trip with your pet?

Q36. [PET-OWNERS] How often do pet-related travel fees (such as those required to bring your pet on transportation or in your accommodation) prevent you from bringing your pet on vacation?

Q37. [PET-OWNERS] If financial constraints were not an issue, how often would you include your pet in your travel plans?

# Appendix



# Demographics

Pet Ownership	
Pet-Owner	75%
Non-pet Owner	25%

Pets	
Dog	81%
Cat	50%

Seniority	
Entry level	20%
Mid-level	44%
Senior level/Management	30%
Executive level (e.g., CEO, CFO, CTO)	5%

Race/Ethnicity	
White	63%
Hispanic or Latino	17%
Black or African American	13%
Asian	6%
Other	2%

Gender	
Female	51%
Male	49%
Transgender	0%
Non-binary/Non-confirming	0%
Prefer not to answer	0%

Office Environment	
NET: Professional Role	75%
In-person/Office environment	43%
Remote role	13%
Hybrid role	19%
Industrial environment (e.g., manufacturing, skilled trades)	10%
Service sector (e.g., retail, hospitality, customer service)	15%

Generation	
Generation Z	18%
Millennial	36%
Generation X/Baby Boomers	46%

