

**airvet**

## How Pet Care Impacts Employee Productivity

A survey on how pets and pet care influences  
employee well-being, productivity, and engagement.



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## Introduction

# What's missing from your family benefits? Pets.



70% of US households have at least one pet.<sup>1</sup> That number is rising, with 65% of 18 to 34-year-olds planning to adopt a pet in the next five years. By 2030, pet ownership in the US is projected to increase an additional 14%.<sup>2</sup>

However, the veterinary industry is struggling to keep up with demand for vet care. An urgent care visit can take up to 10 hours, and clinics are forced to turn away all but the most dire cases.<sup>3</sup> On top of that, a new study found that a shortage in veterinarians could leave as many as 75 million pets without medical care by 2030.<sup>4</sup>

This trend presents a major financial and emotional burden for pet families who have limited resources to support them, resulting in impaired productivity and increased stress.

How can HR leaders tackle this problem in a meaningful way while creating a workplace that promotes productivity, mental well-being, and inclusivity for families of all shapes and sizes?

1. "Facts + Statistics: Pet Ownership and Insurance" <https://www.iii.org/fact-statistic/facts-statistics-pet-ownership-and-insurance>

2. "Why Pets Could Be a Long-Tail Investment Trend" <https://www.morganstanley.com/ideas/us-pets-investing-trend>

3. "The Great Veterinary Shortage" <https://www.theatlantic.com/health/archive/2022/07/not-enough-veterinarians-animals/661497/>

4. "New Studies Find Veterinarian Shortage Could Leave 75 Million Pets Without Medical Care by 2030" <https://people.com/pets/new-studies-find-veterinarian-shortage/>

# Methodology

In January 2023, Airvet surveyed 1,020 full-time employees working for companies with more than 1,000 employees located in the United States that own either a cat or a dog.

The goal of the survey was to better understand the relationship between pet parents and their pets, how that relationship impacts productivity in the workplace, and how employers can best support their pet parents.

Employers have an opportunity to expand family benefits to better support pet parents when they need it most.

Not only would a greater investment in pet-related benefits improve productivity, mental-wellbeing, and create a more inclusive workplace – it can also be a powerful tool for employee retention and attracting new talent.

## Findings

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**95%** View their pets as members of their family. This strong emotional connection strongly influences how pet parents feel – both at home and in the workplace.

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**43%** Have delayed or avoided care due to conflicts in their work schedule.

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**75%** Have trouble focusing when something is wrong with their pet, resulting in a workforce that is distracted and under emotional distress.

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**63%** Said additional pet benefits would increase their desire to stay with their company for the next 12 months.

Pets and employee productivity

When employees struggle to get care for their pets, **focus deteriorates.**



Pets and employee productivity

# If something is wrong with their pet, employee focus deteriorates.

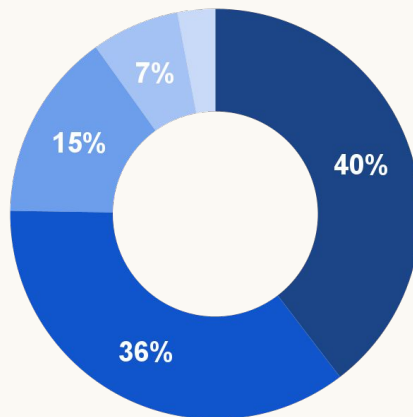
**76%**

of pet parents report having trouble focusing when something is wrong with their pet.

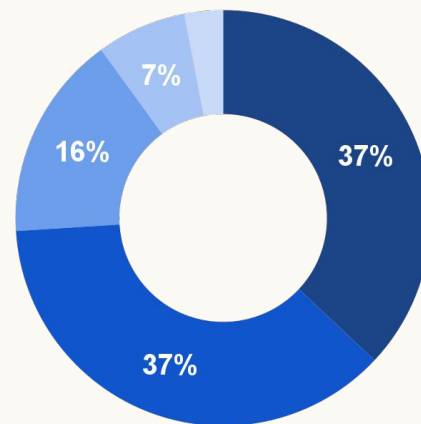
## Takeaway

Consider options that allow pet parents to address issues with their pets immediately, such as flexible work schedules or on-demand pet care resources.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree



**I have trouble focusing if something is wrong with my pet.**



**I find it overwhelming when something is wrong with my pet.**

Barriers to timely pet care

**Work schedules and cost of care are major barriers for pet parents seeking care.**



## Barriers to timely pet care

# Examining the barriers to care for pets and pet parents.

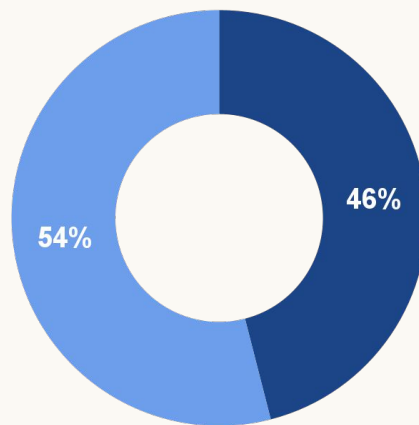
**43%**

of pet parents have avoided or delayed care due to their work schedule.

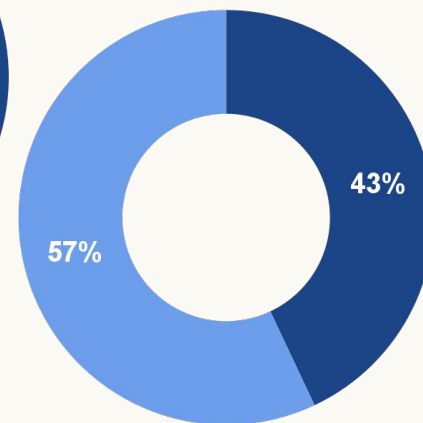
### Takeaway

Consider options that allow pet parents to address issues with their pets immediately, such as flexible work schedules or on-demand pet care resources.

● True  
● False



**I have avoided or delayed care for my pet due to the cost of care.**



**I have avoided or delayed care for my pet due to my work schedule.**



Pets and mental well-being

The strong emotional connection between pet parents and their pets **significantly impacts mental well-being.**



Pets and mental well-being

## Pets are considered valued members of the family.

An overwhelming majority of pet parents (95%) reported that they consider pets to be part of their family, with 72% strongly agreeing that pets are family.

**95%**

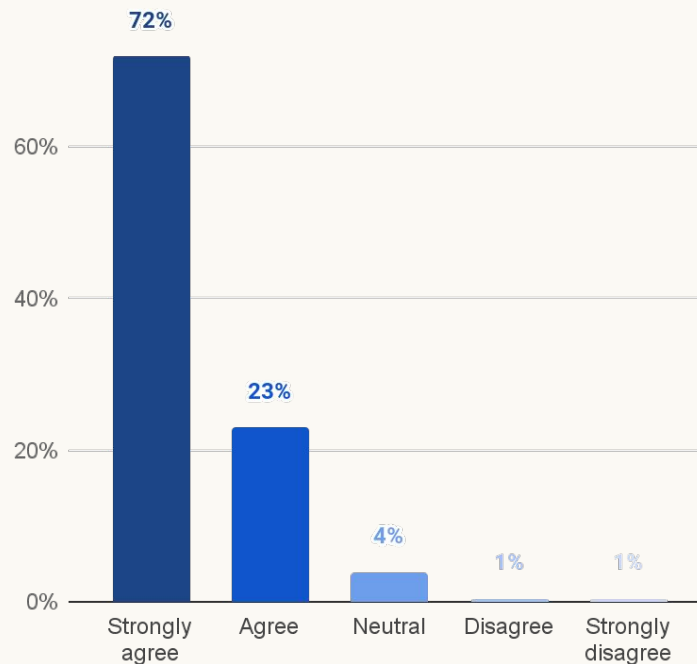
consider pets to be part of the family.

### Takeaway

When building an inclusive family benefit strategy, consider the ways you are and are not supporting your pet families.

## My pet is a part of my family.

1,020 answers



Pets and mental well-being

# Pets greatly improve the emotional wellbeing of pet parents.

**87%**

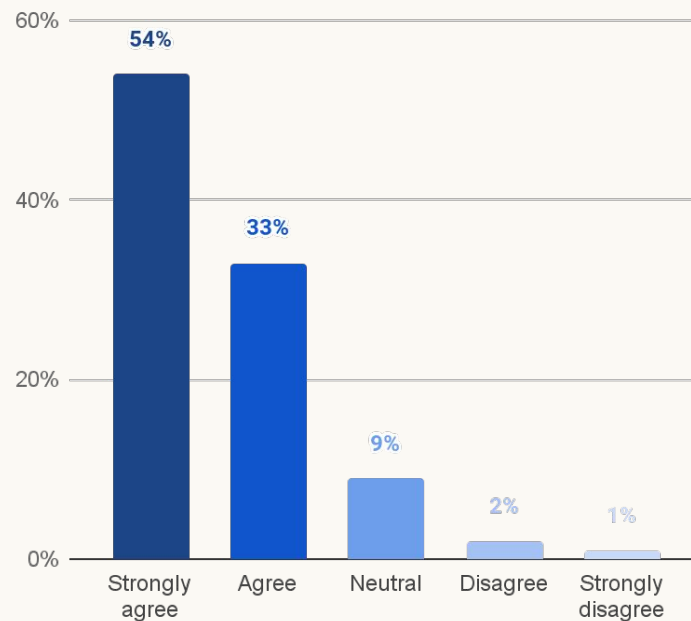
Of pet parents say that their emotional wellbeing has improved since becoming a pet parent.

## Takeaway

How can your organization do more to celebrate and support the connection between pets and pet parents?

## My emotional wellbeing has improved since becoming a pet parent.

1,020 answers



Pet benefits and employee retention

Investing in additional family benefits like pet telehealth can **improve productivity and boost employee retention.**



Pet benefits and employee retention

# Investing in additional pet benefits like telehealth can boost employee retention.

Additional pet benefits being offered by my employer would increase my desire to stay with my company for the next 12 months.

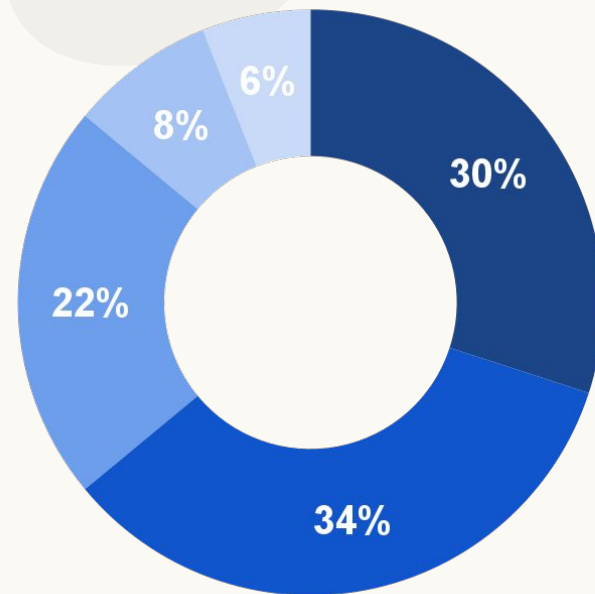
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**64%**

of employees reported that additional pet benefits being offered by their employer would increase their desire to stay with their company for the next 12 months.

## Takeaway

When developing strategies for retaining and attracting new talent, don't underestimate the impact of investing in pet benefits like telehealth or pet insurance.



# Turning insights into action.



## Check if your benefits supports all types of families

Being an organization that's inclusive of pet families means going beyond dog-friendly offices. Do you have employee resource groups available for pet families? Are there forums or other internal channels where pet families can get to know and support each other?

## Ask your pet parents about their current needs

Surveys can help you uncover where your pet parent employees currently feel supported, where they don't, and where there are opportunities for you to invest in the future. You can also find out which benefits are currently working for them, and which might be valuable for you to consider updating in the future.

## Evaluate your family benefits package

Make sure pet families are reflected in your family benefits strategy. Consider benefits like pet insurance and pet telehealth, and policies around time-off for pet adoption or pet bereavement.

# Appendix

Appendix

## About Airvet – On-demand pet telehealth.

Airvet partners with leading organizations like Adobe, Ceridian, and Pet Plate to improve employee productivity and reduce stress while creating a more inclusive and equitable workplace.



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video or chat



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access



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24/7



7,000+  
5-star reviews



2,000+  
Experts available



<1 minute  
Average response time



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