



Unleashing Employee Engagement & Satisfaction with Pet Benefits

Boost employee engagement and satisfaction within organizations with the power of pet benefits.



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Introduction

The Best Workplaces Begin With Exceptional Employee Experiences

A robust and complete family benefits package can go a very long way in supporting a positive employee experience, however most organizations are missing a key demographic-pet parents.

70% of US households have at least one pet.¹ 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%.²



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.³ 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 2030.⁴

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. Acknowledging and supporting your workforce in their everyday challenges is one way to create a meaningful and exceptional employee experience.

Fostering a positive and engaging work environment

When pet benefits are prioritized companywide, a broad range of advantages are revealed that foster a positive and engaging work environment including:

- **Enhanced inclusivity and belonging** – Supporting pet families promotes inclusivity, recognizes pets as integral family members and strengthens the bond between employees and the organization.
- **Amplified productivity** – Supporting working pet parents reduces the stress of balancing work and pets, enabling employees to focus better and minimize distractions, ultimately enhancing productivity.
- **Improved mental wellbeing** – Pets positively impact mental health by reducing stress, anxiety, and loneliness. Introducing pet benefits creates a more supportive atmosphere, elevating employees' overall job satisfaction and mental wellbeing.

HR leaders can finally tackle this problem in a meaningful way and create a workplace that empowers employees to care for their pets just as they would any other family member.



70%

of US households
have at least one pet.

Executive summary

Survey Goals & Highlights

Goals of the survey

- Quantify the impact of pet benefits on employee experience.
- Uncover how pet care impacts employee productivity and mental well-being
- Understand how greater support for pet families translates to meaningful business outcomes.

Redefining Family: Enhancing Employee Experience through Pet-Inclusive Benefits.

Investing in pet-related benefits creates an exceptional employee experience, boosting productivity, mental well-being, and inclusivity. Supporting pet families and acknowledging employees' relationship with their pets, fosters a highly engaged workforce.

Survey Highlights

63%

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

43%

Have delayed or avoided care due to conflicts in their work schedule. Employees feel torn between work obligations and prioritizing their pet's health needs.

75%

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

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.

Methodology

Surveying working pet parents



Survey 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 and how that relationship impacts employees' feelings about their workplace and overall employee experience.

Demographics

Gender

- Male - 49%
- Female - 51%

Age

- 18-29 - 17%
- 30-44 - 54%
- 45+ - 29%

Companies who focus on employee experience report impressive results.

According to a recent report by Gallup, businesses that prioritize employee experience are seeing massive shifts in organizational performance. According to the report, top and bottom quartile business units had the following differences.

81%

Reduction in employee
absenteeism.

23%

Increase in employee
productivity.

18%

Increase in overall productivity
among employees.

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



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

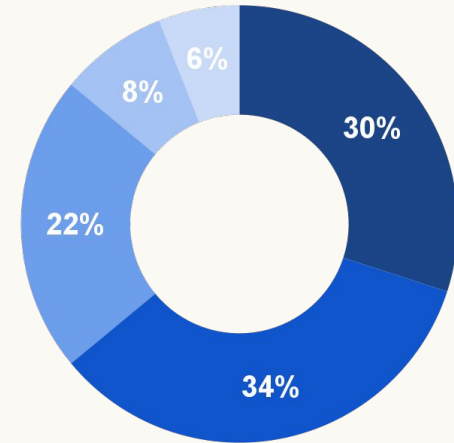
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

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, invest in innovative benefits that are relevant to a large swath of your workforce.



Additional company-sponsored pet benefits would increase my desire to stay with my company for the next 12 months.

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



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

Pet telehealth provides instant peace of mind to employees who are struggling to focus when they're unsure if their pet is facing a health problem requiring immediate attention.

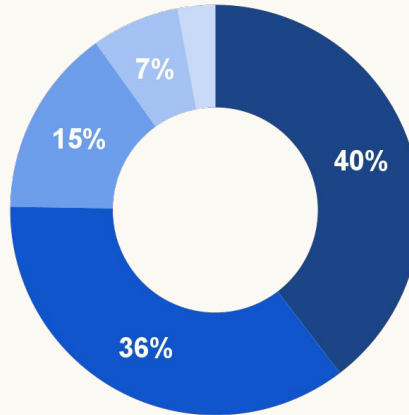
76%

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

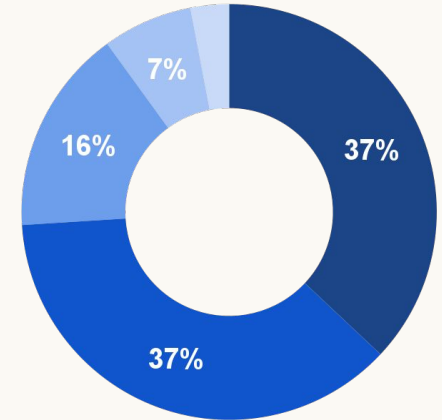
Takeaway

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.

Work schedules and the cost of care are major barriers for working pet parents.



Work obligations and schedules are barriers to timely pet care.

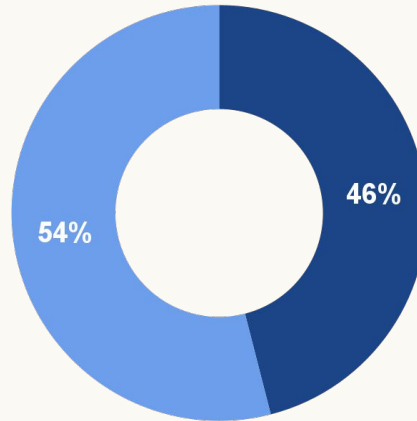
43%

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

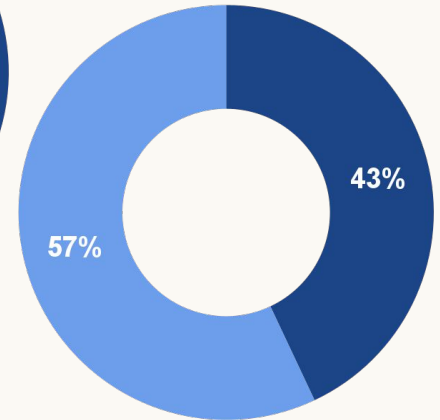
Takeaway

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.

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



Pets greatly improve the emotional wellbeing of working pet parents.

87%

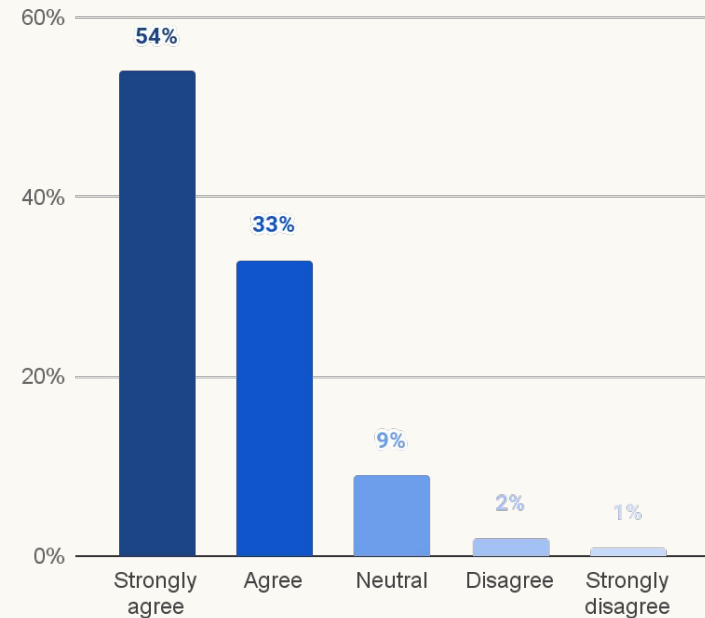
Of pet parents say that their emotional wellbeing has improved since becoming a pet parent.

Takeaway

Research studies confirm the positive impact of pets on human health. Foster this connection by showing support for your working pet parents.

My emotional wellbeing has improved since becoming a pet parent.

1,020 answers



The definition of family has changed. Today, pets are widely considered valued members of the family.

And an overwhelming majority of them (95%) reported that they consider their pets to be part of their family.

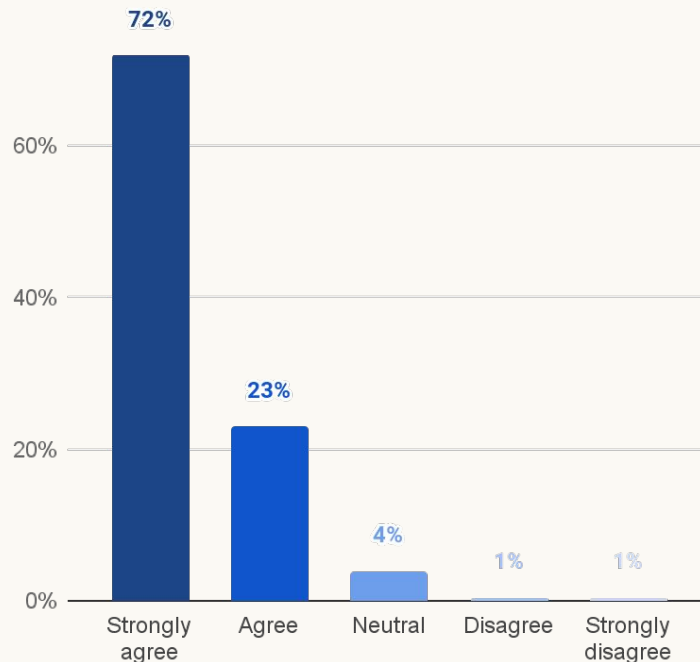
95%
consider pets
to be part of
the family.

Takeaway

Invest where it counts and in benefits that your employees will find the most value. Pet benefits are relevant to 70% of your workforce.

My pet is a part of my family.

1,020 answers





Turning insights into
action: How to achieve a
pet-friendly workplace.





Determine the business impact of adopting pet benefits in your organization


These questions can serve as a starting point for HR leaders to assess the feasibility and potential impact of incorporating pet benefits into their family benefit strategy.

 What percentage of your workforce identifies as working pet parents?

 Have you heard any feedback regarding pet-related benefits?

 How would the addition of pet benefits align with your organization's values and culture?

 What are the potential benefits that come from adopting pet benefits?

 What impact might pet benefits have on employee engagement, satisfaction, and overall well-being?





Choosing the right mix of pet benefits for your organization

Consider the type of pet benefits you want to offer your working pet parents. The “gold standard” includes the following:

- **Pawternity Leave:** Days off for a new adoption
- **Virtual, on-demand veterinary care:** Solve issues in minutes, not hours
- **Pet bereavement leave:** Days off to deal with the loss of a pet
- **Time-off policies/ Pet PTO Days:** Days off to care for a sick pet
- **Flexible work schedules:** Flexibility to care for your pet, for example, taking Fido for a daily walk
- **Voluntary pet insurance:** About 3%¹ of pet parents have pet insurance policies for times when a pet may have extraordinary needs.

As you can see, when it comes to implementing pet-friendly workplace policies, there are a lot of options that go beyond “bring your dog to work” days and that work for all pet parents.

¹ Today's Veterinary News <https://todaysveterinarybusiness.com/health-insurance-dogs-naphia/>

Celebrate and support your pet parents

Don't forget to keep it fun! Look for ways to recognize and celebrate your employee's pet-centric milestones.

- New pet adoptions
- Condolence cards for those experiencing a loss of a pet
- Seasonal pet photo contests

Employers can also increase employee engagement and overall company culture by including employees' pets in social groups within your organization (ex: a Slack channel for pet parents).

Be sure to engage your senior leadership as well. When employees see that senior management is supportive, it goes a long way in demonstrating your business's commitment to employees and their pet families.



Appendix

Why Is Employee Experience Mission-Critical?

Employee experience is mission-critical because it has a direct impact on overall a business's performance, productivity, and the bottom line. According to Gallup, top and bottom quartile business units had the following differences.

Accelerate workplace efficiency

18%

Increase in productivity

23%

Increase in profitability

10%

Increase in customer loyalty

Decrease unproductive behaviors

81%

Reduction in absenteeism

41%

Reduction in deficiencies

1 [Gallup](#). What is employee engagement and how do you improve it?

Appendix

About Airvet – On-demand pet telehealth.

Airvet partners with leading organizations like [Adobe](#), [Ceridian](#), and [Rexford Industrial](#) to improve employee productivity and reduce stress while creating a more inclusive and equitable workplace.



Connect via video
or chat



On demand access



Available
24/7



7,000+
5-star reviews



2,000+
Experts available



<1 minute
Average response time

