

A woman with dark curly hair, wearing glasses and a light-colored button-down shirt, is sitting on a blue couch. She is smiling and looking towards a large, fluffy white dog sitting next to her. The dog has its tongue out and is looking towards the camera. In the background, there is a blurred office environment with other people and a window.

airvet

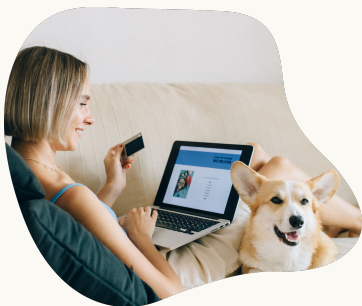
The State of Employee Pet Benefits in 2024

A survey on the impact of pet benefits
on overall employee well-being.

Executive summary

JULY 2024

Airvet surveyed **1,260 full-time employees** working in the United States that **own at least one pet**.



The goal of the survey was to better understand the current state of pet care, including cost and accessibility, and how that impacts and influences employees in the workplace.



The **cost of pet care** has continued to increase, with many pet families struggling with **unexpected costs** and **few resources** available to mitigate them. **Families are now going into debt** in order to cover these costs as traditional solutions like pet insurance offer too many barriers to be widely accessible for the majority of pet families.



Additionally, our survey found that the majority of pet parents reported that they have taken **time away from work** in order to get an appointment for their pet. This can range in time from a **few hours, to an entire work day**.



Financial and emotional stress and absenteeism are risks employers need to proactively mitigate.

This report explores how HR leaders can mitigate these challenges by implementing meaningful pet benefits that not only ease financial strain but also create a workplace culture of belonging and inclusivity for employees of all family types and ages.

1. "Pet Ownership Statistics 2024" <https://www.forbes.com/advisor/pet-insurance/pet-ownership-statistics> | 2. "Nationwide To Drop 100,000 Pet Insurance Policies; Blames Rising Veterinary Costs" <https://www.forbes.com/advisor/pet-insurance/nationwide-dropping-100k-pet-insurance-policies> | 3. "Loving their Pets to Debt" <https://www.nytimes.com/2024/07/12/podcasts/the-daily/pets-veterinary-bills.html>

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Theme #1

Understanding the cost of pet care

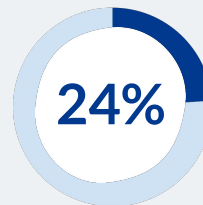
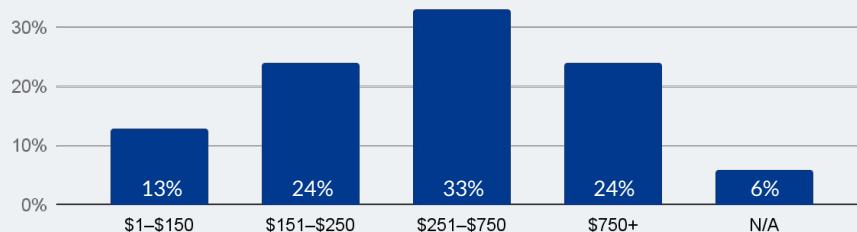


The high cost of pet care is causing avoidable financial strain for employees

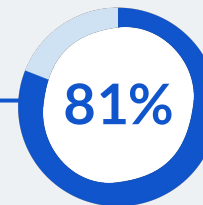
Without proper support, employees are vulnerable to avoidable financial and emotional stress.

Consider how your current benefits account for helping pet families navigate the high cost of care.

How much did employees spend on unexpected pet care this year?



spent more than **\$750** on unexpected pet care costs in the last year



spent at least **\$150** on unexpected pet care costs

Current options for managing the cost of care have too many barriers to be accessible for all pet families

According to the New York Times, only **4% of pet families have pet insurance.**

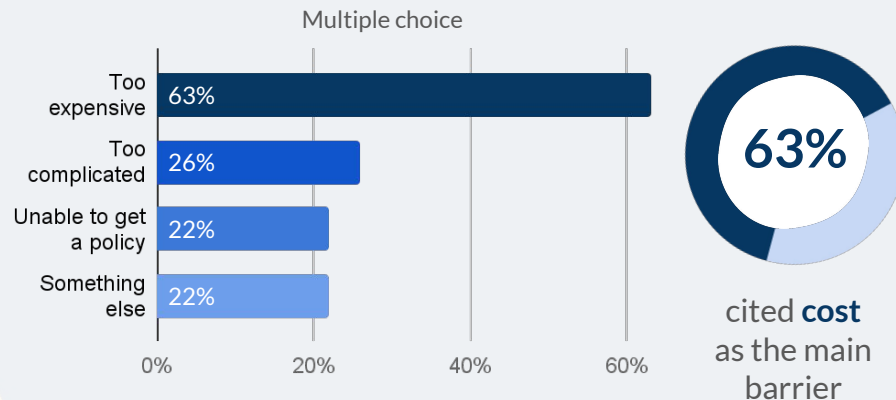
Pet insurance is one of the most commonly available pet benefits for employees.

While it can be a valuable financial tool for some, it can be difficult for employees to cover the monthly cost and for employees to get policies depending on their pets age, breed, or any pre-existing conditions.

Takeaway

Pet insurance works for some, but cost is still a major barrier for accessing its benefits for employees.

Why don't you have pet insurance?



Theme #2

Work time
spent on care



Work time spent on pet care

In-person care is driving absenteeism among the majority of employees

Whether it's a quick hour-long trip to and from the local clinic or a full day trip for an urgent issue, the majority of employees are taking time out of their work day to get in-person care for their pets.

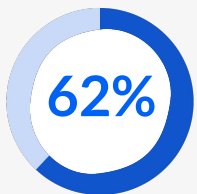
In the last year, have you taken your pet to the vet during your work day?



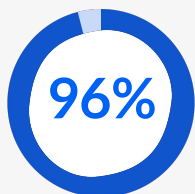
Work time spent on pet care

Prevent avoidable in-person visits with virtual care

After every visit, Airvet surveys employees to see if they saved time with their visit and determine what they would have done without Airvet.



avoided an in-person visit



of pet parents report saving time with an Airvet visit

Takeaway

Virtual care can give employees immediate answers and help determine if an issue is urgent or if it can wait, helping to reduce absenteeism.



Theme #3

Pet benefits are a family benefit



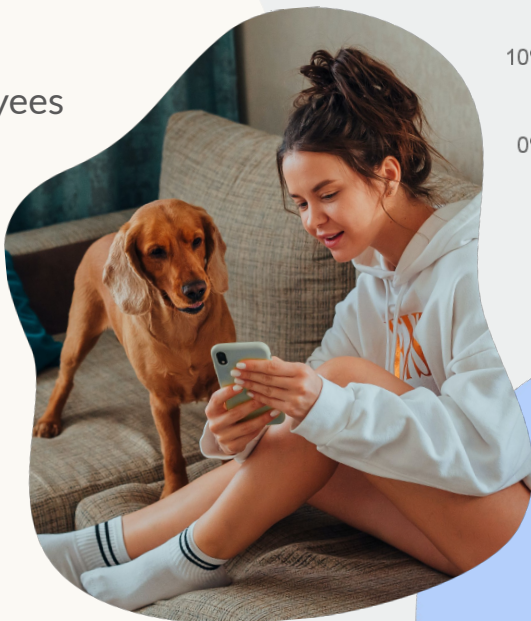
Pet benefits are a family benefit

Pet parenthood is multi-generational, and growing

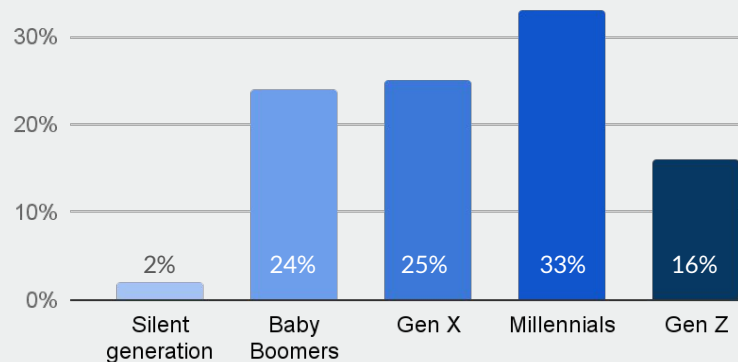
The majority of today's employees own at least one pet.

Pet ownership is only expected to rise, therefore investing in pet benefits is not just a nod to current needs but a strategic investment in the well-being of your future workforce as well.

[https://www.forbes.com/advisor/pet-insurance/pet-ownership-statistics/#:~:text=Share%20of%20Current%20Pet%20Owners%20by%20Generation,Gen%20Z%20\(16\)%%20*%20Baby%20Boomers%20\(24%\)](https://www.forbes.com/advisor/pet-insurance/pet-ownership-statistics/#:~:text=Share%20of%20Current%20Pet%20Owners%20by%20Generation,Gen%20Z%20(16)%%20*%20Baby%20Boomers%20(24%))



Share of current pet owners by generation



Takeaway

Pet benefits offer employers a family benefit that everyone can use, regardless of age or life stage.

Pet benefits are a family benefit

Employees expect to have their entire family supported, pets included

This could mean offering a pet-friendly office or offering other benefits such as pet bereavement, paw-ternity, or virtual pet care offerings.

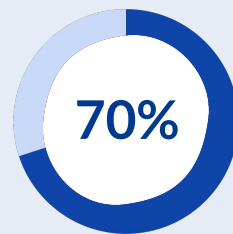
But it doesn't stop there – employers want to feel that their employees believe pets are a part of their family.

Takeaway

Pets need to be a key consideration in your family benefits strategy.

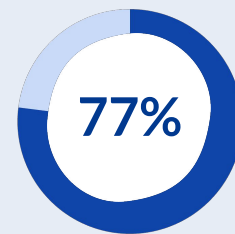
Employees will notice and appreciate the recognition of their whole family being celebrated and supported in the workplace.

It is important to me that my employer is pet friendly



Say it is important that their **employer be pet-friendly**

I feel included in companies that offer benefits for pets



Say that working for an employer that sees pets as family makes them **feel more included in their workplace**

Putting insight into action

Questions for your next employee survey

Putting insights into action

Sample questions to add to your next employee survey

With **over 70% of American households owning at least one pet**, are your benefits meeting this significant need?

Discover the impact of employer-sponsored pet benefits by incorporating these questions into your next benefits survey.

Do you currently own a pet?

Are you aware of the current pet benefits available to you?

If so, do you use them? Why or why not?

Would employer- sponsored pet benefits enhance your mental, financial, or physical well-being?

What improvements could be made to enhance your experience as a pet parent and better support your needs at work?

If you answered yes to owning a pet, have you encountered unexpected costs this year to cover their care?

Appendix



Appendix

Meet Airvet - The 24/7 digital front door to pet care.

A single point solution for ALL pet families with access to a veterinarian in seconds.



24/7
Virtual care



Online pharmacy
with delivery



Pet insurance
discounts



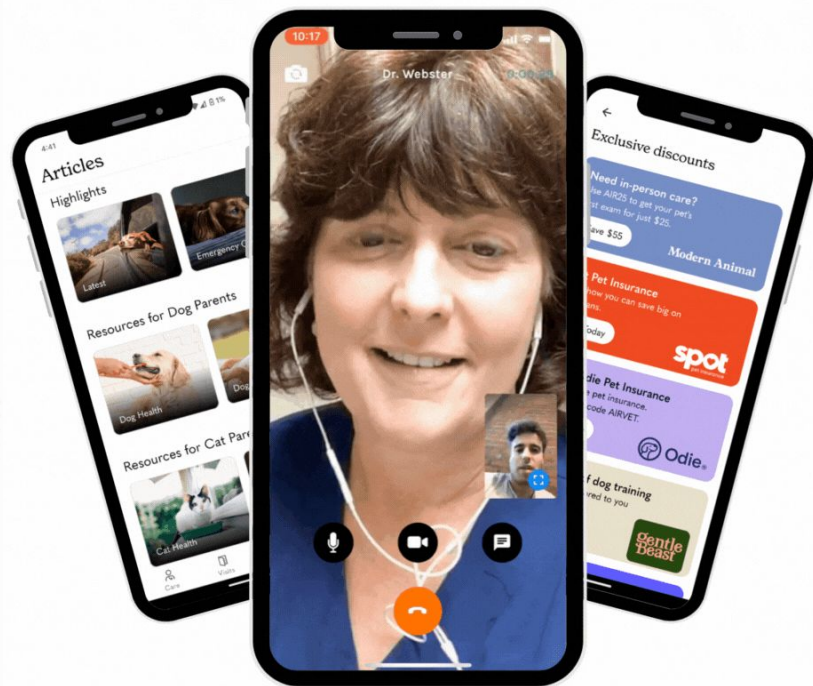
Virtual
training



In-person care
discounts



Palliative &
end-of-life care



Learn more at
airvet.com/employers

Appendix

Taking care of pets is taking care of your people

According to a recent report by the Human Animal Bond Research Institute, pet ownership saves **\$22.7 billion** in annual health care costs.

Here's how:

\$15 Billion

Saved in annual doctor visits due to the health benefits of having a pet in the home.

\$4.5 Billion

Reduction in health care costs and obesity spending due to regular walks with dogs.

\$1.8 Billion

Saved on Medicare amongst older Americans with pets by preventing loneliness and isolation.

\$672 Million

Saved on annual mental health care costs on children in households with pets.

