

Voluntary benefits for the next generation

Millennials comprise the largest share of today's workforce. How will your company adapt?

BROUGHT TO YOU BY NATIONWIDE®

Employees born after 1980 are wielding greater influence in the workplace. Stay ahead of the curve by offering benefits they want—like pet health insurance.

Millennials

have officially surpassed
all other generations
in the American labor force¹



Baby boomers

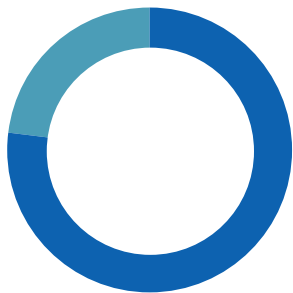
44.6M

Gen X

52.7M

53.5M

Pets are the new marriage & kids: Millennial trends²



Millennials are **77%**
more likely than any
other generation to
get a dog or cat while
unmarried and childless



57% of
millennial
households
own a dog
or cat

Preferred perks, by generation³

Millennials:

Bus passes, paid overtime,
pet health insurance



Gen X:

100% work from home, paid
internet access, paid sabbaticals

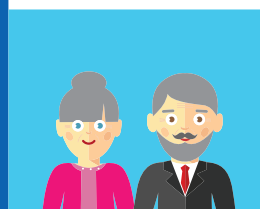


Baby boomers:

Defined benefit retirement plans,
private medical insurance,
company car



Of households that report
having **pet insurance**,
37% are millennials,



compared to
27% for boomers.⁴

Make sure your company is ready for the next generation of employees.
Start offering America's #1 pet insurance today.

855-874-4944 • PetsVoluntaryBenefits.com

¹Pew Research Center, 2015 / ²GfK Global, 2015 / ³PayScale and Millennial Branding, 2013 / ⁴GfK Global, 2014

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