



From Boomers to Zoomers

A Deep Dive into the *Generational* *Evolution* of Pet Parenthood



When it comes to life with pets, each generation brings their own philosophy to the table, and the stats are here to prove it. Let's dive into the fascinating generational differences among pet moms and dads. The bonds are as deep and complex as any in our lives, but the ways we express them might just surprise you.

Our Approach

This survey was conducted by our friends at Morning Consult on behalf of Figo Pet Insurance (hey – that’s us!)

The poll ran from January 12 - 17, 2024, and reached 2,204 U.S. adults, including 2,072 pet parents. We conducted the interviews online, ensuring the data represented U.S. adults accurately by adjusting for gender, education, age, race, and region. Our findings have a margin of error of +/- 2 percentage points.

Just a heads up, some of the percentages in this report might not add up exactly to 100% due to rounding.

Now that that’s out of the way, let’s dive in!



The Scoop

Based the data from Morning Consult, here's what's clear about today's pet parents.



Age isn't just a number

Gen Z pet parents are all about including their pets. Overnight trips? Check. Family photos? Double check. They're aiming to give their pets VIP treatment. Could be because more than half of them report their pets get a bit anxious when they're apart.



Eco-friendly food

Sustainability matters, particularly for younger pet parents. They're not just grabbing any pet food off the shelf; they're thinking about what's in it and how it affects the planet.

A solid third of them regularly cook up meals or snacks for their paw pals - talk about gourmet!

It's me *or* the dog

For the ladies, it's all about 1:1 time with their pets. Many would choose four-paws over first dates. TV night? More like cuddle night, even if it means choosing their pet over a partner. And if you're not into their dog or cat, well, that might just be a dealbreaker for over 40% of female pet parents.



Separation of the species

Dog moms and dads are more likely to have a high involvement in their pets' lives (and vice-versa). They're making big life choices, like where to live or travel, with their dogs in mind. **Cat parents are a bit more chill; cool with their cats joining them in bed more often than dog parents and are all for nap time together.** But don't get it twisted – both show different but equally thoughtful styles of love.

The Survey

Ready for the data? Let's get digging!



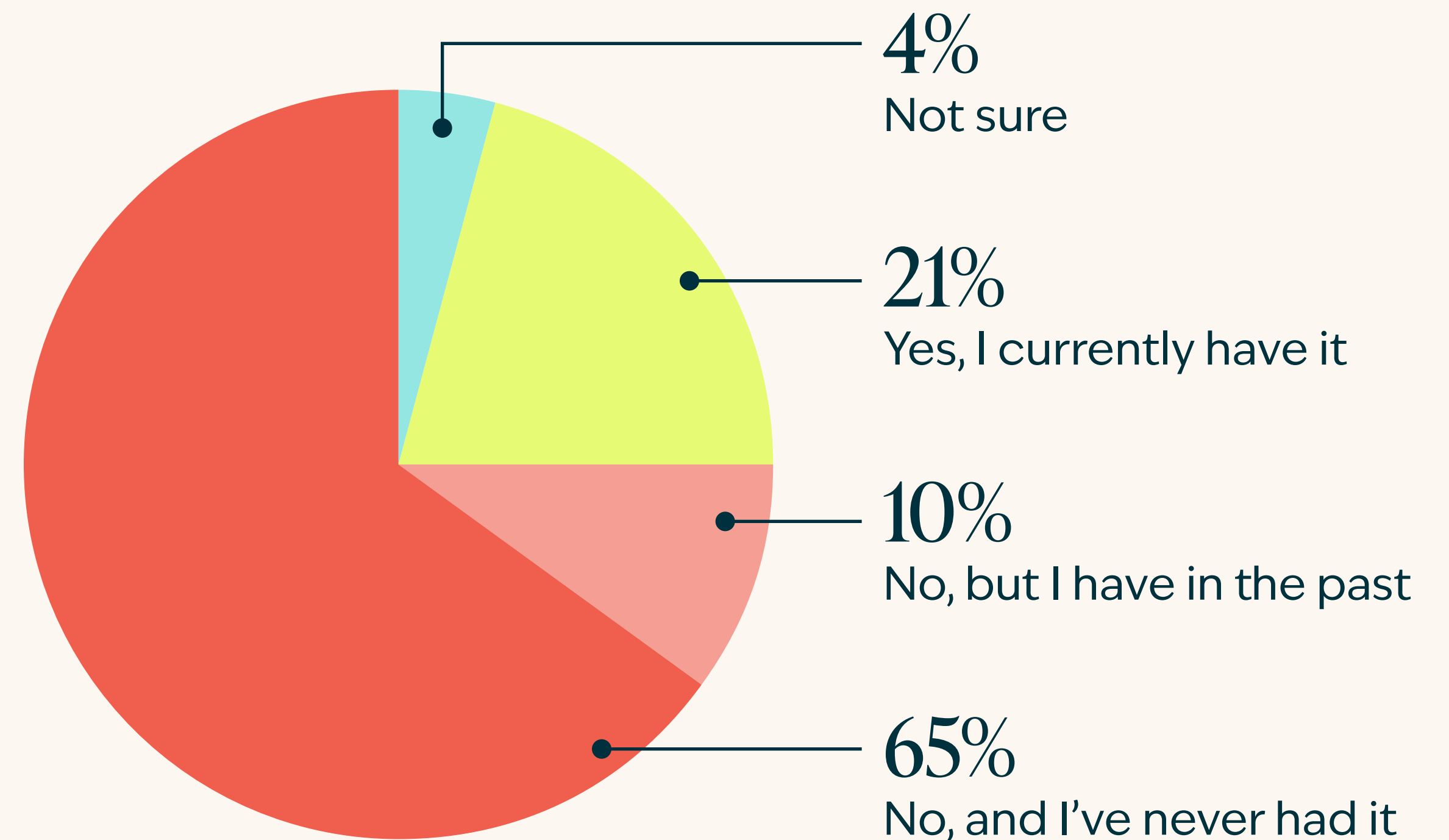
Protect Those Paws

We asked: *Do you currently have pet insurance?*

Surprisingly, only 1-in-5 pet parents currently have pet insurance. When it comes to getting their pets covered, younger owners take the cake over older generations.



This increases to 32% among Millennials and 31% among GenZers



Pillow Talk

79%
All Pet Parents

76%
Adult Pet Parents

71%
Gen Z Pet Parents

We asked: *Do you think it's acceptable to let pets sleep in or on their owners' bed?*

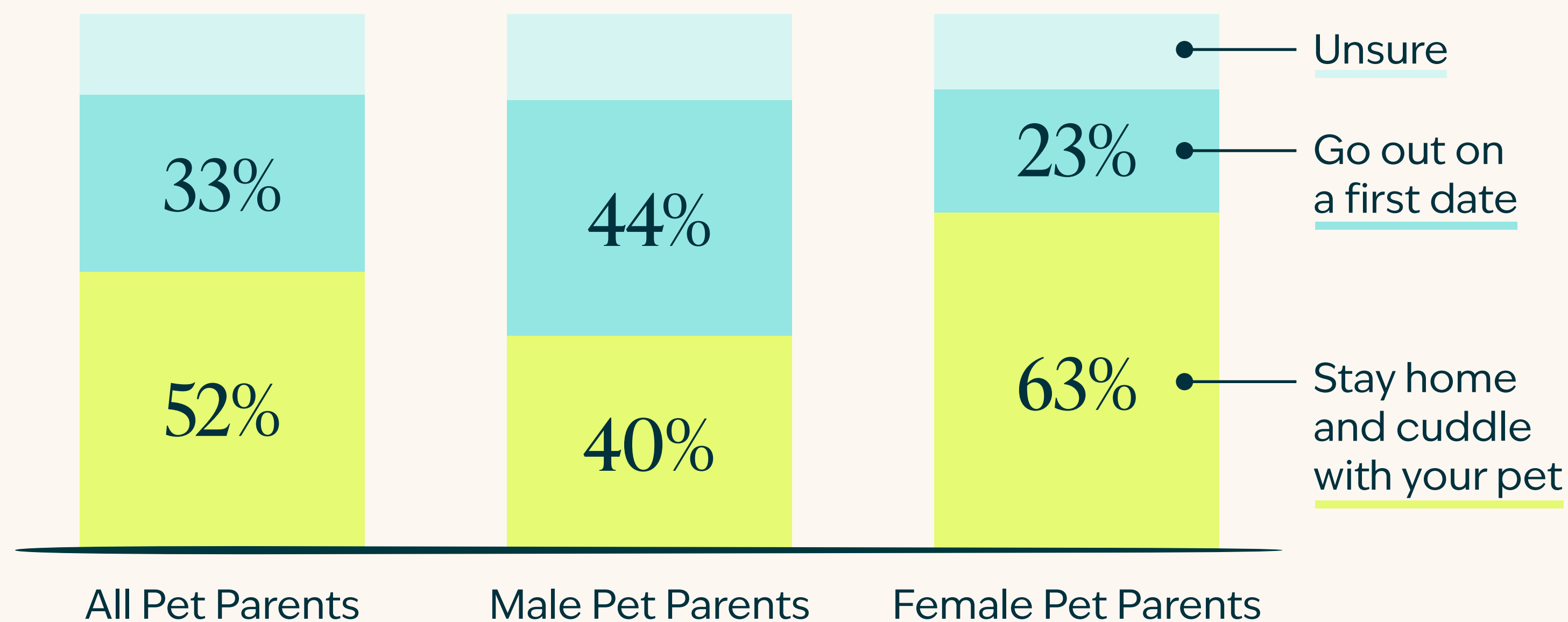
Nearly 80% of pet parents are team 'pets in the bed', but believe it or not, younger pet parents are a little less likely to make room on the pillow. When it comes to our zzz's, the majority still prefer a side of puppy snores.



Let's Talk About Pets, *Baby!*

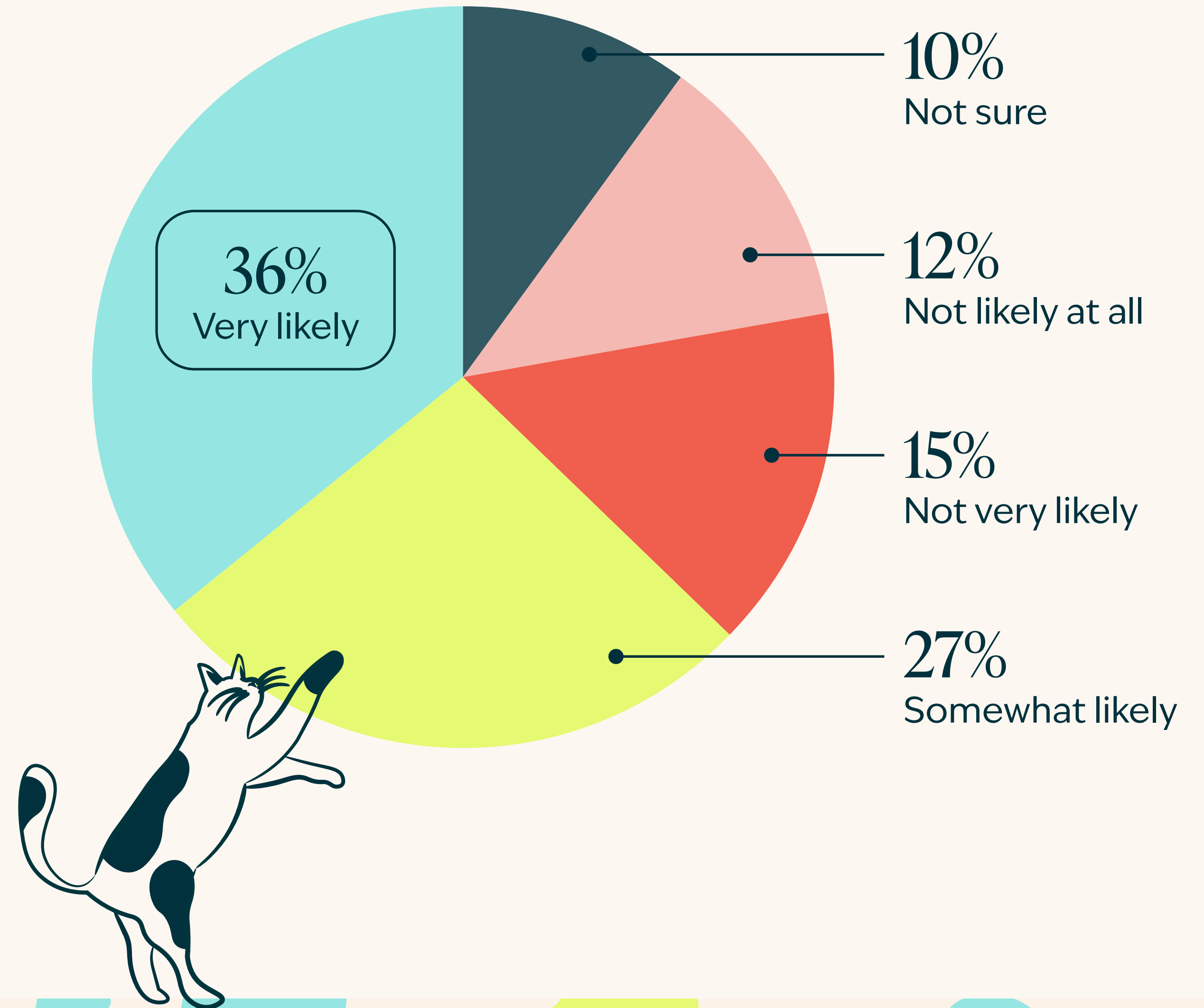
We asked: *Would you rather go on a first date or stay at home and cuddle with your pet?*

Who needs a first date when you've got four paws? **More than half of pet parents say they would rather stay in for a cuddle sesh with their pet. Sorry, Tinder!**



We asked: How likely are you to end a relationship with someone who doesn't like or get along with your pet(s)?

Over 1/3 of pet parents are ready to swipe left on a lover who doesn't vibe with their dog or cat. For women, this number rises to 42%. It seems that nearly 2 in 5 female pet parents are choosing pets over partners if pressed.

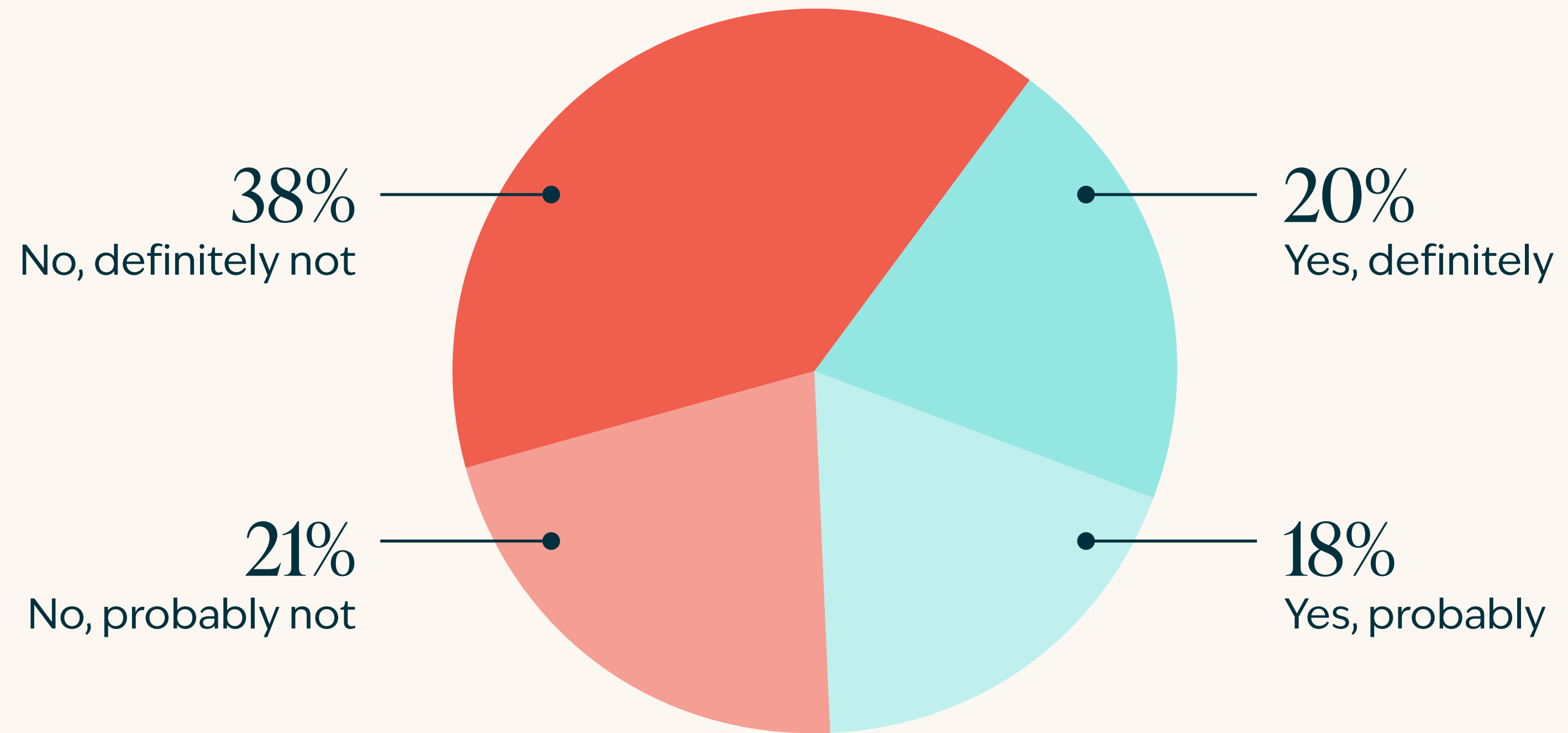


Purrs and Popcorn



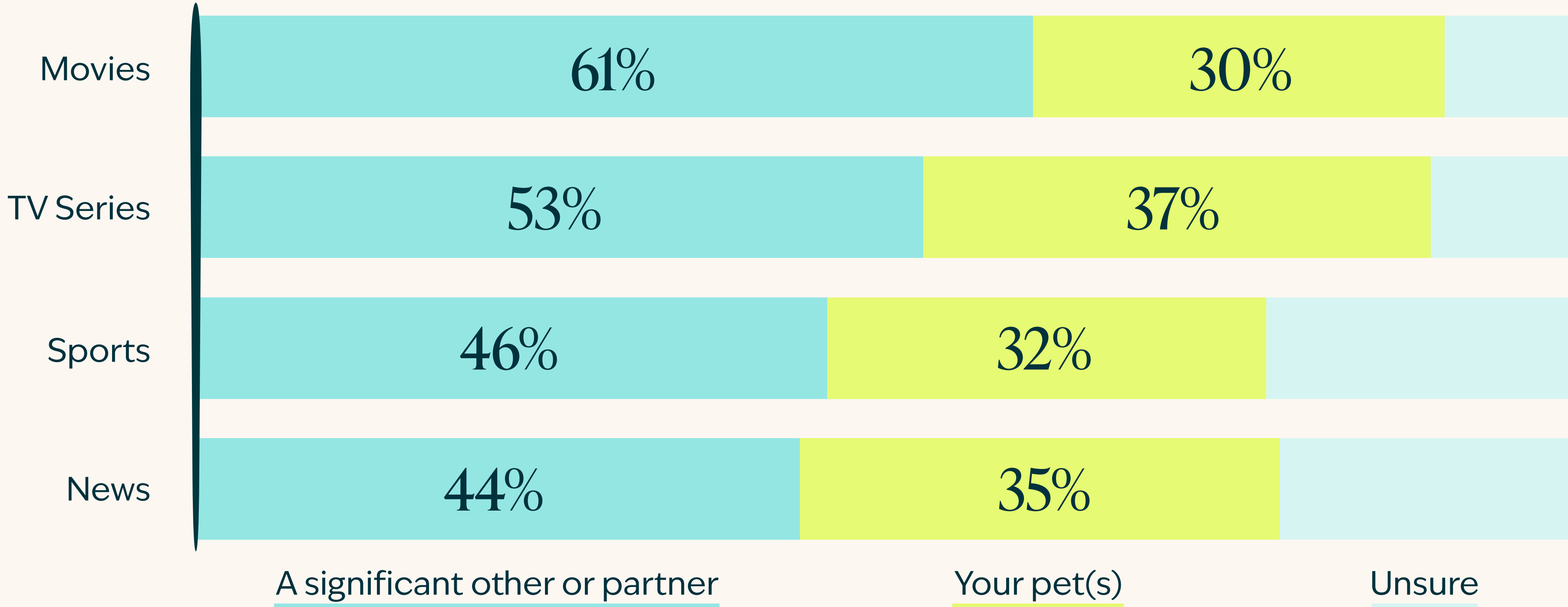
We asked: *If you could take your pet(s) to the movies, would you?*

1 in 4 Millennials say they would definitely bring their pets as a plus-one to the movies if given the chance.



We asked: *Would you rather watch each of the below with...*

Nearly half of women prefer lounging with their pets over significant others for TV time. Only a third of men agree.



For the 'Gram



We asked: *How often, if ever, do you include your pet(s) in family photos?*

Half the pet parents out there are making sure their companions aren't left out of family photos, with Gen Z leading the pack. They're all about getting their pets in the frame, more so than anyone else. Say cheese!

Gotcha Day

We asked: *Do you typically celebrate your pet's birthday?*

Gen Zer's celebrate their pet's birthdays with gusto—75% of them, to be exact—compared to 59% from other generations. Cake, anyone?



Home is Where the *Paws* Are



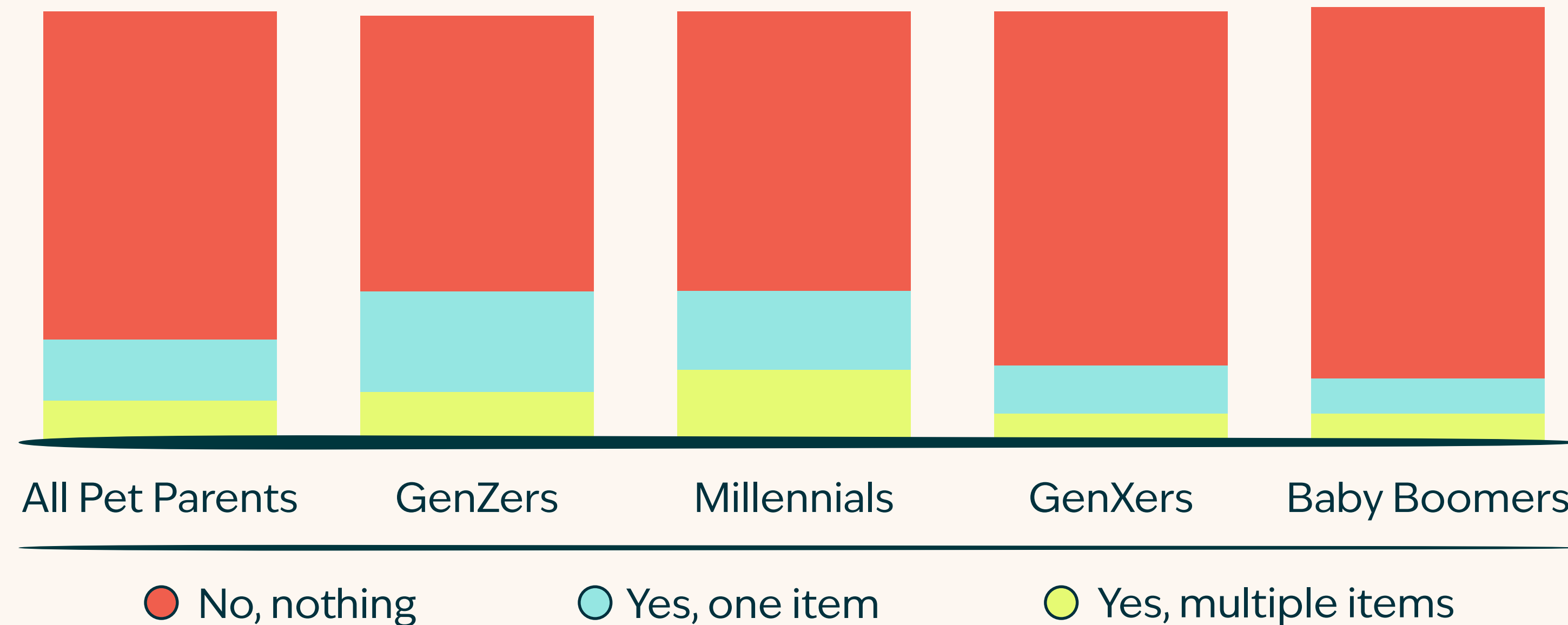
We asked: Is your pet(s) a deciding factor in where you choose to live?

Deciding on a den isn't just about the number of bedrooms anymore. For 60% of pet parents, their dog or cat is a key factor in their hunt for a home, with 57% of Gen Z leading the pack in pet-inclusive property planning.

Fashion- *forward*

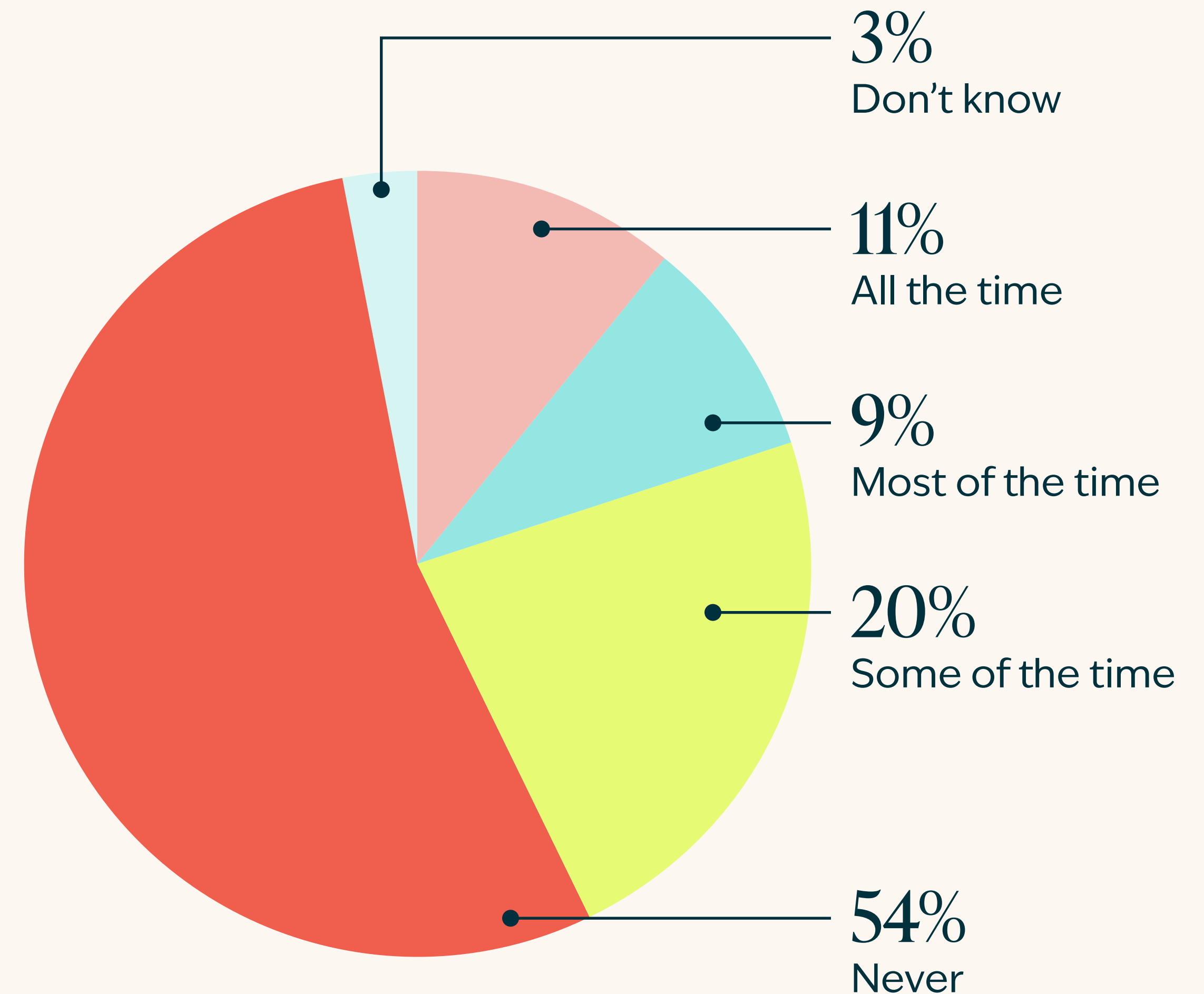
We asked: *Do you currently own or wear any clothing or accessories with your pet(s) on it?*

Gen-Z are all for flexing their pet loud and proud on clothes. But, when it comes down to it, the majority confess they don't actually have any pet-themed clothing in their closet. Maybe just flaunting a pet as their phone wallpaper is enough!



We asked: *How often, if ever, do you dress your pet(s) up in clothing?*

Most pet parents admit that clothing isn't a daily staple for their pets. However, when it comes to decking out their dogs and cats, Halloween reigns supreme as the go-to occasion. It's primarily younger pet parents leading this trend, ensuring their pets step out in style for spooky season.



Furry *Frequent* Fliers

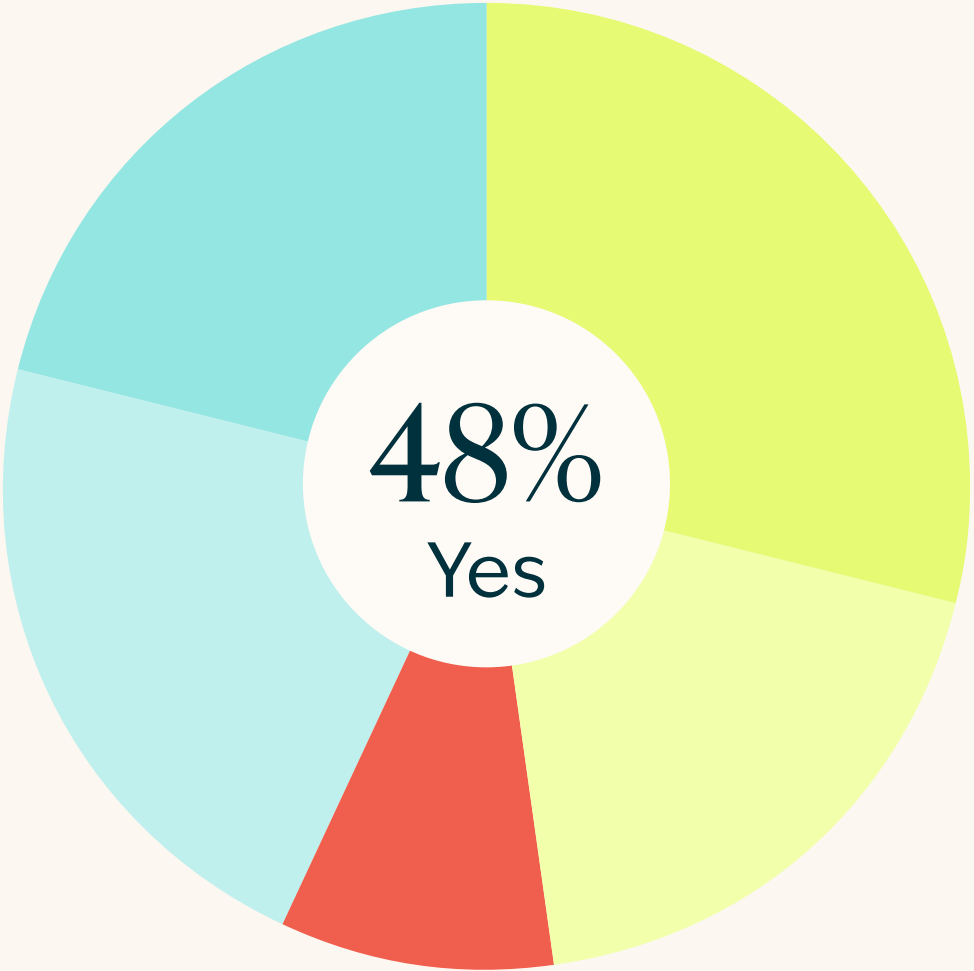
We asked: How often, if ever, do you bring your pet(s) on overnight trips with you?

The trend of pet-friendly travel is on the rise, with 58% of pet moms and dads including their curious copilots on trips. Younger pet parents are particularly determined to not leave their buddies behind.

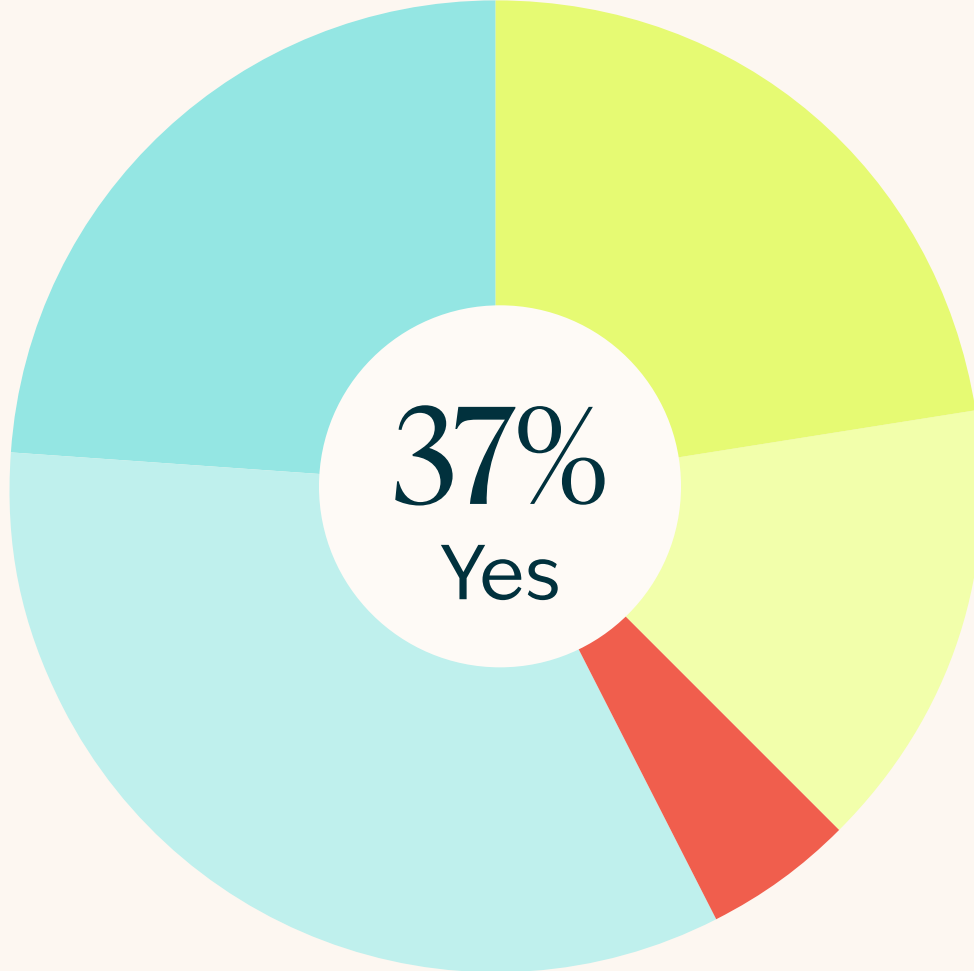


48% of participants reveal their pets grapple with separation anxiety when left solo. Similarly, many pet parents confess to missing their pets deeply when apart. This bond is likely why so many opt to take their pets on trips, ensuring stress levels stay low.

- Yes, definitely
- Yes, probably
- No, probably not
- No, definitely not
- Don't know



We asked: *We asked: Does your pet(s) suffer from separation anxiety?*



We asked: *Do you personally suffer from separation anxiety from your pet(s)?*

Let's Get Physical



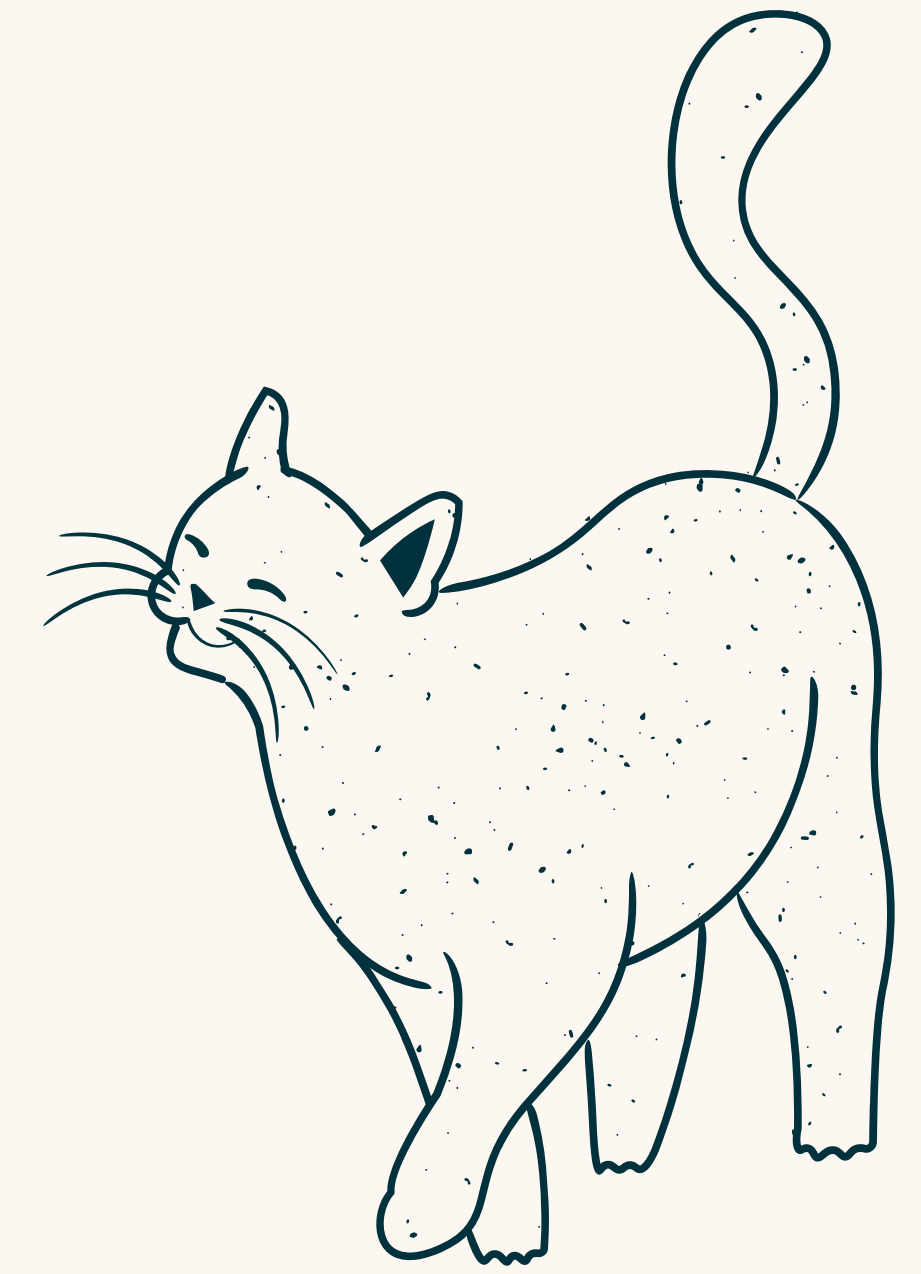
We asked: Do you believe your pet(s) makes you more or less active?

Across all demographics, pet parents report that pets have kicked their activity levels up a notch. Hispanic pet parents lead the pack when it comes to boosting their fitness game thanks to their soulful sidekicks.

Surf's Up

We asked: Has your pet(s) ever stolen food from the table / counter?

Turns out, counter surfing is a frequent pet phenomenon. **The overwhelming majority of pet parents admit that they've walked in on their dog or cat stealing a bite (or two) of human food.** Luckily, even when caught red-handed, only a handful report their pets have ever ruined a holiday feast with their sticky paws.





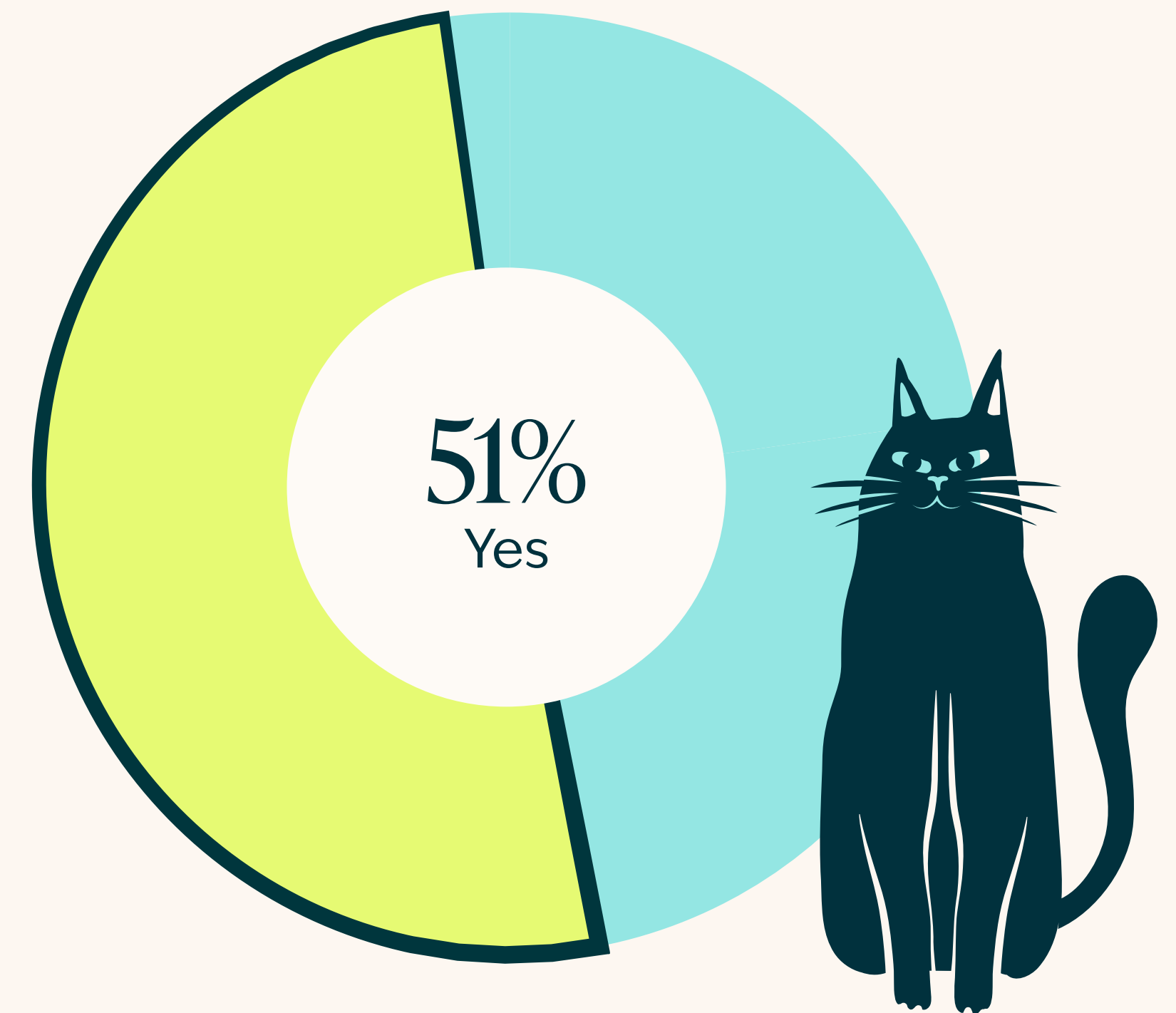
We asked: After your dog has eaten something they weren't supposed to, have you ever taken them to the vet?

A whopping 30% of all pet parents have raced to the vet after their little counter surfers indulged in a forbidden snack sesh. This number jumps to 41% for the Gen Z crowd and 44% for those armed with pet insurance—because sometimes, curiosity doesn't just kill the cat; it can take a bite out of your wallet too!

Sit, Stay

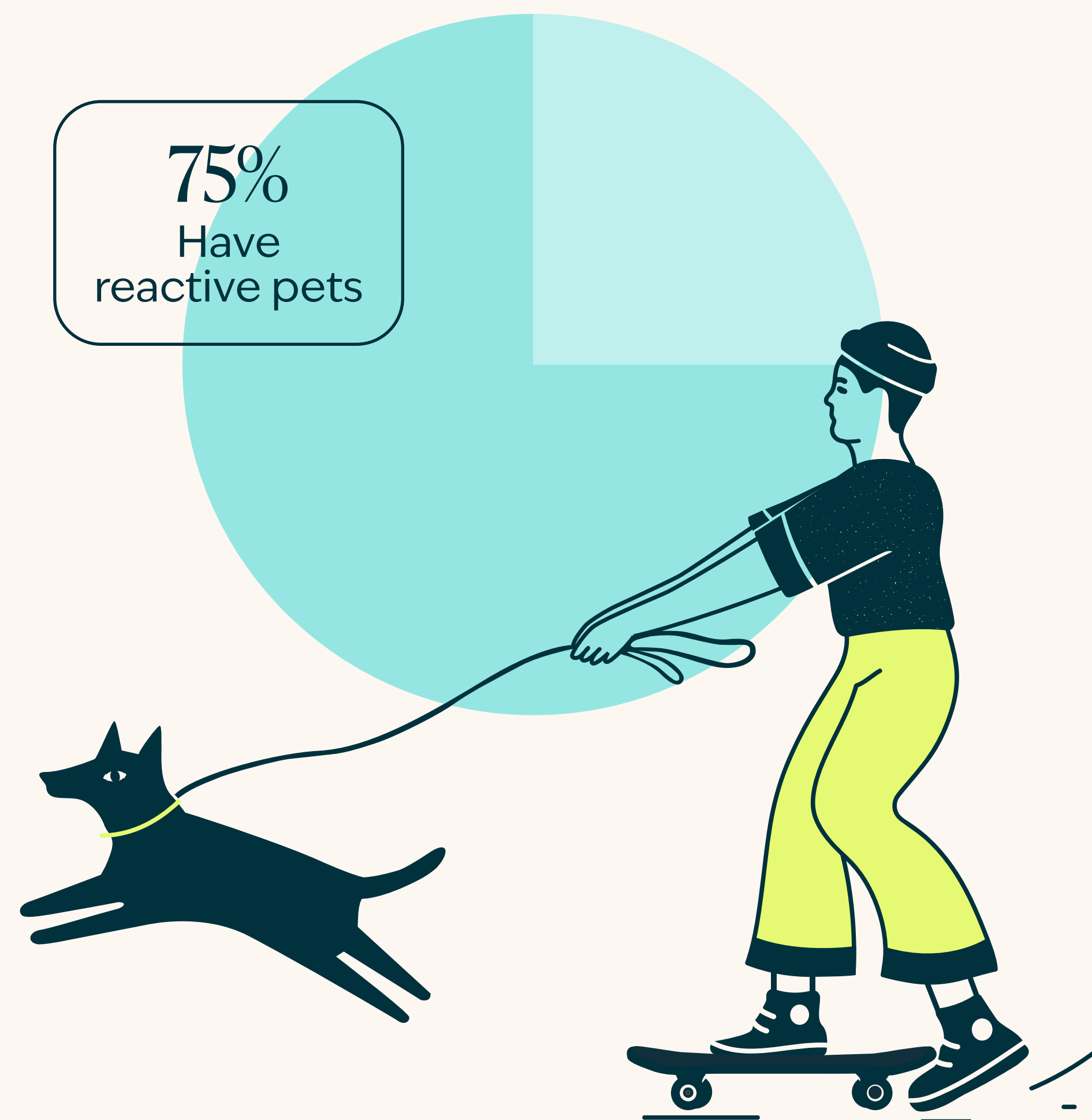
We asked: Has your dog ever chewed on one of your shoes?

Almost half confess their pet has snacked on shoes at least once. For new pet moms and dads, that stat jumps, likely because they're still in the training trenches.



We asked: Is your dog reactive? For example, reacting to situations with high emotion, typically by lunging or barking.

Reactive pups seem to be the norm, reported by nearly 3 out of 4 pet parents. And when behaviors go awry, 18% of all pet parents and 23% of Gen Z ones seek professional help from behaviorists or trainers. Even our little lions and perfect pups need a gentle nudge in the right direction.



Eco-Eats and *Home-Cooked* Treats

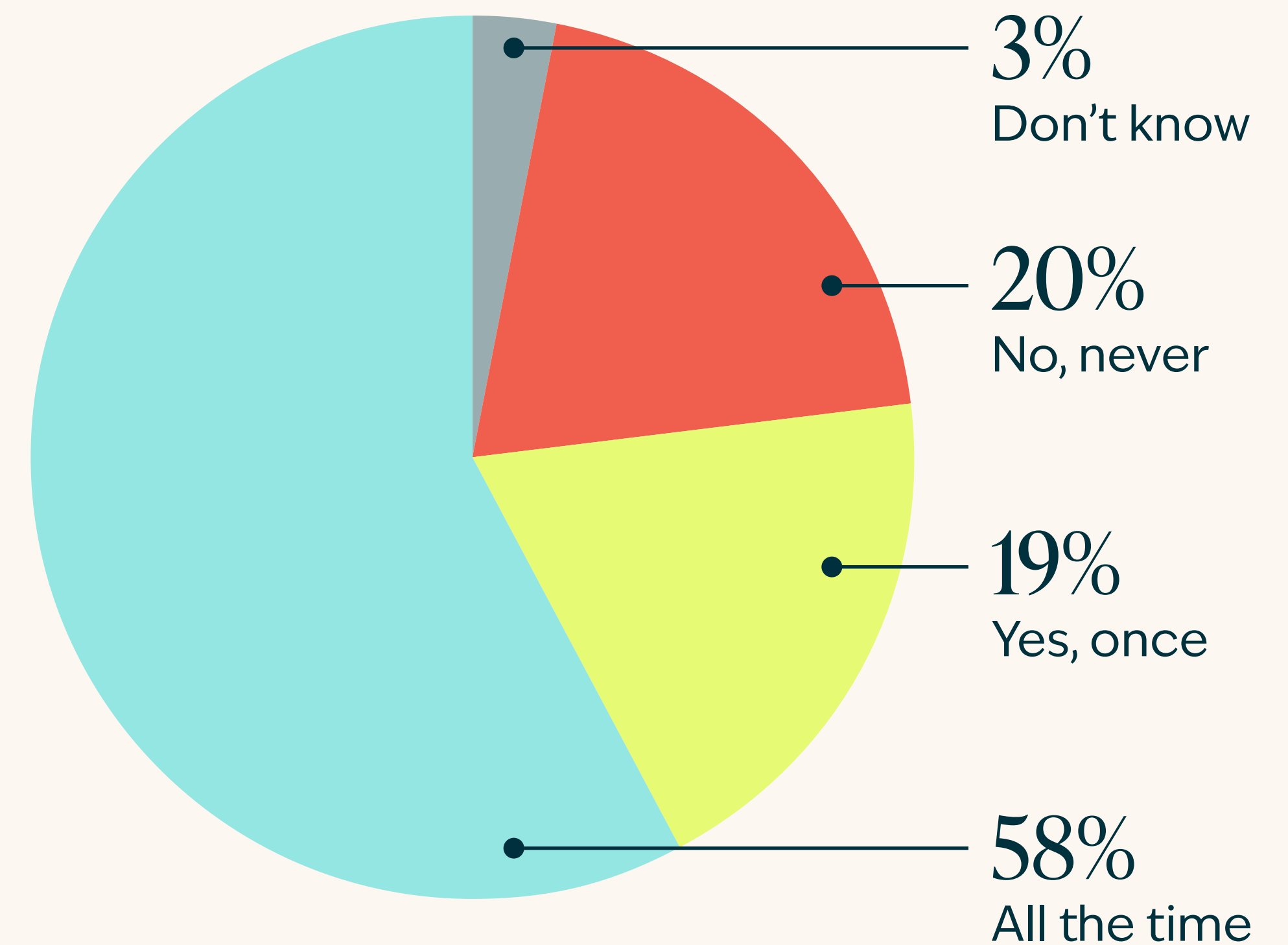
We asked: How often, if ever, do you consider sustainability when making purchases for your pet(s)?

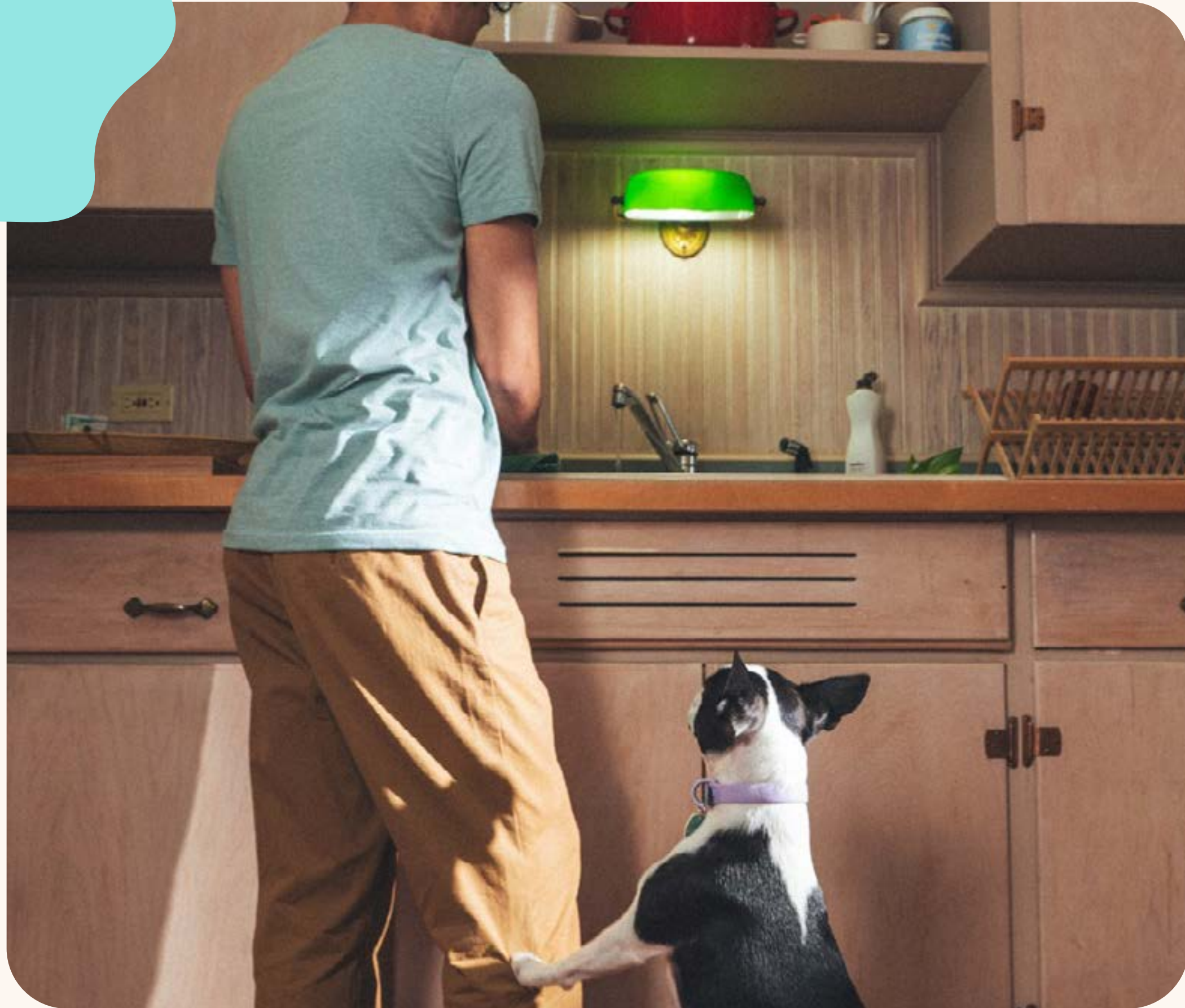
Sustainability isn't just a buzzword for Gen Z pet parents, with nearly **60% considering eco-friendly options for their pets at least most of the time.**



We asked: *Have you ever researched your pets' food before buying it?*

Science rules! The majority of pet parents confess to researching what they put in their dog and cat's bowls. That curiosity skyrockets among higher earners – those pulling in \$100k+. Makes sense, right? The thicker the wallet, the pickier you can get with your pet's menu options.





We asked: How often, if ever, do you make a home-cooked meal or snack for your pet(s)?

Gen-Z pulls ahead of the pack once again, with one-third reportedly whipping up home-cooked meals or snacks, mindful of the paw print they leave on the planet.



Through these insights, it's clear: the journey of pet parenting is ever evolving, with each generation adding its own spin on the companionship we share with our dogs and cats. Curious about even more pet parent data? Visit figopetinsurance.com