

# Pet insurance for every generation

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From baby boomers to Gen Zers, every generation has its own unique characteristics. But there's one thing they all have in common: Love for their pets.



## Baby boomers



Brought pets out of the doghouse and into the home

Look to pets for companionship and health benefits<sup>1</sup>



## Gen X

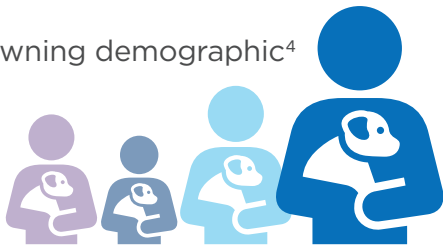
Have the most pets insured through employee benefits<sup>2</sup>



Spent more on their pets in 2018 than any other generation<sup>3</sup>

## Millennials

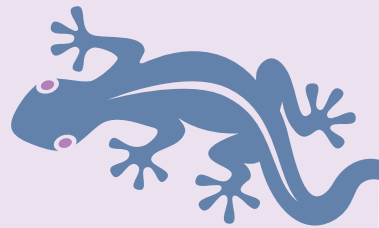
Largest pet-owning demographic<sup>4</sup>



**92%** are as concerned about their pets' health as their own<sup>5</sup>

## Gen Z

More likely to own non-traditional pets such as birds or reptiles<sup>6</sup>



Trust their veterinarians<sup>6</sup>

One more thing every generation has in common?  
**Worrying about money.**<sup>7</sup>



So for the **67% of American households that own a pet**,<sup>8</sup> the increasing cost of veterinary care<sup>4</sup> likely adds to their financial stress. In fact, **88% of insured pet owners say pet insurance is worth the cost.**<sup>9</sup>

Pet insurance is one of the most requested workplace benefits—start offering it through Nationwide® today.

**PetsVoluntaryBenefits.com**

<sup>1</sup> <https://www.petfoodindustry.com/articles/6938-north-american-pet-ownership-demographics>

<sup>2</sup> <https://www.benefitspro.com/2019/06/10/gen-x-has-the-most-insured-pets/>

<sup>3</sup> <https://www.petage.com/u-s-total-pet-spending-hit-78-60b-in-2018/>

<sup>4</sup> <https://www.avma.org/News/JAVMANews/Pages/190601d.aspx>

<sup>5</sup> <https://www.myvetcandy.com/careerblog/2019/9/13/study-shows-millennials-demand-personalized-care-for-their-pets-to-remain-loyal-to-their-vets>

<sup>6</sup> <https://upcea.edu/wp-content/uploads/2019/04/Generation-Z-eBook-Version-4.pdf>

<sup>7</sup> <https://www.pwc.com/us/en/industries/private-company-services/library/financial-well-being-retirement-survey.html>

<sup>8</sup> 2019-2020 APPA National Pet Owners Survey

<sup>9</sup> <https://lendedu.com/blog/cost-of-pets>