



The Pet-Supportive Workplace Report

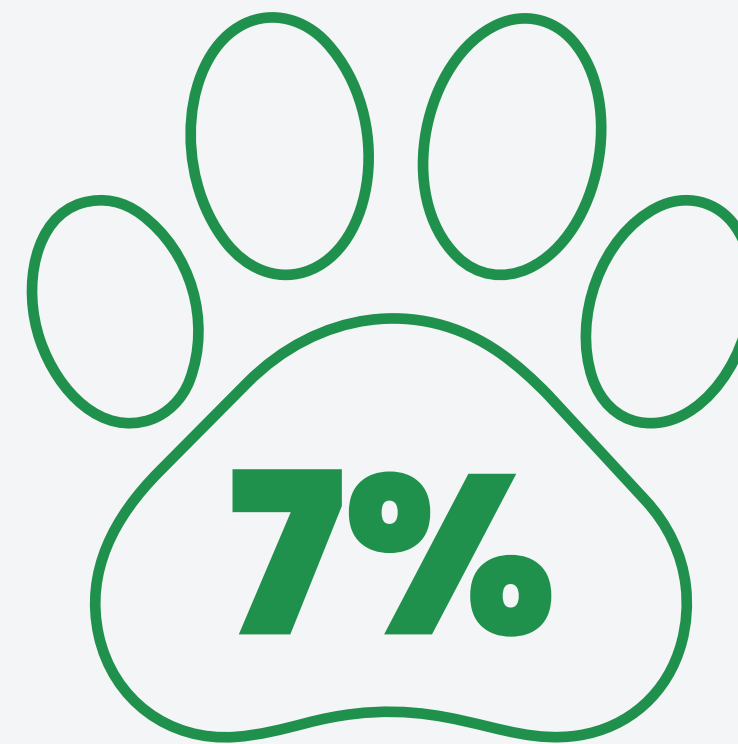
A New Category in Employee Wellbeing

Why supporting pet parents is the next frontier in talent, culture, and retention

This report is based on data from two nationally representative surveys from The Harris Poll, commissioned by WUF World.



Being pet-supportive **is not about having pets in the office**



Only 7% of companies
allow pets onsite*

*SHRM Workplace Study



However, 100% of companies
can be pet-supportive

A pet-supportive culture is one that builds policies and benefits that recognize pets as part of the modern family.

The Workplace Challenge

\$150B

lost annually
to presenteeism

Harvard Business Review

21%

of employees
are engaged

Gallup

77%

of employees
report burnout

OC Tanner

Employers are struggling to build and maintain culture, trust, belonging, and well-being while spending billions on wellness initiatives — often overlooking one of the most powerful drivers of well-being: **PETS!**



Pets are not adjacent to wellbeing. **They are wellbeing.**

83%

say pets support
emotional regulation

84%

say pets improve
mental health

77%

say pets improve
physical health

When pets are cared for, performance follows

90%

Employees are more productive
when they know their pet is cared for
(57% strongly agree)

81%

have bonded with colleagues over pets

+11pt

lift in workplace connection

The Gap is the Opportunity

Employees have already moved. Companies have not.

65%

Expect pet-supportive workplaces

34%

Say their company offers any pet benefits



Employees are already compensating for the gap



1 in 5

employees lie to their employer to leave work to care for a pet.

This is not an employee behavior problem. It's a workplace design problem.

Pet benefits are becoming a competitive advantage

73%

Say they are attracted to pet-supportive workplaces when considering a new job

75%

say pet benefits drive loyalty

What Makes a Pet-Supportive Workplace

Culture

1

- Storytelling
- Pet Slack / Teams channels
- Volunteer opportunities

Policies

2

- Flexible schedules
- Bereavement leave
- Pet therapy programs

Benefits

3

- Discounted petcare access
- Pet Insurance
- Pet Telehealth

Not everything at once — but a system that evolves over time.

WUF: Supporting Pet Parents at Work, At Scale

WUF is the enterprise layer powering this category. We help companies:

Activating Culture

Pets Behind the People™
storytelling platform

Benchmark progress

Best Pet Workplaces™
certification program

Driving engagement

Pet Clubs – building community
through events, content,
and impact.

Delivering Affordable Care

Subsidized petcare (vet, nutrition,
daycare, grooming, etc...)

The Shift Is Already Happening

WUF is building the system to support it.

Supporting pet parents isn't a perk.
It's the next evolution of the workplace.



Happier pets.
Healthier people.
Stronger workplaces.