

Why Millennials make the best pet parents

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If you were born between the years 1980 – 1995, congrats: you won the millennial lottery.

For better or for worse, those of us who fall into this age group often get stereotyped. They are independent, tech-savvy, broke, enjoy avocado on toast, and most of all...they are obsessed with our pets.

Like, totally obsessed!

Turns out, millennials just really love their fur babies. Statistically speaking, more so than any other generation before us.

Let's have a look at what the numbers have to say. Will you be surprised?

We are the Generation of “Dog Moms and Dads”

In a survey conducted from 2020 – 2021, millennials became the largest demographic of pet owners in the United States. In fact, we make up a whopping 32% of pet parents today.

Whoa.

In another study published by *ypulse*, it's said that “76% of 20-38-year-olds have a pet, with over half reporting they have dogs and 35% owning cats.”

What does that mean?

Well, for one thing it reveals that they care deeply about our animals and view them as members of the family. Cats, dogs, and other furry and feathered pets provide companionship. They are our most loyal friends. Millennials spend billions of dollars each year buying products from the pet care industry.

Based on the statistics, we are less likely to get married, own a house, or have (human) babies before 30.

But when it comes to pet ownership, we are lightyears ahead!

Simply put, millennials love their pets. And we're happy to show it.

Let's look at more statistics

According to Weave:

- 92% of millennials are as concerned about their pet's health as their own health.
- More millennials would rather spend time with their pet than with their spouse, parents, and friends, *combined*.
- 86% of millennials would risk their own life to save their pet.
- Millennials love pets more than they love life's indulgences, and more millennials would give up alcohol, sugar and marijuana than their pet.
- 19% of millennials would give up their job before they gave up their pet.
- Only 15% of millennials will always answer their phone if they don't know who is calling, but 81% of them would definitely answer if they saw it was their veterinarian.
- More millennials would give up experiences like going to bars, concerts, sports and taking vacations rather than giving up their pet.
- 81% of millennials want their vets to automatically recognize them when they call, but 72% have had to wait while their vet looks up their account.
- Millennials love pets more than they love tech, and more millennials would give up social media and their smartphones before giving up their pet.