From Boomers to *Zoomers*

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.



Surf's *Up*

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 also goes for the wallet.

Home is Where the Paws Are

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.





Furry *Frequent* Fliers

The trend of travel-friendly pets 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.

Eco-Eats and Treats

Sustainability isn't just a buzzword for Gen Z pet parents; **a third of them are whipping up home-cooked meals or snacks,** mindful of the paw print they leave on the planet.





Gotcha Day

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

Sit, *Stay*

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.



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? Peep the full report at [insert link].

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