



# NESTLÉ PURINA

## PETS AT WORK – SURVEY REPORT



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## FOREWORD

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At Purina, our core belief is that when people and pets bond, life becomes richer, including in the workplace. There is a bank of evidence that supports this notion, detailing the many health and productivity benefits to allowing employees to bring their pets to work. Studies have shown higher engagement, retention and wellbeing; higher performance and productivity; higher inspiration and lower stress are achieved when people spend time with their pets at work. And of course the pets benefit too. They are able to enjoy more time with their owners, as well as having the opportunity to exercise and socialise with other dogs and new people.

Establishing our own Pets at Work schemes across the EU gave Purina significant insight into successful implementation, including safety and health factors, responsible ownership and education, and workspace requirements. This includes ensuring the pet has adequate space and an appropriate environment to make them feel comfortable. Success with this groundbreaking scheme has enabled us to work alongside companies and organisations to help them develop their own Pets at Work policy, so that employers, pet owners, colleagues and pets can all benefit from a pet friendly workplace. Today, more companies are starting to consider joining the Pets at Work Alliance, a body of like minded organisations committed to bringing pets into their workplace across the EU.

We have commissioned the Pets at Work Survey to examine how employees feel about the possibility of taking their pets to work, with the goal of fostering better understanding among employers and demonstrating to companies the benefits of allowing pets into the workplace. The results are illuminating and highlight the desires of many dog owners to take their pets to work. The responses from millennials demonstrate even more enthusiasm suggesting that companies may need to reconsider their position on pets and move towards a more pet-welcoming environment in order to reap the benefits and attract the best talent. And at Purina, we are here to support companies wishing to embrace these changes and create a richer life for pets and their owners.

**Bernard Meunier**

CEO at Nestlé Purina PetCare Europe, Middle East and Africa



## THERE IS A GROWING APPETITE FOR CREATING MORE PET-FRIENDLY WORK ENVIRONMENTS

One of the most significant findings from the survey is that more than **two-thirds (68%)** of people across Europe would bring their pets to work if given the choice, reinforcing a shift in perceptions among today's multi-generational employees. However, in spite of the positive public perception of the benefit of pets at work, **only 12%** of people surveyed currently work in a pet-friendly environment overall in Europe.

Millennials were even more **enthusiastic** about this proposition, particularly in;

Switzerland	90%
Italy	87%
Spain	83%
Germany	81%

On average, only

# 12%

of employees in Europe work in **pet-friendly environments**



However there seems to be a variation across Europe with **28%** of respondents in Switzerland stating they have a pet-friendly workplace

and **20%** in Germany

# 68%

of employed dog owners, if given the choice, **would bring their pets to work**

UK	63%
France	58%
Germany	70%
Russia	50%
Italy	76%
Spain	74%
Switzerland	84%
Portugal	67%

# 41%

of employed dog owners **would take their dog to work every day if allowed**

UK	50%
France	43%
Germany	45%
Russia	37%
Italy	35%
Spain	44%
Switzerland	40%
Portugal	33%



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## PET-FRIENDLY OFFICES ARE A KEY FACTOR FOR ATTRACTING TALENT

This figure was significantly higher in Switzerland where

# 55%

said the ability to bring a dog to work would be a decisive factor

Among millennials this option appeared even more important and was ranked.

# 3<sup>rd</sup>

The findings highlighted how a company's policy on pets influences potential employees' choices. Nearly four in 10 (39%) Europeans who own a dog favour a company where there is a possibility to bring their dog to work, compared to the benefit of childcare vouchers (13%), lunch for free or at a discounted rate (33%) or a company car (28%) and almost a third (31%) said that it 'improves the image of a company.' In addition, when choosing a new employer, 'bring your pet to work' ranked as the fifth most important benefit out of 15 options in Europe.

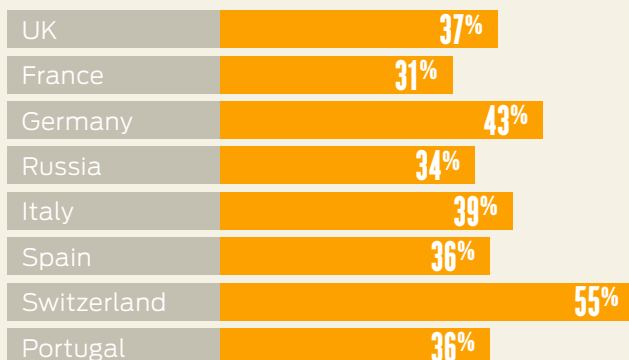
How the possibility of bringing your pets to work ranked out of 15 work benefits:

	Overall	Millennials
UK	4 <sup>th</sup>	4 <sup>th</sup>
France	6 <sup>th</sup>	5 <sup>th</sup>
Germany	3 <sup>rd</sup>	2 <sup>nd</sup>
Russia	7 <sup>th</sup>	8 <sup>th</sup>
Italy	3 <sup>rd</sup>	5 <sup>th</sup>
Spain	7 <sup>th</sup>	5 <sup>th</sup>
Switzerland	2 <sup>nd</sup>	2 <sup>nd</sup>
Portugal	8 <sup>th</sup>	

## EMPLOYEES ARE ENCOURAGED BY A COMPANY'S PETS AT WORK POLICY:

# 39%

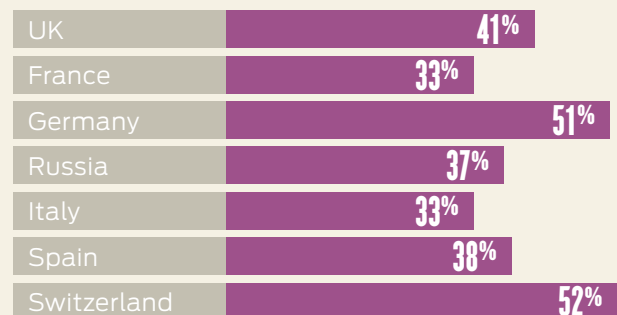
of employees would be persuaded to accept a job offer if the company was a pet-friendly work environment; this benefit is almost as important as health insurance contributions (41%)



Among Millennials,

# 41%

of employees would be persuaded to accept a job offer if the company was a pet-friendly work environment, with this benefit ranking higher than health insurance contributions (39%)



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# EMPLOYEES ARE WELCOMING THE PERCEIVED BENEFITS OF BRING PETS TO WORK

As employees cope with the increasing demands of today's workplace including longer working hours, many people are showing interest in the perceived benefits of welcoming pets into the workplace.

Overall the findings demonstrate the strong appeal to employees of taking their pets to work. This possible benefit plays a potentially crucial role when dog owners are making choices in regards to future employers and is something companies cannot afford to ignore. Employees highlight a broad range of benefits to pet-friendly offices, from stress reduction to a more relaxed environment and these benefits will ultimately contribute to a stronger, healthier and productive workforce.

Respondents agreed that the top four out of ten benefits from allowing pets at work are:

**53%**

Reduction of guilt when leaving their canine companion at home

**40%**

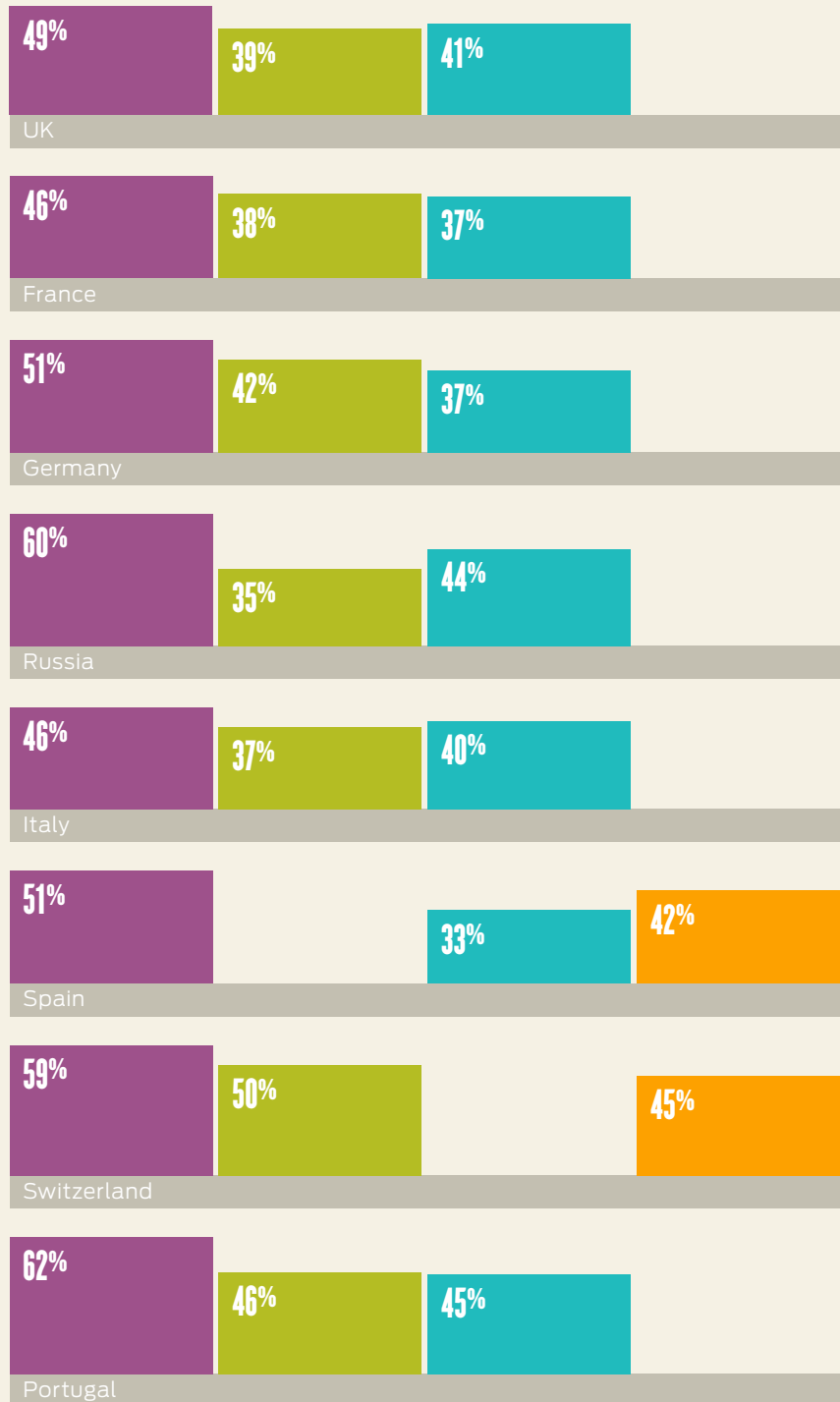
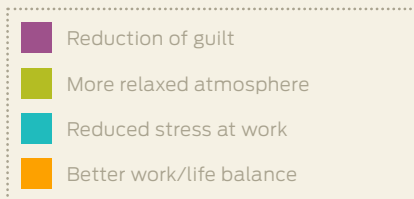
Reduction of stress with a pet in the workplace

**40%**

Creating a more relaxed environment

**36%**

Helps to improved work/life balance



## THE PERCEIVED BENEFITS OF HAVING A PET IN THE WORKPLACE:

Among Millennials, the overall top three perceived benefits of having pets in the workplace are:

# 56%

### No 1. Reduction of guilt

Reduction of guilt that comes with leaving the dog at home. This was highest ranked benefit for all seven markets

# 47%

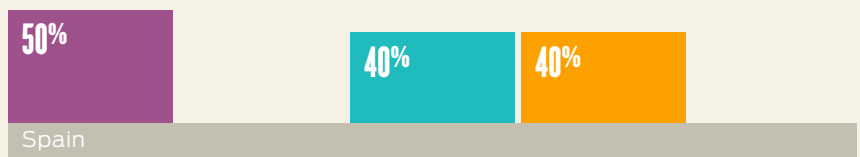
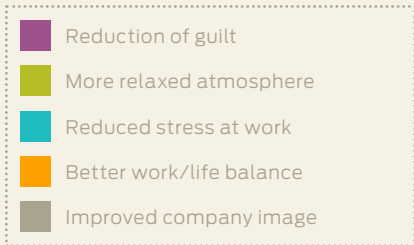
### No 2. More relaxed atmosphere

Dogs help to create a more relaxed atmosphere

# 46%

### No 3. Reduced stress

Dog help to reduce stress at work



## EMPLOYEES' MAIN CONCERNS REGARDING TAKING THEIR PETS TO WORK:

Overall in Europe, the three main reasons why employees would not take their pets to work are:

# 16%

### No 1. Not suitable

The work environment is not suitable for their pet

# 14%

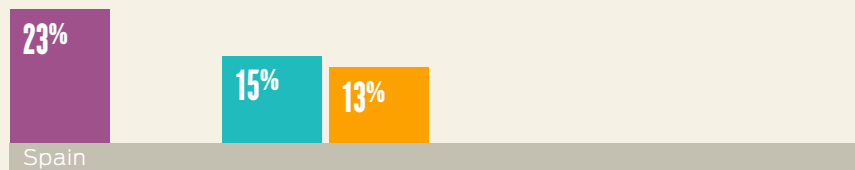
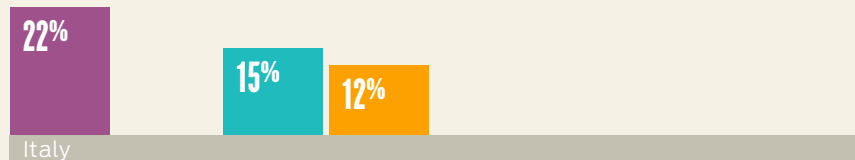
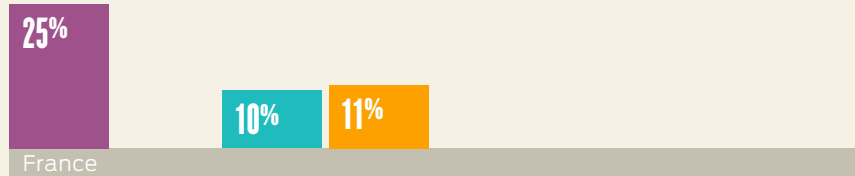
### No 2. Distraction

Their pet would distract them from working

# 9%

### No 3. Impracticality/ inconvenience

The practicality/inconvenience of taking their pet to work



\*Please note: multiple options were ranked equally in Switzerland in third place all with 9% each. These included, not practical, stress for pet, happier at home, pet not alone, more comfortable at home, too far from home and other.

## COMMITMENT TO SHARING THE LEARNINGS IN TRANSFORMING WORK ENVIRONMENTS TO WELCOME PETS WITH 200 ORGANISATIONS

Purina is committed to helping organisations and their employees profit from the many benefits of a pet-friendly workplace, which as research shows, helps improve engagement, productivity and wellbeing. Dogs also benefit from the opportunity to socialise with new people and other dogs.

Purina has already developed guidance materials for organisations wishing to introduce Pets at Work, including pet etiquette guidelines, and an employee pledge to ensure the safety of pets and people. Our latest initiative, the Pets at Work Alliance is a group of like-minded businesses and organisations from across Europe who are committed to adopting a Pets at Work policy. Purina aims to promote these benefits in an effort to build an alliance with 200 pet-friendly members by 2020.

We encourage you to download your local Purina Pets at Work Toolkit which can be found on your local Purina website. It provides all the resources and support needed to make your company pet friendly and introduce a Pets at Work Policy.

“Across Europe there is a growing trend for businesses to accept more modern approaches to help recruit and retain employees to cope with today’s employment challenges. What we are seeing is less demand for more traditional benefits, such as public transportation contributions and a company car, and more interest for benefits that demonstrate a company’s commitment to incorporating the employee’s current lifestyle, including pet ownership.”

**Bernard Meunier**, CEO at *Nestlé Purina PetCare* Europe, Middle East and Africa

### ABOUT THE SURVEY

Ipsos conducted the survey on behalf of Purina, distributing 3,221 total online interviews among the population respondents, all of them were dog owners and in full-time employment. 400 were participants from UK, France, Germany, Russia, Italy and Spain and 200 were participants from Switzerland and Portugal, based on the survey criteria. The survey excluded those in the pet-food industry or with a pet-related occupation, such as veterinarians or breeders. An additional 80 millennial participants (18-34) in UK, France, Germany, Russia, Italy, Spain and Switzerland were selected for the interview. The survey was conducted in 2017.



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