The Typical PSI Member Pet-Sitting Business

99.8% of all businesses are independently owned.
50.2% of members are sole proprietors.
84.6% of businesses are owned solely by women.
81.9% carry both pet-sitter liability insurance and bonding. The top insurance providers are Business Insurers of the Carolinas (for the U.S.) and Binks (for Canada).
69.0% of PSI members have been in business for more than five years.

Source: PSI’s 2020 State of the Industry Survey Results
The majority of PSI’s pet-sitter members offer services for both cats (97.1%) and dogs (94.7%). The other top companion animals cared for by these pet sitters are fish (86.9%), birds (79.7%), and cage pets (76.2%).

Here are the other pet types:
- Reptiles & Amphibians: 61.1%
- Livestock: 38.6%
- Horses: 27.1%
- Exotic Pets: 7.2%

Source: PSI’s 2020 State of the Industry Survey Results
According to PSI’s 2020 survey:

The typical PSI member pet sitter is female (90.7%), married (54.7%) with no children currently living in the home (84.5%). The average age is 54.

She has pursued post-high school education (90.8%) and has been in business 6-15 years (45%).

PSI member pet sitters most commonly own dogs (75.2%) and cats (64%).

PSI members are also “social”—83.9% use Facebook and 38.6% use Instagram for personal use.

Professional pet sitters enter the industry from all walks of life—including former teachers, engineers, lawyers, executives and veterinary professionals. More than 90 percent have completed at least some college and 63.6% have obtained an associate’s degree or higher.

37.9% started pet sitting while still working another job.
43 was the average age when members started their businesses.
69.6% are trained in pet first aid.

Source: PSI’s 2020 State of the Industry Survey Results
Members responding to PSI’s 2020 survey were asked to self-report client demographic information. Survey responses indicated:

- On average the majority of professional pet sitters’ clients are couples, with more clients who are couples without children (an average of 43.7%) than couples with children (an average of 33%).

- PSI members also reported that the 36-50 year old age range represents the greatest segment of their client bases (39%), with the smallest segment of their client bases being 25 years of age and younger (5%).

- The majority of PSI members indicated that from personal observation they would describe the majority of their clients as middle-to-high income (64.5%).

- Members indicated that clients most commonly pay by check (55.4%) or credit/debit card (19.9%).

*Source: PSI’s 2020 State of the Industry Survey Results*