

Pawsitive Vibes

30 Jul 2025



Our UK Pet insurance business covers over 200,000 furry friends and our colleagues do a great job at helping customers to look after their pets. The business has launched its 'Pawsitive Vibes' campaign to celebrate the powerful connection between pet owners and their pets and the positive impact that they have on our physical and mental wellbeing.

The team has worked with BBC fitness and wellbeing expert Livi Sheldon and Queen's University Belfast to highlight the effect that pets have on their owners' wellbeing, utilising research-led insights and expert commentary.

94 per cent of pet owners* said that their pet improves their overall wellbeing

and think that their pets can sense their emotions.

Backed up by research by [Queen's University Belfast](#), Livi took on her 'toughest challenge' yet during a 3-day study where her heart rate was monitored during everyday interactions with her pets versus without them.

The results from the study were striking: Livi's negative emotions shot up by 90 per cent when her dogs weren't around, with her heart rate spiking by 49 per cent with excitement when reunited the next day - showing a clear correlation between ownership and improved emotional wellbeing. By the third morning, after spending their first night together since being reunited, her heart rate dropped to one of its lowest points in the three days - highlighting how her dogs Roxy and Fudge's presence makes Livi feel calmer and more relaxed.

The research also found that 31 per cent of pet owners feel more able to cope with stress, 29 per cent feel stronger emotionally, and 39 per cent have become more physically active thanks to their pets.

Speaking about the experience, Livi said: "Fudge and Roxy mean the absolute world to me, they're not just pets, they're a huge part of my daily routine and my emotional wellbeing. Being away from them, even just for one night during the study, really hit me harder than I expected. It made me realise just how much comfort and calm they bring into my life. It was tough, but it also reminded me of how strong our bond is - they're my little anchors, and I wouldn't be me without them."

Commenting on the new study, Dr Gareth Arnott, who previously found that dogs are able to detect stress levels in their owners and mirror these emotions, said: "We challenged Livi to spend a period of time separated from Roxy and Fudge, as part of tracking how they influence her overall wellbeing. Over three days we assessed the strength of their bond, tracked her emotional state and monitored her heart as an indicator of her stress levels.

"Livi had a clear rise in negative emotions when separated from her two dogs, with a significant reduction in heart rate the morning after they were reunited – highlighting the positive impact that spending time with our pets has on our emotional wellbeing and stress response rates."

You can read more on the campaign here: [Pawsitive Vibes | How Pets Benefit Your Wellbeing | Admiral](#)

*Based on a survey of 2,000 cat and/or dog owners that Admiral UK ran in April 2025.