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insight

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Market research

Agria Pet Insurance
Norway



Timing & Method

Number of interviews (base)

- 305 interviews with dog owners.
- 306 interviews with cat owners.

Method

- Web interviews using online panels.

When?

- Interviews were conducted in December 2024.

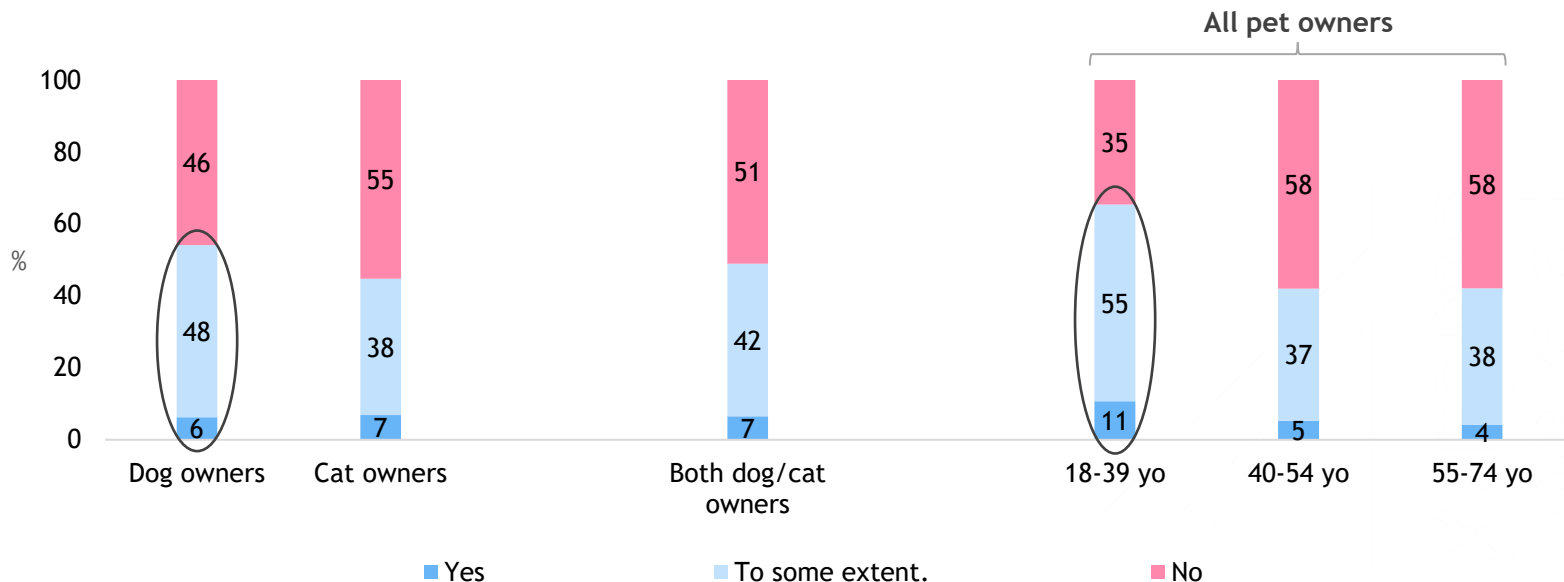




Can a pet replace a child?

Dog & cat owners.

Dog owners are more likely to believe that a pet can replace a child, either fully or to some extent. It is also more common among the youngest age group to hold this belief.



Do you think a pet can replace a child?

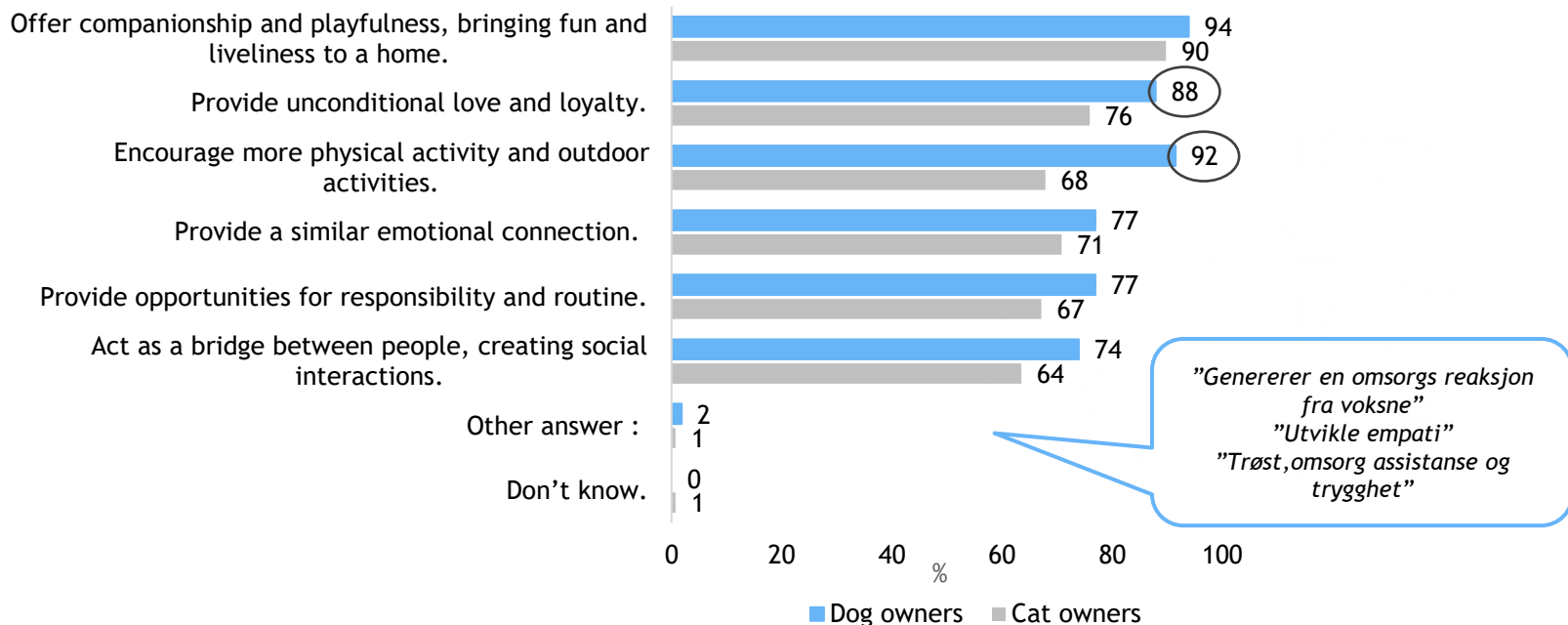
Base: Dog & cat owners.



Similarities between having a pet and a child

Dog & cat owners.

Dog owners believe that there are more similarities between having a pet and having a child, particularly in terms of encouraging more physical activity and outdoor activities and provide unconditional love and loyalty.



What similarities might there be between having a pet and a child?

Base: Dog & cat owners who believe a pet can replace a child.



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