



**xtreme
insight**

2025-01-13

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.

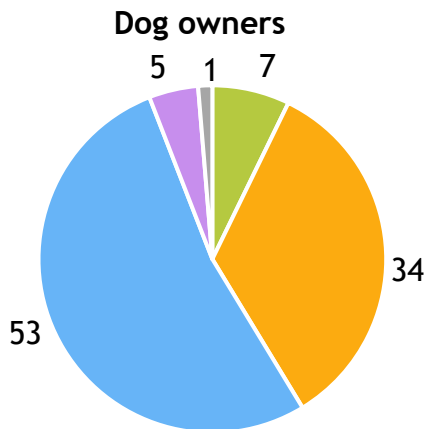




How does your pet travel in the car?

Dog owners.

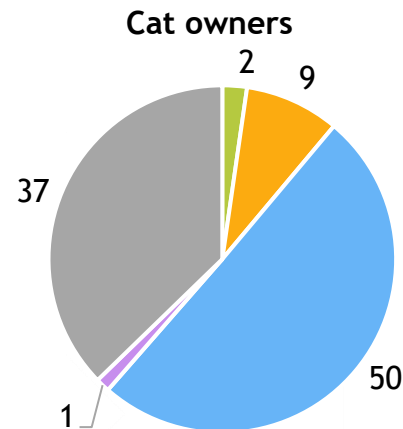
Almost every dog owner allow their pet to travel in the car, with the most common method be having them in a transport cage, followed by using a seatbelt.



- Loose in the back or front seat
- They wear a seatbelt
- Within a transport cage
- Behind a pet guard in the boot
- I don't take my pet in the car

Cat owners.

Fewer cat owners than dog owners allow their pets to travel in the car, but when they do, it is most common, like with dog owners, to have them in a transport cage.



- Loose in the back or front seat
- They wear a seatbelt
- Within a transport cage
- Behind a pet guard in the boot
- I don't take my pet in the car

How do you keep your pet in the car while driving?

Base: Dog & cat owners.



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