



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.



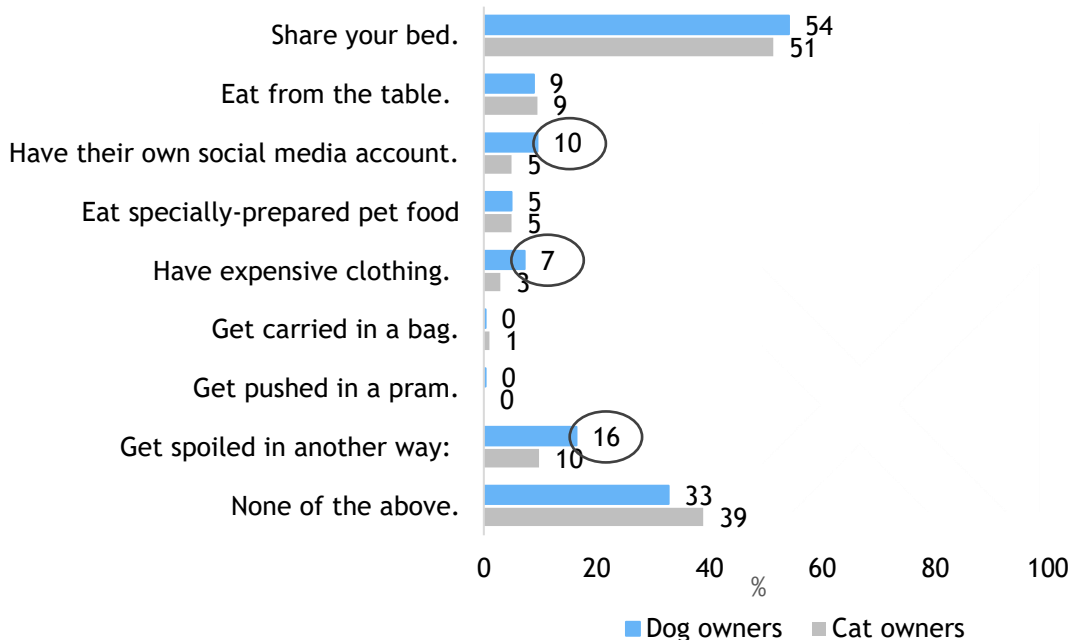


# Does your pet do any of the following things?

Dog & cat owners.

Among those who spoil their pets, the most common way is by letting them sleep in the bed. However, it is more common among dog owners to create social media accounts for their pets, buy them expensive clothes, and spoil them in other ways.

*For other ways to spoil the pet see separate excel-file.*



Does your pet do any of these things?

Base: Dog & cat owners.

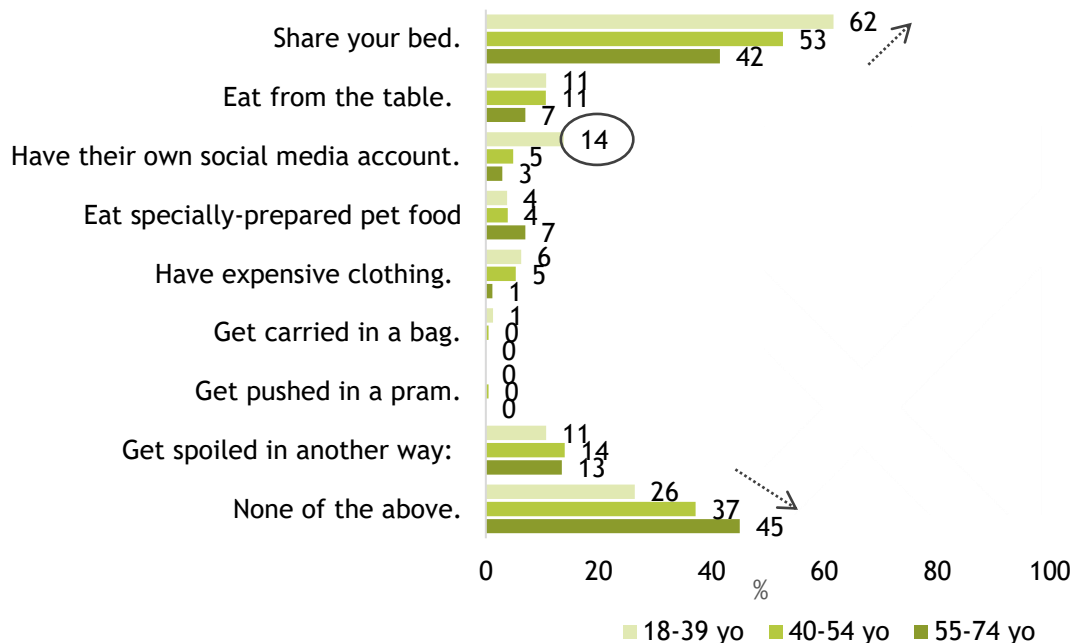


# Does your pet do any of the following things? [Age]



Dog & cat owners.

It is more common for the younger age group to spoil their pets in various ways, especially by letting them sleep in their bed and creating a social media account for them.



Does your pet do any of these things?

Base: Dog & cat owners.



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