



**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.

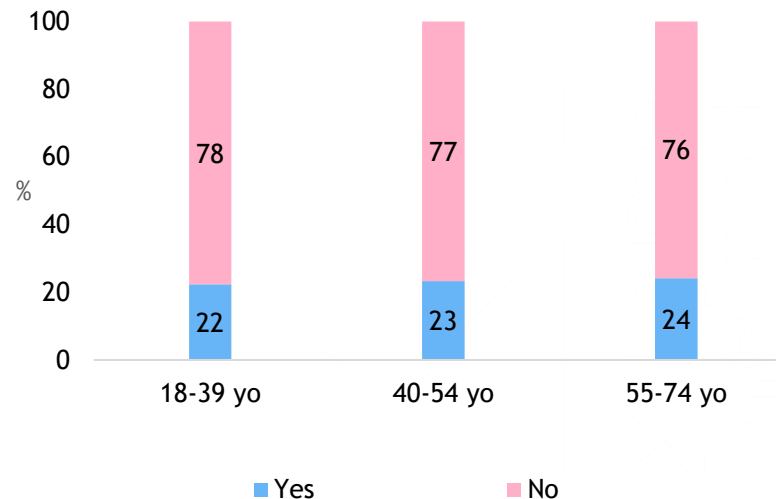
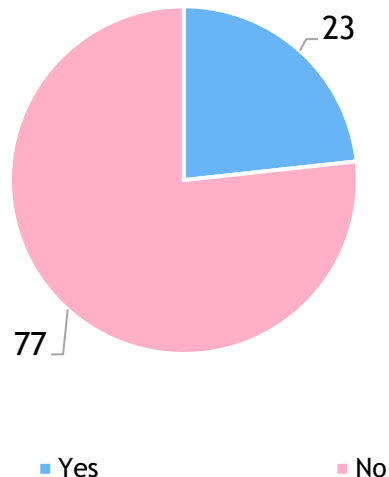




Do you have a mixed dog breed?

Dog owners.

Most dog owners doesn't own a mixed-breed dog, and this does not differ between age groups.



Do you have a mixed dog breed?

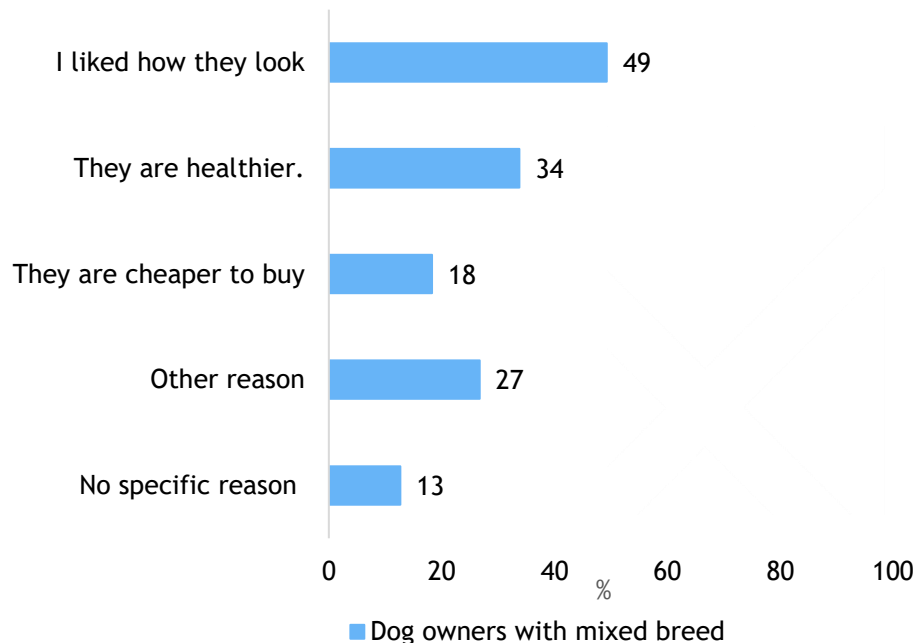
Base: Dog owners.



Why did you choose to get a mixed breed?

Dog owners.

Most dog owners with a mixed-breed dog report that they chose one because of its appearance and health reasons.



Why did you choose to get a mixed breed?

Base: Dog owners with mixed breed.



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Jonas Magnusson

jonas@xtreme.se

Xtreme Insight AB
Sankt Eriksgatan 48 G
112 34 Stockholm

www.xtreme.se