



**xtreme
insight**

2025-12-02

PR survey

Agria Pet Insurance
Norway

Timing & Method

Number of interviews (base)

- 406 interviews with dog owners
- 405 interviews with cat owners between 18-74 yrs in Norway

Method

- Web interviews using online panels.

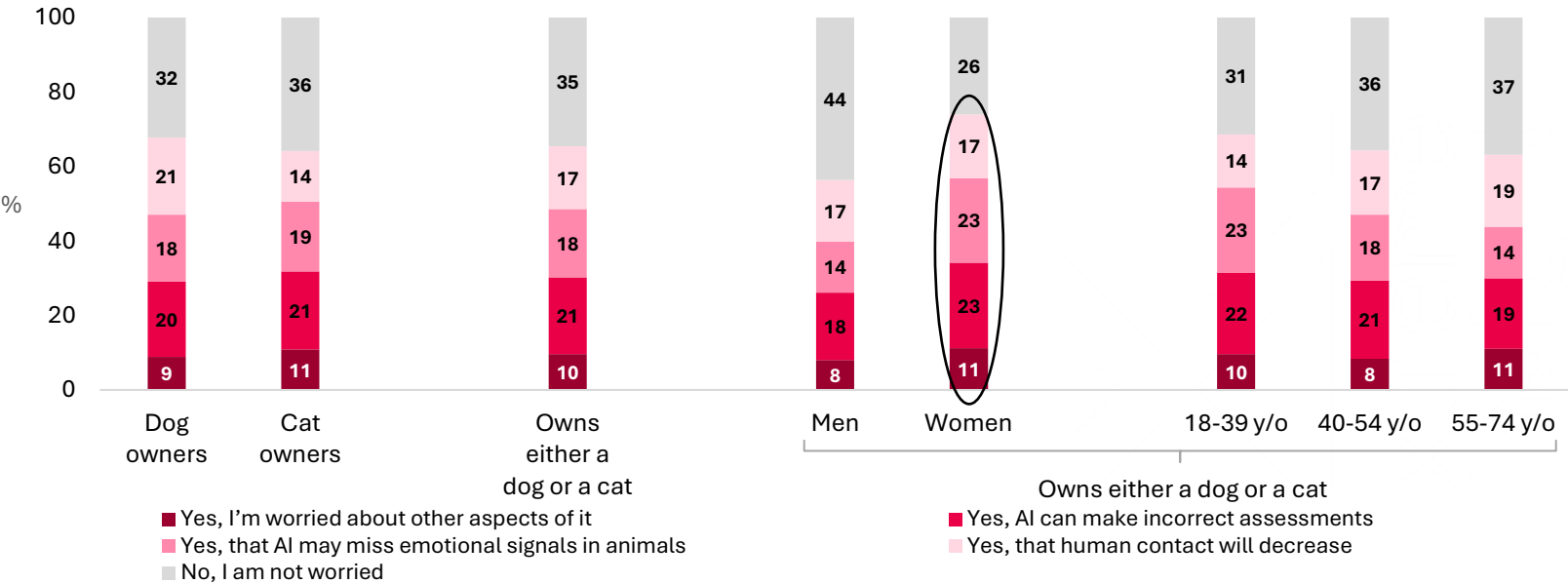
When?

- Interviews were conducted in November 2025.

Would it worry you if AI is used more in veterinary care?

Dog- and/or cat owners

Pet owners are generally a bit worried about AI being used more in veterinary care, mostly because of that human contact will decrease, AI might miss emotional signals in animals or because of incorrect assessments. The general concern tends to be greater among women.



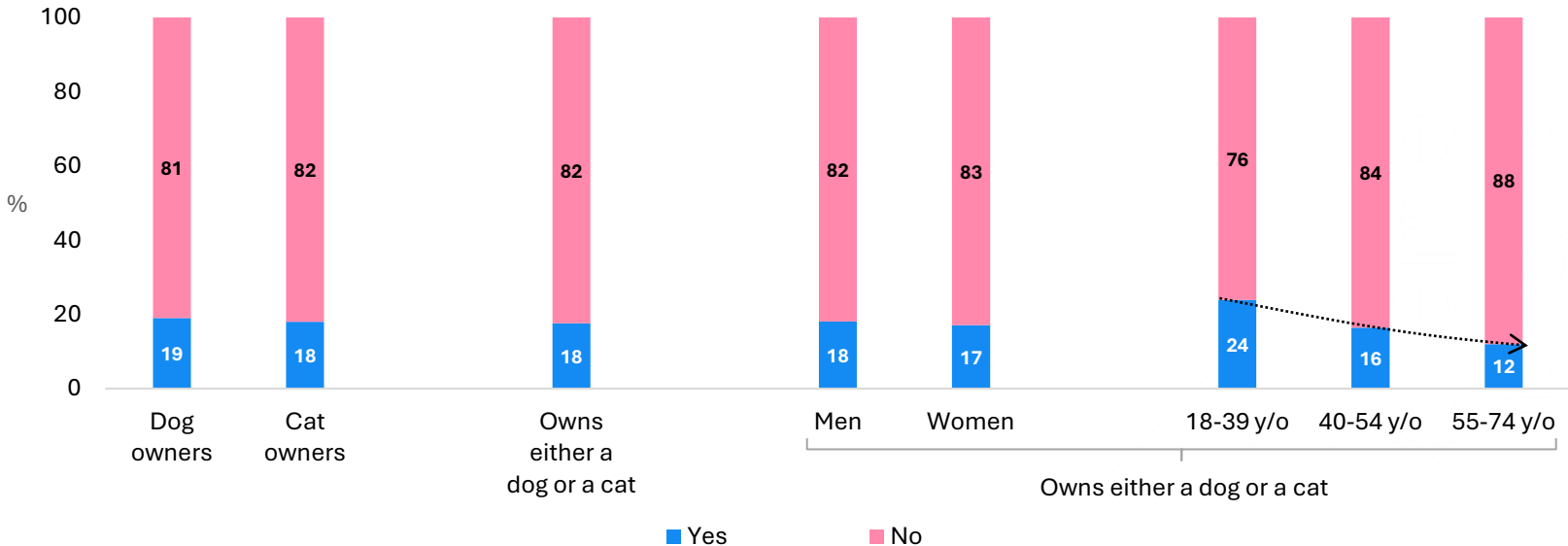
Ville det bekymre deg om kunstig intelligens (KI) blir mer brukt i forbindelse med veterinærbehandling?

Base: Dog- and/or cat owners.

Are you using AI to seek advice about your pet's health?

Dog- and/or cat owners

Although not that common, using AI to seek advice is more common among the younger pet owners, compared with the older.



Braker du KI for å søke råd om dyrets helse?

Base: Dog- and/or cat owners.



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