xtreme insight

2025-12-02

PR survey

Agria Pet Insurance Norway

Informationsklass: K1

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.

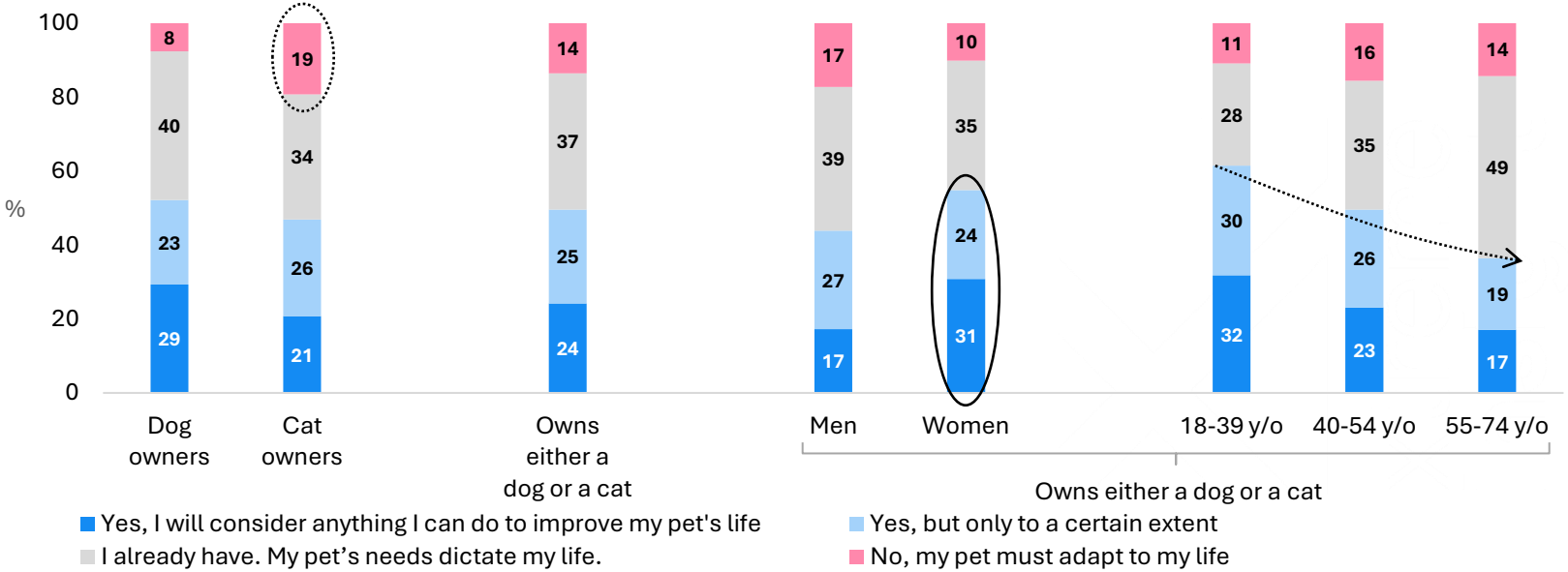
When?

- Interviews were conducted in November 2025.

Change your lifestyle to improve your pet's well-being?

Dog- and/or cat owners

A slight majority are willing to consider a change in lifestyle to improve their pet's wellbeing, to a certain extent or would consider anything to improve their pet's life. Something that decline with the pet owner's age and is a bit more common among women,



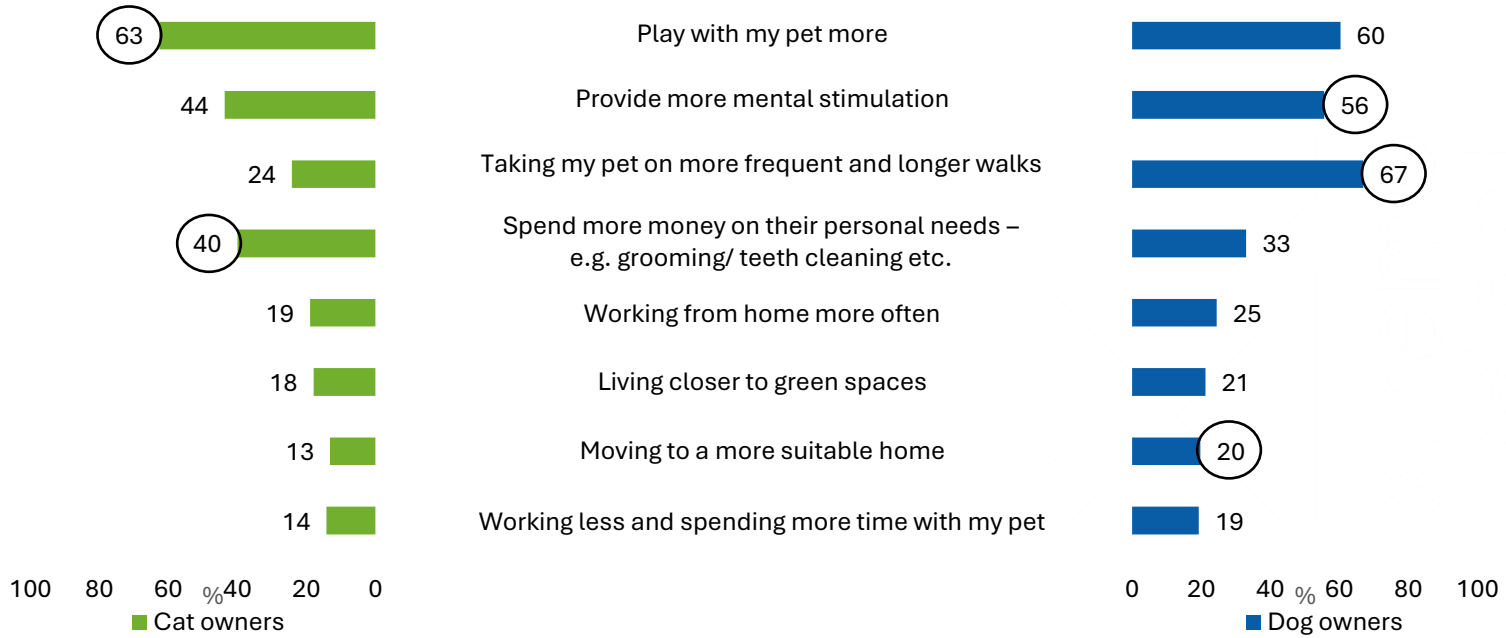
Ville du vært villig til å endre deler av livsstilen din for å gi dyret ditt et bedre liv?

Base: Dog- and/or cat owners.

What would you consider changing?

Dog- and/or cat owners who would consider changing lifestyle

To improve their pet's well-being, most cat owners would be considering to play with them more and spend more money on their personal needs. While dog owners would consider taking their dog on more frequent and longer walks, provide more mental stimulation and moving toa more suitable home.



Hva vurderer du å endre?

Base: Dog- and/or cat owners who would consider changing lifestyle

Informationsklass: K1



Jonas Magnusson
jonas@xtreme.se

Xtreme Insight AB
Sankt Eriksgatan 48 G
112 34 Stockholm

www.xtreme.se

Josefine Bratt
Josefine.bratt@xtreme.se

Xtreme Insight AB
Sankt Eriksgatan 48 G
112 34 Stockholm

www.xtreme.se

Informationsklass: K1