

Diverse Survey Sampling of US Population Reveals Race/Ethnicity Differences in Perceptions of Dog Breed Personalities

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Abstract : Numerous dogs are living in shelters seeking homes. Perceptions of dog personality based on breed type have been shown to influence adoptability. Past research has focused primarily on Caucasian female samples. This study provides a more diverse sample within the US. Of the respondents, 558 identified as White/Caucasian, 395 identified as Black/African American, 123 identified as Hispanic/Latinx, and 46 identified as Asian/Asian American. 29.6% of respondents identified as male and 70.4% identified as female. Initial analyses indicate significant differences in race/ethnicity in the association of the personality terms of "Dangerous", "Calm", and "Energetic" with dog breeds. Black/African-American respondents were more likely to associate the term "Dangerous" with almost all breeds assessed in this survey, followed by Hispanic/Latinx, and lastly by White/Caucasian and Asian/Asian American. Higher annual income respondents were less likely to associate the term "Calm" with most breeds and lower-income respondents were less likely to ascribe the term "Dangerous" to Pit Bull Terriers. Further analyses are underway. These findings can help dog adoption programs promote more diversity in potential adopters.

Keywords : breed, diversity, dog, ethnicity, personality

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