

American Public Gives PETA Low Ranking for Trustworthiness

March 31, 2004

A survey of charities, conducted by Harris Interactive, Inc., found that People for the Ethical Treatment of Animals (PETA) ranks at the bottom of the trustworthiness scale, according to a report published in The Chronicle of Philanthropy, March 18.

Harris compiled a list of nonprofit organizations by asking 5,000 people to name two groups with the best reputations and two with the worst. The charities named most often made up a listing of 20 organizations. Harris then surveyed 21,942 people.

PETA, Greenpeace and Global Exchange, an international human rights organization, were selected as the least trustworthy nonprofit organizations from the listing. Doctors Without Borders, Habitat for Humanity and the Salvation Army were ranked highest.

Harris Interactive is a worldwide market research and consulting firm, best known for The Harris Poll® and for its pioneering use of the Internet to conduct scientifically accurate market research.

For more information, visit <http://www.philanthropy.com>.