



HUMAN
RIGHTS
CAMPAIGN®

BUYING FOR WORKPLACE EQUALITY 2011

A GUIDE TO COMPANIES, PRODUCTS AND
SERVICES THAT SUPPORT LESBIAN, GAY, BISEXUAL
AND TRANSGENDER WORKPLACE INCLUSION

A FEW WAYS YOU CAN HELP FIGHT
FOR EQUALITY EVERY DAY:

TAKE ACTION FOR EQUALITY

1

Share this information with your friends, family and co-workers. Help them become supporters of workplace equality by factoring the information from this guide into purchasing decisions.

2

Advocate for equality in the workplace. If your company isn't on this list or you think it can do better, go to www.hrc.org/cei to find out how to engage your employer.

3

Get active about equality. Sign up for newsletters and Action Alerts at www.hrc.org/consumeradvocacy.

Dear Friends,

More than ever, consumers are sending a message to businesses that they are watching. They are watching to see if the businesses they patronize understand and honor issues important to them, giving buying power to issues ranging from LGBT inclusiveness to environmental protection. Corporate social responsibility has become an imperative for a successful business. With *Buying for Workplace Equality*, we hope to harness that power by providing you with the most accurate review of a business's workplace policies toward LGBT employees.

From offering benefits to domestic partners to extending workplace protections to transgender workers, there is a tidal wave of business support for LGBT workplace inclusion. This year's guide includes results from the 2011 *Corporate Equality Index*, which features 337 businesses — a record number — that scored a perfect 100 percent.

Whether you are buying a cup of coffee or renovating your home, by supporting businesses that support workplace equality you send a powerful message that LGBT inclusion is good for the bottom line. We hope that you will use this guide as one component when determining if a business's social practices make it worthy of your dollars.

The *Buying for Workplace Equality* guide is also available in web and mobile versions. For more information, visit www.hrc.org/buyersguide.

Sincerely,

Joe Solmonese
President, Human Rights Campaign



QUESTIONS AND ANSWERS

Where do the scores in this guide come from?

The information in this guide comes from the 2011 *Corporate Equality Index*, the Human Rights Campaign's annual report card on corporate America's treatment of lesbian, gay, bisexual and transgender employees.

How are the scores calculated?

Businesses are rated on a scale from 0 to 100, based on whether or not they have policies that support LGBT employees. These include anti-discrimination protections, domestic partner benefits, diversity training and transgender-inclusive benefits. This year we provided an unofficial score to businesses that have not, after repeated attempts, responded to the survey. An unofficial score is reflective of the information that HRC has been able to collect without help or input from a business.

Why don't I see a business listed?

The Human Rights Campaign researches policies at more than 1,800 companies (including the Fortune 1000 and American Lawyer 200). However, we do not provide a business with an official score until we have collected and verified all the information we need. In all, we rated 615 companies in the 2011 CEI.

How can I get a business listed?

Any business with 500 or more U.S. employees can be rated. If you don't see a company listed, contact the Human Rights Campaign with any information you have about its policies on LGBT issues. Or, contact and motivate businesses to participate by letting them know that you make purchasing decisions based on how it scored in this guide.

FOR MORE INFORMATION OR
TO CONTACT US, PLEASE VISIT
WWW.HRC.ORG/BUYERSGUIDE

HOW TO USE THIS BUYER'S GUIDE

EACH BUSINESS/BRAND IS ASSIGNED ONE OF THREE COLORS BASED ON ITS SCORE IN OUR REPORT: **GREEN**, **YELLOW** OR **RED**.

HOME AND GARDEN

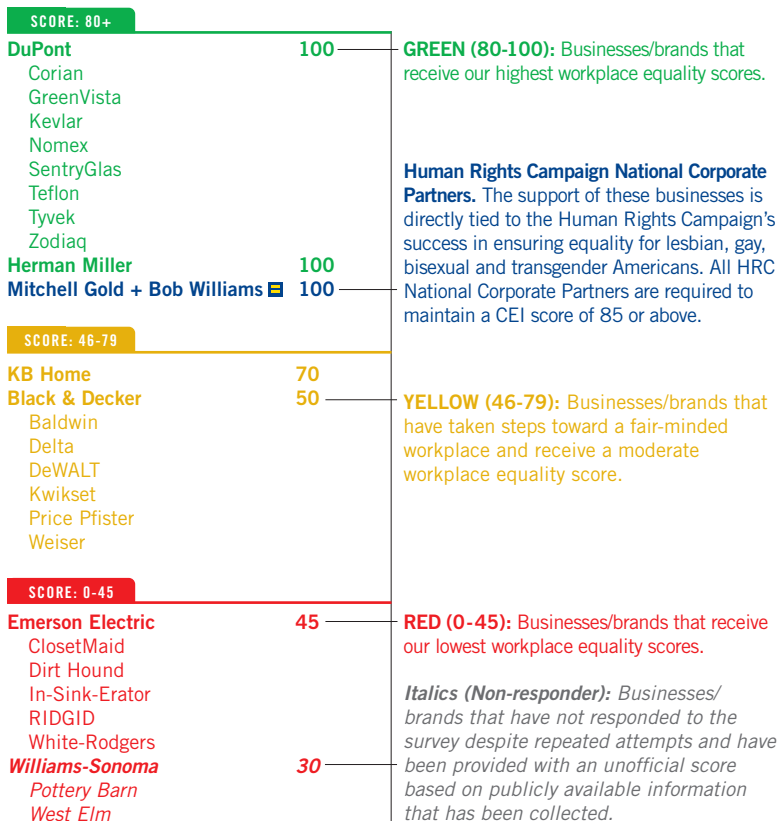


TABLE OF CONTENTS



RETAILERS	06	HOUSEHOLD PRODUCTS	24
HOME AND GARDEN	08	HEALTH AND BEAUTY	26
BANKING AND FINANCE	10	KIDS PET CARE	29
APPAREL AND ACCESSORIES	12	TRAVEL AND LEISURE	30
RESTAURANTS	14	ENTERTAINMENT	32
OIL AND GAS	15	TECHNOLOGY	34
FOOD AND BEVERAGES	16	NEWSSTAND	36
FUN AND GAMES	21	SHIPPING	37
AUTOMOTIVE	22	INSURANCE AND HEALTHCARE	38

RETAILERS



SCORE: 80+

Barnes & Noble	100	Shoppers Food	
Borders	100	Sunflower Market	
Waldenbooks		TJX	100
Costco	100	HomeGoods	
eBay	100	Walgreens	100
Half.com		Duane Reade	
Shopping.com		Amazon.com	95
StubHub		Zappos.com	
Food Lion	100	Limited Brands	95
Bloom		Bath & Body Works	
Bottom Dollar Food		C.O. Bigelow	
Harveys		White Barn Candle Company	
GameStop	100	OfficeMax	95
EB Games		Safeway	95
Hallmark Cards	100	CVS	90
REI	100	Caremark Pharmacy	
Sears	100	Best Buy	85
Kmart		Future Shop	
Staples	100	Geek Squad	
Corporate Express		Magnolia Home Theater	
SUPERVALU	100	Home Depot	85
Acme Markets		Rite Aid	85
Albertsons		Target	85
Bristol Farms		Whole Foods	85
Cub Foods		Hannaford Brothers	83
Farm Fresh		Hanover Direct	83
Hornbacher's		The Company Store	
Jewel-Osco		Domestications	
Oscos Pharmacy		Harry & David	83
Sav-On			
Save-A-Lot			
Shaws			
Shop 'n Save			

SCORE: 46-79

Ahold USA	78
Giant	
Martin's	
Peapod	
Stop & Shop	
H-E-B	75
Central Marketplace	
Gas 'N Go	
Kroger	75
Baker's	

Dillon Food Stores	
Fred Meyer	
Kwik Shop	
Quality Food Centers	
Quik Stop	
Ralphs	
Turkey Hill Minit Markets	
Toys 'R' Us	70
Babies 'R' Us	

SCORE: 0-45

Office Depot	45
RadioShack	40
Wal-Mart	40
Marketside	
Sam's Club	
Bed Bath & Beyond	30
Christmas Tree Shops	
Lowe's	30
PetSmart	30
Williams-Sonoma	30
Pottery Barn	
West Elm	
Meijer	20
Ace Hardware	15
Big Lots	15
BJ's	15
Children's Place	15
The Container Store	15
Dillard's	15
Dollar Tree	15
Deal\$	
Dollar Bills	
Kohl's	15
Liberty Media	15
QVC	
Michaels	15
Publix Super Markets	15
Trader Joe's	15

Winn-Dixie Stores	15
Thrifty Maid	
Winn & Lovett	
Zales	15
Dick's Sporting Goods	0
Dollar General	0
Family Dollar	0
The Great Atlantic & Pacific Tea Co.	0
A&P	
FoodBasics	
The Food Emporium	
Pathmark	
Superfresh	
Waldbaums	
The Pantry	0
Golden Gallon	
Kangaroo Express	
True Value	0
Weis	0
Save-A-Lot	

HOME AND GARDEN



SCORE: 80+

DuPont	100	Whirlpool	100
Corian		Amana	
GreenVista		Gladiator	
Kevlar		Jenn-Air	
Nomex		Kenmore	
SentryGlas		KitchenAid	
Teflon		Magic Chef	
Tyvek		Maytag	
Zodiaq		Roper	
Herman Miller	100	Supermatic	
Mitchell Gold + Bob Williams 	100	Home Depot	85
Monsanto		Behr	
Roundup		Glacier Bay	
Seminis		Hampton Bay	
Newell Rubbermaid	100	Husky	
Amerock		TrafficMaster	
Bernzomatic		Vigoro	
Calphalon		Target	85
Gardinia		Room Essentials	
Irwin		GE	80
Kirsch		Hotpoint	
Lenox		Monogram	
Levolor		Profile	
Owens Corning	100	Realogy	80
Replacements, Ltd. 	100	Better Homes and Gardens Real Estate	
Sears	100	Century 21	
Craftsman		Corcoran Group	
DieHard		Sotheby's	
Kenmore			

SCORE: 46-79

KB Home	70
Black & Decker	50
Baldwin	
Delta	
DeWALT	
Kwikset	
Price Pfister	
Weiser	

Mohawk Industries	50
Aladdin	
Dal-Tile	
Durkan	
Mohawk	
Unilin	

SCORE: 0-45

Emerson Electric	45
ClosetMaid	
Dirt Hound	
In-Sink-Erator	
RIDGID	
White-Rodgers	
John Deere	38
Jarden	30
Ball	
Coleman	
Diamond	
FoodSaver	
Mr. Coffee	
Oster	
Sunbeam	
Snap-On	30
Williams-Sonoma	30
Pottery Barn	
West Elm	
Berkshire Hathaway	15
Benjamin Moore	
The Pampered Chef	
Shaw Floors	
Energizer	15
Eveready	
Fortune Brands	15
Aristokraft	
Master Lock	
MasterBrand	
Moen	

<i>Omega</i>	
<i>Schrock</i>	
<i>Waterloo</i>	
Lennar	15
Cambridge	
Greystone	
NuHome	
Patriot	
U.S. Home	
Village Builders	
Masco	15
Alsons	
American Shower & Bath	
Aqua Glass	
Axor	
BrassCraft	
Delta Faucet	
Sherwin-Williams	15
ArmorSeal	
Toll Brothers	15
Beazer Homes	0
Kohler Co.	0
La-Z-Boy	0
Bauhaus	
England	
Kincaid	
Leggett & Platt	0
Sealy	0
Bassett	
Stearns & Foster	

THE TOTAL BUYING POWER OF THE ADULT U.S. LESBIAN, GAY,
BISEXUAL AND TRANSGENDER POPULATION IN 2010 IS PRO-
JECTED TO BE **\$743 BILLION.**

Source: Witeck-Combs Communications and Packaged Facts



BANKING AND FINANCE

SCORE: 80+

American Express	100	KeyCorp	100
Ameriprise	100	KeyBank	
IDS		MasterCard	100
J.W. Seligman & Co.		Cirrus	
RiverSource		Maestro	
Bank of America 	100	Mondex	
Bank of America Home Loans		Morgan Stanley	100
Merrill Lynch Wealth Management		Smith Barney	
U.S. Trust		Northern Trust	100
Bank of New York Mellon	100	PNC	100
Dreyfus		National City	
Pershing		Raymond James Financial	100
Barclays Capital	100	RBC Wealth Management	100
Capital One	100	State Street	100
Charles Schwab	100	SunTrust	100
Citigroup 	100	TD Bank 	100
Citibank		U.S. Bancorp	100
Citifinancial		UBS	100
Citimortgage		Visa	100
Primerica		Wells Fargo	100
Credit Suisse	100	Wachovia	
Deutsche Bank	100	Wells Fargo Advisors 	
Fannie Mae	100	CIBC	95
Freddie Mac	100	Comerica	95
Goldman Sachs 	100	Morningstar	95
Harris Bankcorp	100	Principal Financial	95
BMO Capital Markets		E*TRADE Financial	93
HSBC	100	Robert W. Baird & Co.	90
Beneficial		BB&T	88
J.P. Morgan Chase	100	AmTrust Bank	83
Chase 		GE	80
John Hancock	100	GE Capital	
		GE Money	

SCORE: 46-79

Fifth Third Bancorp	75	Discover Financial Services	58
Huntington Bancshares	75	Diner's Club	
H&R Block	65	Pulse	
Sallie Mae	60	T. Rowe Price	55
		Franklin Resources	50
		Franklin Templeton	

SCORE: 0-45

D&B	35	Regions Financial	15
Hoovers		Morgan Keegan	
M&T Bank	30	NASDAQ	0
Sovereign Bancorp	30	Western Union	0
Invesco	15		

APPAREL AND ACCESSORIES



SCORE: 80+

Abercrombie & Fitch	100	Hurley	
Gilly Hicks		Umbro	
Hollister		Nordstrom	100
Bon-Ton Stores	100	Faconnable	
Carson Pirie Scott		REI	100
Elder-Beerman		Novara	
Gap	100	Sears	100
Athleta		Apostrophe	
Banana Republic		Covington	
Old Navy		Joe Boxer	
Piperlime		Lands' End	
J.C. Penney	100	Structure	
Arizona Jean Co.		TJX	100
St. John's Bay		A.J. Wright	
Worthington		Marshalls	
Levi Strauss	100	T.J. Maxx	
Dockers		Kenneth Cole	95
Liz Claiborne	100	Gentle Souls	
Access		Le Tigre	
Juicy Couture		Unlisted	
Kate Spade		Limited Brands	95
Kensie		Henri Bendel	
Lucky Brand Jeans		La Senza	
Mac & Jac		Pink	
Mexx		Victoria's Secret	
Monet		American Eagle	93
Macy's	100	Tiffany & Co.	93
Alfani		Target	85
Bloomingdale's		C9 by Champion	
Charter Club		Cherokee	
I.N.C.		Circo	
Martha Stewart Collection		Gilligan & O'Malley	
Nike 	100	Liz Lange	
Cole Haan		Merona	
Converse		Mossimo	

Utility	
Xhilaration	
Hanover Direct	83
International Male	
Silhouettes	
Undergear	
Jones Apparel	83
Anne Klein	
Bandolino	

Easy Spirit	
Enzo Angiolini	
Evan-Picone	
Gloria Vanderbilt	
Joan & David	
Jones New York	
Kasper	
Napier	
Nine West	
Sam & Libby	

SCORE: 46-79

L.L. Bean	78
Brown Shoe	75
Aerosoles	
Buster Brown	

The Men's Wearhouse	50
K&G	

SCORE: 0-45

Ann Taylor	30
Ann Taylor LOFT	
Donna Karan	30
DKNY	
Neiman Marcus	30
Bergdorf Goodman	
Polo Ralph Lauren	30
Club Monaco	
Rugby	
Saks	30
Off 5th	
Saks Fifth Avenue	
Timberland	30
Adidas	15
Reebok	
Berkshire Hathaway	15
Fruit of the Loom	
JERZEES	
Russell Athletics	
Spalding	
Coach	15
Foot Locker	15
Champs Sports	
Eastbay	
Footaction	
Phillips-Van Heusen	15
Arrow	
Bass	
Calvin Klein	
IZOD	
Tommy Hilfiger	
Ross Stores	15

VF	15
Eagle Creek	
Eastpak	
JanSport	
John Varvatos	
Lee	
Nautica	
The North Face	
Seven for All Mankind	
Vans	
Wrangler Jeans	
Warnaco Group	15
Olga	
Warners	
Burlington Coat Factory	0
Cabela's	0
Chico's	0
Soma	
White House/Black Market	
Fossil	0
Guess?	0
Hanesbrands	0
Bali	
Champion	
Hanes	
L'eggs	
Playtex	
Quiksilver	0
DC Shoes	
Hawk	
Leilani	



RESTAURANTS

SCORE: 80+

Brinker	100
Chili's	
Maggiano's Little Italy	
On The Border Mexican Grill & Cantina	
Carlson	100
Pick Up Stix	
T.G.I. Friday's	
Starbucks ☑	100
Seattle's Best Coffee	

McDonald's	85
Darden Restaurants	80
Bahama Breeze	
The Capital Grille	
Longhorn Steakhouse	
Olive Garden	
Red Lobster	
Seasons 52	

SCORE: 46-79

The Palm	78
Burger King	73
Yum! Brands	65
A&W	
KFC	
Long John Silver's	

Pizza Hut	
Taco Bell	
WingStreet	
Domino's Pizza	60
Cracker Barrel Old Country Store	55

SCORE: 0-45


Chipotle	30
Wendy's/Arby's	30
Arby's	
Wendy's	
Berkshire Hathaway	15
Dairy Queen	
Bob Evans	15
Jack in the Box	15
Qdoba Mexican Grill	
Krispy Kreme	0

OSI Restaurant Partners	0
Bonfish Grill	
Carrabba's Italian Grill	
Cheeseburger in Paradise	
Fleming's Prime Steakhouse	
Outback Steakhouse	

OIL AND GAS



SCORE: 80+

BP 	100
Arco	
Castrol	
Chevron 	100
Caltex	
Texaco	
Shell Oil 	100

SCORE: 46-79

ConocoPhillips	70
76	
Conoco	
Phillips 66	

SCORE: 0-45

Valero Energy	35
Diamond Shamrock	
Stop N Go	
Ultram	
Marathon Oil	20
Speedway SuperAmerica	
Hess	15
Sunoco	15
Tesoro	15
ExxonMobil	0
Esso	
Exxon	
Mobil	

FOOD AND BEVERAGES



SCORE: 80+

Anheuser-Busch	100		
Beck			
Bud Light			
Budweiser			
Busch			
Hoegaarden			
Kirin			
Lefte			
Michelob			
Natural Ice			
O'Douls			
Rolling Rock			
Stella Artois			
Brown-Forman	100		
Bonterra Vineyards			
Chambour			
Fetzer			
Finlandia Vodkas			
Herradura Tequila			
Jack Daniel's			
Korbel			
Sonoma-Cutrer California Wines			
Southern Comfort			
Tuaca Liqueur			
Woodford Reserve			
Campbell Soup	100		
Ecce Panis			
Pace			
Pepperidge Farm			
Prego			
Swanson			
V8			
Clorox	100		
		Hidden Valley	
		KC Masterpiece	
		Kitchen Bouquet	
		The Coca-Cola Company	100
		Barq's	
		Coke Zero	
		Dasani	
		Diet Coke	
		Fanta	
		Fresca	
		Fuze	
		Gold Peak	
		Hi-C	
		Honest Tea	
		Mello Yello	
		Minute Maid	
		Nestea	
		Owalla	
		Pibb Xtra	
		POWERade	
		Simply Orange	
		Smartwater	
		Sprite	
		Tab	
		Vault	
		Vitaminwater	
		Coca-Cola Enterprises	100
		Diageo	100
		Bailey's	
		Beaulieu Vineyard 	
		Captain Morgan	
		Cîroc	
		Crown Royal	

Dom Perignon		
Don Julio		
Guinness		
Harp		
Hennessey		
Johnnie Walker		
Jose Cuervo		
Ketel One		
Red Stripe		
Smirnoff		
Sterling Vineyards		
Tanqueray		
General Mills	100	
Betty Crocker		
Bisquick		
Bugles		
Cascadian Farm		
Cheerios		
Chex		
Fiber One		
Fruit by the Foot		
Fruit Gushers		
Fruit Roll-Ups		
Gold Medal		
Green Giant		
Häagen-Dazs		
Hamburger Helper		
Kix		
Lucky Charms		
Nature Valley		
Old El Paso		
Pillsbury		
Pop Secret		
Progresso		
Totino's		
Trix		
Wheaties		
Yoplait		
Hershey	100	
Almond Joy		
Breath Savers		
Bubble Yum		
Heath		
Icebreakers		
Jolly Rancher		
Kit Kat		
Mauna Loa		
Mounds		
Payday		
Reese's		
Rolo		
Skor		
Symphony		
Twizzlers		
York		
Zagnut		
Johnson & Johnson	100	
Benecol		
Splenda		
Kellogg's	100	
All-Bran		
Apple Jacks		
Austin		
Carr's		
Cheez-It		
Chips Deluxe		
Club		
Corn Pops		
Crispix		
Eggo		
Famous Amos		
Froot Loops		
Frosted Flakes		
Keebler		
Mini-Wheats		
Morningstar Farms		
Murray		
Nutri-Grain		
Pop-Tarts		
Rice Krispies		
Special K		
Town House		
Wheatables		
Land O'Lakes	100	
Alpine Lace		
Eggland's Best		
MillerCoors	100	
Blue Moon		
Foster's		
Grolsch		
IceHouse		
Keystone		
Killian's Irish Red		
Leinenkugel's		
Miller		
Milwaukee's Best		
Molson		
Peroni		

Capri Sun
 Cheez Whiz
 Chips Ahoy!
 Cool Whip
 Country Time
 Cracker Barrel Cheese
 Crystal Light
 Dentyne
 Honeymaid
 Jell-O
 Kool-Aid
 Louis Rich
 Lunchables
 Maxwell House
 Miracle Whip
 Nabisco
 Newtons
 Nilla
 Oreo
 Oscar Mayer
 Planters
 Premium
 Ritz
 Stove Top
 Toblerone

Trident
 Triscuit
 Velveeta
 Wheat Thins
Hain Celestial Group **85**
 Arrowhead Mills
 Casbah
 Celestial Seasonings
 Earth's Best
 Garden of Eatin'
 Harry's
 Health Valley
 Imagine
 Jason
 Nile Spice
 Rice Dream
 Soy Dream
 Terra Chips
 West Soy
 Yves
Target **85**
 Archer Farms
 Choxie
 Market Pantry

SCORE: 46-79

Dean Foods **73**

Country Fresh
 Horizon Organic
 International Delight
 Meadow Gold
 Silk
 Skinny Cow

Mars **73**

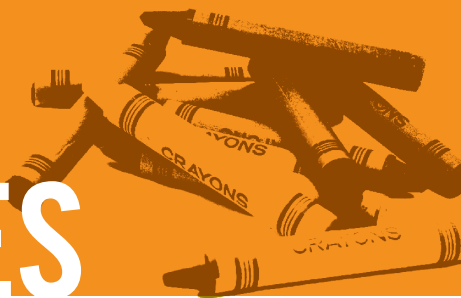
3 Musketeers
 Altoids
 Combos
 Dove Chocolate
 Kudos
 Life Savers
 M&M's
 Masterfoods
 Orbit
 Skittles
 Snickers
 Starburst

Twix
 Uncle Ben's
 Wrigley
Heinz **68**
 Bagel Bites
 Classico
 Delimex
 Lea & Perrins
 Ore-Ida
 Poppers
 Weight Watchers Smart Ones
 Wylers
Domino's Pizza **60**
U.S. Foodservice **58**
 Glenview Farms
 Next Day Gourmet
 Patuxent Farms
 Roseli
 Stock Yards
 Thirster

SCORE: 0-45

Green Mountain Coffee	30		
Emeril's			Crunch
K-Cup			DiGiorno
Keurig			Dreyer's
Timothy's Coffee			Edy's
Tully's Coffee			Hot Pockets
Alberto-Culver	15		Juicy Juice
Molly McButter			Laffy Taffy
Mrs. Dash			Lean Cuisine
Sugar Twin			Lean Pockets
Chiquita	15		Nerds
Fresh Express			Nesquik
Del Monte	15		Nestea
College Inn			Powerbar
Contadina			Raisinets
S&W			Stouffer's
Hormel	15		Sweet Tarts
Carapelli			Toll House
Dinty Moore			Tombstone
El Torito			Wonka
House of Tsang			Smithfield Foods
Manny's			Cook's
Spam			John Morrell
Stagg			Tyson Foods
Valley Fresh			Bruss
Hostess	15		Chairman's Reserve
Beefsteak			Golden Trophy
Ding Dongs			Nature's Farm
Ho Hos			Weaver
Home Pride			Wright
J.J. Nissen			Constellation
Ring Dings			Arbor Mist
Twinkies			Corona
Wonder			Negra Modelo
J.M. Smucker	15		Svedka
Crisco			Vendange
Eagle Brand			Woodbridge
Folgers			McCormick
Hungry Jack			Club House
Jif			Simply Asia
Knott's Berry Farm			Thai Kitchen
Smuckers			Murdock Holding
Nestlé	15		Dole
Baby Ruth			Pilgrim's Pride
Butterfinger			EatWellStayHealthy
Carnation			
Coffee-Mate			

FUN AND GAMES



SCORE: 80+

Electronic Arts 100

EA Casual Entertainment
EA Games
EA Sports

Hallmark Cards 100

Crayola
Silly Putty

Harrah's Entertainment 100

World Series of Poker

Mattel 100

American Girl
Barbie
Cabbage Patch Kids
Fisher-Price

Hot Wheels

Magna Doodle

Matchbox

Pictionary

Polly Pocket

Power Wheels

Radica

Tyco Electric Racing

UNO

Microsoft 100

Xbox

Sony 95

Playstation

SCORE: 46-79

Hasbro 50

Battleship
Candy Land
Chutes and Ladders
Clue
Connect Four
Easy-Bake Oven
Furby
Giga Pets
G.I. Joe
Jenga
Lite-Brite
Monopoly
Mousetrap

Mr. Potato Head

My Little Pony

Nerf

Operation

Play-Doh

Playskool

Risk

Scattergories

Scrabble

Sorry!

Trivial Pursuit

Twister

Yahtzee



AUTOMOTIVE

SCORE: 80+

AAA Northern California, Nevada and Utah	100	Shell Oil 	100
BP 	100	Black Magic	
Castrol		Blue Coral	
CarMax	100	Fix-A-Flat	
Chrysler	100	Jiffy Lube	
Dodge		Pennzoil	
Jeep		Quaker State	
Clorox	100	Rain-X	
Armor All		Subaru	100
STP		Toyota	100
Tuff Stuff		Lexus 	
Cox Enterprises 	100	Scion	
AutoTrader.com		Volkswagen	100
Manheim		Audi	
Ford	100	Bentley	
Lincoln		Bugatti	
Mercury		Lamborghini	
GM	100	Ryder	93
Buick		Bridgestone	80
Cadillac		Firestone	
Chevrolet			
GMC			
OnStar			

SCORE: 46-79

Nissan	50
Infiniti	

SCORE: 0-45

Cooper Tire & Rubber	33
Advance Auto Parts	30
AutoZone	25
Duralast	
Valucraft	
Goodyear Tire	15
Dunlop	
Kelly	
Harley-Davidson	15
Buell	
Dyna	
Pep Boys	0

40% OF LGBT ADULTS SAY IT IS "VERY TO EXTREMELY IMPORTANT" TO CONSIDER ENVIRONMENTAL ISSUES WHEN BUYING AND USING PRODUCTS OR SERVICES, COMPARED WITH 26% OF NON-LGBT ADULTS.

Source: Witeck-Combs Communications/Harris Interactive



HOUSEHOLD PRODUCTS

SCORE: 80+

Clorox	100	Cascade	
Brita		Charmin	
Formula 409		Cheer	
Glad		Dawn	
Green Works		Downy	
Handi-Wipes		Duracell	
Kingsford		Febreze	
Lestoil		Gain	
Liquid-Plumr		Joy	
Pine-Sol		Mr. Clean	
S.O.S.		Puffs	
Stain Out		Swiffer	
Tilex		Tide	
Tuff Stuff		S.C. Johnson & Son	100
Wash'n Dri		Drano	
Colgate-Palmolive	100	Fantastik	
Ajax		Glade	
Fabuloso		Grab-it	
Murphy Oil Soap		Nature's Source	
Palmolive		OFF!	
Suavitel		Oust	
Kimberly-Clark	100	Pledge	
Cottonelle		Raid	
Kleenex		Saran	
Scott		Scrubbing Bubbles	
Viva		Shout	
Newell Rubbermaid	100	Vanish	
Dymo		Windex	
Expo		Ziploc	
Liquid Paper		3M	85
Paper Mate		Command	
Parker		Filtrete	
Rolodex		Nexcare	
Roughneck		O-Cel-O	
Sharpie		Post-it	
Shur-Line		Scotch	
Uni-ball		Scotch-Brite	
Waterman		Scotchguard	
Procter & Gamble	100	Target	85
Bounce		up & up	
Bounty			

SCORE: 0-45

47% OF LESBIAN AND GAY PEOPLE SAY THEY WOULD BE VERY LIKELY TO REMAIN LOYAL TO A BRAND THAT THEY BELIEVE TO BE VERY FRIENDLY AND SUPPORTIVE OF LGBT ISSUES, EVEN IF IT COSTS MORE OR IS LESS CONVENIENT.

Source: Witeck-Combs Communications/Harris Interactive

Kimberly-Clark	100	Pfizer	100
Depends		Advil	
Kleenex		Alavert	
Kotex		Anbesol	
Poise		Caltrate	
Scott		Centrum	
Merck	100	ChapStick	
Afrin		Cortizone	
Bain de Soleil		Dimetapp	
Claritin		FiberCon	
Coppertone		Preparation H	
Dr. Scholl's		Robitussin	
Tinactin		Procter & Gamble	100
Newell Rubbermaid	100	Always	
Goody		Aussie	
Solano		Clairol	
Novartis Pharmaceutical Corp.	100	CoverGirl	
4-Way		Crest	
Benefiber		Fixodent	
Boost		Gillette	
Bufferin		Head & Shoulders	
Comtrex		Herbal Essence	
Doan's		Ivory	
Ex-Lax		Max Factor	
Excedrin		Metamucil	
Gas-X		Olay	
Habitrol		Old Spice	
Maalox		Oral-B	
Night & Day/O2OPTIX		Pantene	
No-Doz		Pepto-Bismol	
Tavist		Puffs	
Theraflu		Scope	
Triaminic		Secret	
Vagistat		Tampax	

Vicks	
Zest	
Unilever	100
AXE	
Brut	
Caress	
Closeup	
Degree	
Dove	
Lever 2000	
Organics	
Pond's	
Q-tips	
Suave	
Sunsilk	
ThermaSilk	
Vaseline	
Avon Products	90
ANEW	
Beyond Color	
Color Trend	
Perfect Wear	
Skin-So-Soft	
Ultra Color Rich Lipstick	

Abbott Laboratories	85
AdvantEdge	
EAS-Myoplex	
Ensure	
Bayer	85
Aleve	
Alka-Seltzer	
Contour	
Flintstones	
Midol	
One-A-Day	
Phillips' Milk of Magnesia	
Target	85
up & up	

SCORE: 0-45

Alberto-Culver	15
Alberto VO5	
Nexus	
Noxema	
St. Ives	
TCB	
TRESemé	
L'Oréal	15
Garnier	
Matrix	
Maybelline	
Redken	

KIDS



SCORE: 80+

Bright Horizons Family Solutions	100
Brookfield Academies	
College Coach	
Lipton Child Care	
Bristol-Myers Squibb	100
Enfamil	
Kimberly-Clark	100
GoodNites	
Huggies	
Little Swimmers	
Pull-Ups	

Newell Rubbermaid	100
Aprica	
Graco	
Teutonia	
Procter & Gamble	100
Luv's	
Pampers	
Abbott Laboratories	85
Pedialyte	
PediaSure	
Similac	
Bayer	85
Flintstones Vitamins	

PET CARE



SCORE: 80+

Clorox	100
Fresh Step	
Scoop Away	
Colgate-Palmolive	100
Hill's Prescription Diet	
Hill's Science Diet	

Novartis Pharmaceutical Corp.	100
Interceptor	
Procter & Gamble	100
Eukanuba	
Iams	

SCORE: 46-79

Nestlé Purina	75
Alpo	
Beggin' Strips	
Beneful	
Cat Chow	
Deli-Cat	
Dog Chow	
Fancy Feast	
Friskies	
Puppy Chow	

Purina ONE	
TBonz	
Tidy Cats	
Mars	73
Cesar	
Pedigree	
Royal Canin	
Sheba	
Whiskas	

TRAVEL AND LEISURE



SCORE: 80+

Alaska Airlines	100	Marriott International	100
American Airlines 	100	Bulgari Hotels & Resorts	
American Eagle		Courtyard	
Anheuser-Busch	100	Fairfield Inn	
Adventure Island		JW Marriott	
Busch Gardens		Renaissance	
SeaWorld		Residence Inn	
Sesame Place		The Ritz-Carlton	
Water Country USA		SpringHill Suites	
Carlson	100	TownePlace Suites	
Carlson Wagonlit Travel		Orbitz 	100
Country Inns & Suites		Away.com	
Park Inn		CheapTickets.com	
Park Plaza Hotels & Resorts		eBookers.com	
Radisson Hotels & Resorts		HotelClub	
Regent Hotels & Resorts		Sabre Holdings	100
Continental Airlines	100	Travelocity	
Harrah's Entertainment 	100	Starwood Hotels & Resorts	100
Bally's		aloft	
Caesars		Element	
Flamingo		Four Points	
Horseshoe		Le Meridien	
London Clubs International		Luxury Collection	
Paris		Sheraton	
Rio		St. Regis	
Showboat		W Hotels	
Hyatt	100	Westin	
Andaz		Travelport	100
Grand Hyatt		Gullivers Travel Associates	
Hyatt Place		US Airways	100
Park Hyatt		Virgin America	100
Regency Hyatt		The Walt Disney Co.	100
JetBlue Airways	100	Disney Cruise Line	
Kimpton Hotel & Restaurant Group	100	Disney Vacation Club	
Hotel Monaco		Disneyland	
Hotel Palomar		Walt Disney World Resorts	


Wynn Resorts	100
Encore	
Wynn Las Vegas	
Choice Hotels	95
Ascend Collection	
Cambria Suites	
Clarion	
Comfort Inn	
Comfort Suites	
Econo Lodge	
MainStay Suites	
Quality	
Rodeway Inn	
Sleep Inn	
Suburban Extended Stay Hotel	
Southwest Airlines	95
Wyndham	95
AmeriHost Inn	
Baymont Inn & Suites	
Days Inn	
Hawthorn Suites	
Howard Johnson	
Knights Inn	
Microtel Inn & Suites	
Ramada	
Super 8 Motel	
Travelodge	
Wingate Inn	
Dollar Thrifty	93
Dollar Rent A Car	
Thrifty Car Rental	
Hilton Worldwide	90
Conrad	
Doubletree	
Embassy Suites	
Hampton Inn	
Hilton Garden Inn	

SCORE: 46-79

Hertz	70
Advantage Rent A Car	

SCORE: 0-45

Host Hotels & Resorts	45
Loews Corp.	45
Loews Hotels	
AirTran	15
ExpressJet Airlines	15
Accor	0
Motel 6	
Boyd Gaming	0



Home2	
Homewood Suites	
Waldorf-Astoria	
Travel Impressions	88
Caribbean Escapes	
TI Gay & Lesbian Travel	
United Airlines	88
InterContinental Hotels	85
Candlewood Suites	
Crowne Plaza	
Holiday Inn	
Hotel Indigo	
Staybridge Suites	
MGM Resorts International 	85
Beau Rivage	
Bellagio	
Circus Circus	
Excalibur	
Luxor	
Mandalay Bay	
MGM Grand	
Monte Carlo	
New York-New York	
Avis Budget	80
Avis Rent A Car	
Budget Rent A Car	
Enterprise Rent-A-Car	80
Expedia	80
Classic Vacations	
Hotels.com	
Hotwire	
TripAdvisor	
Venere	
GE	80
Universal Parks and Resorts	
Royal Caribbean Cruises	80
Celebrity Cruises	

Connect	
Simply Wheelz	

Eldorado Casino	
Fremont Hotel and Casino	
Gold Coast	
Jokers Wild Casino	
Carnival	0
Frontier Airlines	0
Midwest Air	0
SkyWest	0

ENTERTAINMENT

SCORE: 80+

AMC Entertainment	100	Nick Jr.	
AMC Theaters		Nickelodeon	
Loews Cineplex		Paramount	
Clear Channel	100	Spike	
Katz Media		TV Land	
Cox Enterprises 	100	Vh1	
Cox Cable		The Walt Disney Co.	100
Cox Newspapers		A&E	
Cox Radio		ABC	
Travel Channel		Disney Channel	
Dell	100	ESPN	
Alienware		History Channel	
Hallmark Cards	100	Lifetime	
Hallmark Channel		Marvel Entertainment	
Starbucks 	100	Miramax Films	
Starbucks Hear Music		Pixar	
Time Warner	100	SOAPnet	
AOL		Touchstone Pictures	
Cartoon Network		Comcast	95
Cinemax		E!	
CNN		G-4 Videogame TV	
CW		Golf Channel	
HBO		Style Network	
New Line Cinema		VERSUS	
TBS		Time Warner Cable	95
TNT		Sirius XM Radio	90
truTV		GE	80
Warner Bros.		A&E	
Viacom	100	Bravo	
BET		CNBC	
CMT		MSNBC	
Comedy Central		NBC	
DreamWorks		NBC Universal	
LOGO		Oxygen	
MTV		Syfy	



Telemundo	
Universal Pictures	
USA	
Weather Channel	
Live Nation	80
House of Blues	

SCORE: 46-79

Verizon	70
FiOS TV	




SCORE: 0-45

Blockbuster	45
CBS	45
Simon Schuster	
Cablevision	30
AMC	
IFC	
Optimum	
Sundance Channel	
WE tv	
News Corp.	30
20th Century Fox	
Fox	
FX	
MySpace.com	
National Geographic Channel	
Univision	30
Galavisión	
TeleFutura	

DIRECTV	15
Liberty Media	15
DIRECTV	
Game Show Network	
Starz	
Regal Entertainment	15
Edwards Theatres	
Hoyts Cinemas	
Scripps	15

TECHNOLOGY

SCORE: 80+

Apple	100	Gmail	
iPad		Picasa	
iPhone		YouTube	
iPod		HP	100
iTunes		Compaq	
Mac		Snapfish	
OS X		Intel	100
Safari		McAfee	
AT&T	100	Intuit	100
Barnes & Noble	100	Mint.com	
Nook		QuickBooks	
Cisco Systems	100	Quicken	
Linksys		TurboTax	
WebEx		Kodak	100
Corning	100	EasyShare	
Dell 	100	Kodak Gallery	
Adamo		Lexmark	100
Alienware		Microsoft 	100
Inspiron		Bing	
Latitude		Hotmail	
OptiPlex		Internet Explorer	
Precision		MSN	
Studio XPS		Office	
Vostro		Windows	
eBay	100	Windows Live	
Bill Me Later		Zune	
Half.com		Motorola	100
PayPal		QUALCOMM	100
Shopping.com		Sprint Nextel	100
Skype		Boost Mobile	
StubHub		Virgin Mobile	
Google 	100	Symantec	100
Android		Norton	
Blogger		VeriSign	
Chrome		Texas Instruments	100



IT IS LEGAL IN **29** STATES TO FIRE SOMEONE FOR BEING LESBIAN, GAY OR BISEXUAL. IT IS LEGAL IN **38** STATES TO FIRE AN EMPLOYEE FOR BEING TRANSGENDER.

Xerox	100
Yahoo!	100
Delicious	
Flickr	
Adobe	95
Acrobat	
Dreamweaver	
Flash	
Photoshop	
Amazon.com	95
A9	
IMDb	
Kindle	
Comcast	95

Sony	95
AMD	93
ATI	
EarthLink	88
PeoplePC	
Imation	88
Memorex	
TDK	
XtremeMac	
Qwest	85
Thomson Reuters	85
FindLaw	
KeyCite	
Westlaw	

SCORE: 46-79

Verizon	70
Alltel	
Acer	50
eMachines	

Gateway	
Packard Bell	
Nokia	50
T-Mobile	50

SCORE: 0-45

IAC/InterActiveCorp	30
Ask.com	
Chemistry.com	
Citysearch	
The Daily Beast	
Dictionary.com	
Evite	
Excite	
Match.com	
Urbanspoon	
Vimeo	

U.S. Cellular	15
Virgin Media	15
Virgin Broadband	
Monster	0
HotJobs	



NEWSSTAND

SCORE: 80+

American Express 100

Food & Wine
Travel & Leisure

McGraw-Hill 100

Architectural Record
BusinessWeek
JD Power & Associates
Macmillan
Standard & Poor's

New York Times 100

About.com
The Boston Globe
The International Herald Tribune

Time Warner 100

Cooking Light

Entertainment Weekly

Essence
Fortune
InStyle
Money
People
Real Simple
Southern Living
Sports Illustrated
Time

United Business Media 100

CRN
EE Times
InformationWeek
Network Computing

SCORE: 46-79

Gannett 65

Clipper Magazine
USA Today

Scholastic 50

Encyclopedia Americana

SCORE: 0-45

News Corp. 30

Barron's
Dow Jones
HarperCollins
INSIDEout
MarketWatch
New York Post
SmartMoney
The Wall Street Journal

Tribune 30

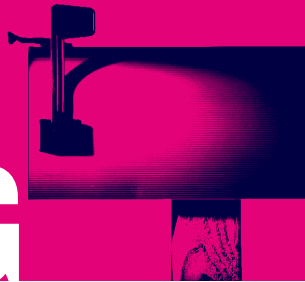
Baltimore Sun
Chicago Tribune
Los Angeles Times

Washington Post 30

Cable One
Express
Kaplan
Slate

Reader's Digest 15

SHIPPING



SCORE: 80+

UPS	100
FedEx	80

SCORE: 0-45

DHL	30
-----	----

INSURANCE AND HEALTHCARE

SCORE: 80+

Aetna	100	Nationwide 	100
AIG	100	Allied Insurance	
AIU		Scottsdale Insurance	
American General		Titan Insurance	
SunAmerica		Victoria Insurance	
Allianz Life	100	New York Life	100
Allstate	100	Pacific Mutual	100
American Heritage Life		Progressive	100
Deerbrook		Prudential 	100
Encompass		Sun Life Financial	100
Lincoln Benefit		TIAA-CREF	100
Aon	100	UnitedHealth Group	100
Affinity		Golden Rule Insurance	
Blue Cross Blue Shield of Florida	100	OptumHealth	
Chubb	100	Ovations	
CNA Insurance	100	Secure Horizons	
Hartford Financial Services	100	Sierra Health Services	
American Maturity		CIGNA	95
ING	100	Lincoln National	95
ReliaStar		Principal Financial	95
John Hancock	100	WellPoint	95
Manulife		Anthem	
Kaiser Permanente	100	Blue Cross Blue Shield	
MassMutual Life Insurance	100	Lumenos	
Babson Capital		Unicare	
Baring Asset		Group Health Cooperative	93
C.M. Life Insurance		Harvard Pilgrim Health Care	93
Cornerstone		Health Net	93
OppenheimerFunds		Blue Cross Blue Shield	
MetLife 	100	of North Carolina	90
New England Life Insurance		Group Health Permanente	90
Texas Life Insurance		American Family Insurance Group	88

WHEN ASKED ABOUT FACTORS TO CONSIDER WHEN CHOOSING AMONG PRIVATE HEALTHCARE CARRIERS, **82%** OF LGBT ADULTS SAY THAT IT IS IMPORTANT THAT THEIR HEALTH INSURANCE CARRIER PROVIDES DOMESTIC PARTNER COVERAGE IN EMPLOYER-OFFERED PLANS.

Source: Witeck-Combs Communications/Harris Interactive



Unum	88	Mutual of Omaha Insurance	80
Colonial		State Farm	80
Provident		Zurich	80
Quest Diagnostics	85	21st Century Insurance	
Selective Insurance	85	Farmers	
Travelers	85		

SCORE: 46-79

CUNA Mutual Insurance	65	Owens & Minor	50
Vision Service Plan	65	MediChoice	

SCORE: 0-45

Guardian Life	45	Northwestern Mutual	30
Berkshire Life		Frank Russell	
Park Avenue Life		Assurant	15
Sentinel American Life		Berkshire Hathaway	15
Humana	45	GEICO	
AEGON	40	National Indemnity	
Merrill Lynch Life Insurance		Hanover Insurance	15
Stonebridge		Liberty Mutual	15
Transamerica		Safeco	
AFLAC	30	Genworth	0
CNO Financial	30	USAA	0
Bankers Life			
Colonial Penn			
Conseco			

HRC NATIONAL PARTNERS

LIST CURRENT AS OF 11/01/10

PLATINUM SPONSORS



Bank of America

Merrill Lynch
Wealth Management
Bank of America Corporation



Microsoft®



Nationwide®
On Your Side

GOLD SPONSORS

Deloitte.

ERNST & YOUNG
Quality In Everything We Do



Mitchell Gold
+ Bob Williams



Prudential

SILVER SPONSORS



Beaulieu Vineyard
SINCE 1858 BV



Google

HARRAH'S
ENTERTAINMENT



MGM RESORTS
INTERNATIONAL



WELLS
FARGO
ADVISORS

BRONZE SPONSORS

CHASE

Concierge
Travel



Goldman
Sachs

MetLife

olivia

ORBITZ
Visit Orbitz.com

Paul Hastings

pwc

REPLACEMENTS, LTD.
China, Crystal & Silver • Old & New

SHOWTIME



TD Ameritrade

Bank
America's Most Convenient Bank®

TYLENOL PM

WM
WASTE MANAGEMENT

Please support the companies that support workplace equality. For more information, visit www.hrc.org.

HRC engaged a printer, MOSAIC, for the production of this report that is 100% wind powered, carbon neutral and employs qualified union craftsmen. This report was printed with 100% environmentally friendly soy-based ink.





AVAILABLE
ON YOUR
iPhone®

WWW.HRC.ORG/IPHONE



HUMAN
RIGHTS
CAMPAIGN®

1640 Rhode Island Ave., N.W.
Washington, D.C. 20036
800-777-4723 www.hrc.org/buyersguide
TTY: 202-216-1572