



HUMAN
RIGHTS
CAMPAIGN
FOUNDATION

BUYING FOR EQUALITY 2009



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

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 to become supporters of equality by using the information in this guide.

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 get it engaged.

3

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

Dear Friends,

This year, more than ever, we must be concerned with making sure that every dollar we spend counts. We will have to consider what purchases are most important, what fits into our budgets and when it's OK to treat ourselves to something extra.

For those of us who care deeply about lesbian, gay, bisexual and transgender equality, we must also weigh what companies deserve our business. Every day, we make choices that send a powerful message about our values, our principles and our ideals. We do it every time we buy a cup of coffee, fill our gas tanks, book a flight or clothe our families. Where we spend our dollars has remarkable potential to positively affect the LGBT community because it reinforces what many companies know: fairness is good business.

There are hundreds of businesses that have earned the right to call you a customer. A record 260 companies received a perfect 100 percent score on the 2009 Human Rights Campaign Foundation's *Corporate Equality Index* — a one-third increase over last year. Today, millions of workers are employed by businesses that prohibit employment discrimination based on sexual orientation and gender identity or expression, that have adopted strong policies on diversity and inclusion, and that offer healthcare and partnership benefits that address the unique needs of LGBT individuals and families.

The *Buying for Equality* guide allows you to continue this trend by rewarding businesses that have shown themselves to be allies of the LGBT community. It provides a way to communicate to corporate America that LGBT-inclusive workplace policies have a direct impact on a company's bottom line.

As the Human Rights Campaign Foundation works with companies to improve their workplaces, you can do your part by using this guide to buy products from companies that support the LGBT community.

Sincerely,

Joe Solmonese
President, Human Rights Campaign Foundation



QUESTIONS AND ANSWERS

Where do the scores in this guide come from?

The information in this guide comes from the 2009 *Corporate Equality Index*, the Human Rights Campaign Foundation's annual report card on corporate America's treatment of lesbian, gay, bisexual and transgender employees, consumers and investors.

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 people. These include anti-discrimination protections, domestic partner benefits, diversity training, transgender-inclusive benefits and external practices.

Why don't I see a business listed?

The Human Rights Campaign Foundation researches policies at more than 1,800 companies (including the Fortune 1000 and American Lawyer 200). However, we don't rate a business until we have collected and verified all the information we need. In all, we rated 584 companies in 2009.

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, write the business and tell it 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 BUYERS GUIDE

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

FILLING UP THE TANK

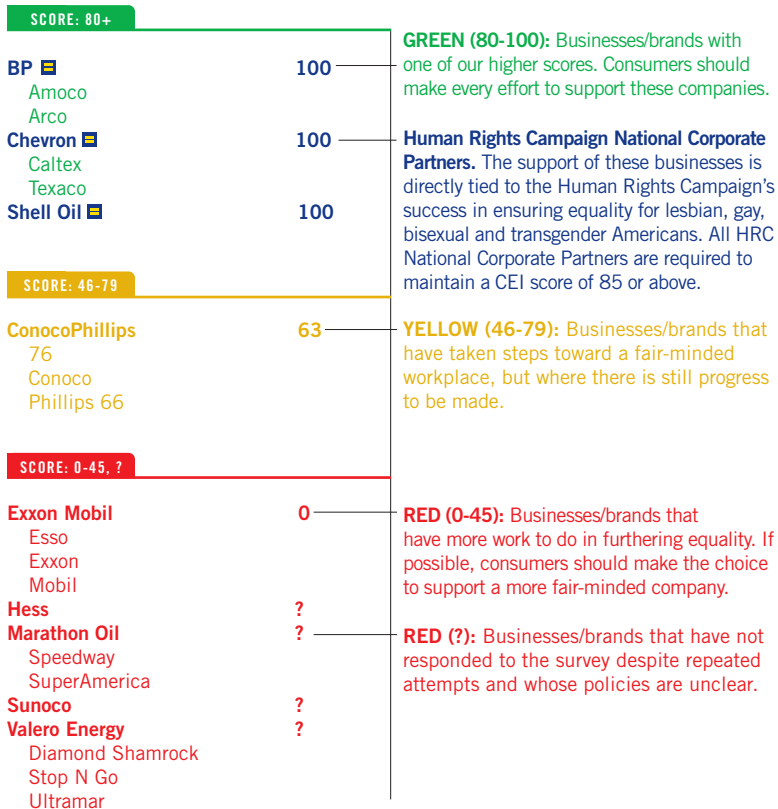


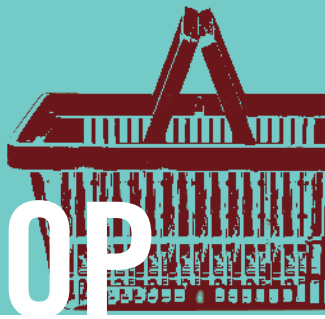
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WHERE TO SHOP



SCORE: 80+

Barnes & Noble	100		
B. Dalton Bookseller			
Best Buy	100		
Future Shop			
Geek Squad			
Magnolia Home Theater			
Borders	100		
Doubleday			
Waldenbooks/Brentanos			
eBay	100		
Shopping.com			
GameStop	100		
EB Games			
Sears	100		
Kmart			
Lands' End			
Supervalu	100		
Acme Markets			
Albertsons			
Bristol Farms			
Cub Foods			
Farm Fresh			
Hornbacher's			
Jewel-Osco			
Osco Pharmacy			
Save-A-Lot			
Sav-on			
Shaws			
		Shop 'n Save	
		Shoppers Food	
		Sunflower Market	
		Target	100
		TJX	100
		HomeGoods	
		Walgreens	100
		Food Lion	95
		Bloom	
		Bottom Dollar Food	
		Harveys	
		Costco	93
		Staples	93
		Corporate Express	
		CVS	90
		Longs Drug Store	
		Hallmark Cards	90
		Whole Foods	90
		Home Depot	85
		Rite Aid	85
		Hannaford Brothers	83
		Harry & David	83
		Amazon	80
		Limited Brands	80
		Bath & Body Works	
		White Barn Candle Company	
		OfficeMax	80

64% OF GAY AND LESBIAN ADULTS SAY THAT WHEN SELECTING A PRODUCT OR SERVICE, ALL OTHER CONSIDERATIONS BEING EQUAL, THEY WILL SELECT THE BRAND THAT HAS A REPUTATION FOR BEING MORE GAY FRIENDLY.

Source: Witeck-Combs Communications/Harris Interactive

SCORE: 46-79

Ahold USA	78	Quik Stop	
Giant		Ralphs	
Peapod		Turkey Hill Minit Markets	
Stop & Shop		Toys "R" Us	65
Kroger	75	Babies "R" US	
Dillon Food Stores		Office Depot	60
Fred Meyer		Circuit City	55
Kwik Shop		Pathmark	53
Quality Food Centers			

SCORE: 0-45, ?

H. E. B. Grocery	40	BJ's	?
Central Marketplace		Dillard's	?
Gas 'N Go		Dollar General	?
RadioShack	40	Kohl's	?
Wal-Mart	40	Liberty Media	?
Marketside		QVC	
Sam's Club		Lowe's	?
Meijer	15	Publix Super Markets	?
Bed Bath & Beyond	?	Winn-Dixie Stores	?
Big Lots	?		

HOME AND GARDEN



SCORE: 80+

Dupont 100

Corian
Kevlar
Nomex
Teflon
Tyvek
Zodiak

Herman Miller 100

Mitchell Gold + Bob Williams 100

Newell Rubbermaid 100

Amerock
Bernzomatic
Gardinia
Irwin
Kirsch
Lenox
Levolor

Owens Corning 100

Replacements, Ltd. 100

Sears 100

Craftsman
Kenmore

Whirlpool 100

Amana
Gladiator
Jenn-Air
Kenmore

KitchenAid

Magic Chef

Maytag

Roper

Supermatic

Home Depot 85

Behr

Hampton Bay

Traffic Master

Vigoro

Monsanto 85

Roundup

GE 80

Hotpoint

Monogram

Profile

Realogy 80

Better Homes and

Gardens Real Estate

Century 21

Corcoran Group

Sotheby's

SCORE: 46-79

KB Home	75
Mohawk Industries	65
Dal-Tile	
Mohawk	
Unilin	

Black & Decker	55
Baldwin	
DeWalt	
Kwikset	
Price Pfister	
Weiser Lake	

SCORE: 0-45. ?

Emerson Electric	45
ClosetMaid	
In-Sink-Erator	
RIDGID	
White-Rodgers	
John Deere	33
Berkshire Hathaway	?
Benjamin Moore	
The Pampered Chef	
Beazer Homes	?
Fortune Brands	?
Aristokraft	
Master Lock	
MasterBrand	
Moen	
Omega	
Waterloo	

Leggett & Platt	?
Lennar	?
NuHome	
U.S. Home	
Village Builders	
Masco	?
Sherwin-Williams	?
Toll Brothers	?

BANKING AND FINANCE

SCORE: 80+

American Express	100	J.P. Morgan Chase	100
Ameriprise	100	Chase 	
IDS		KeyCorp	100
RiverSource		KeyBank	
Bank of America 	100	MasterCard	100
Countrywide Financial		Cirrus	
U.S. Trust		Maestro	
Bank of New York Mellon	100	Mondex	
Dreyfus		Merrill Lynch 	100
Pershing		Morgan Stanley	100
Capital One	100	Van Kampen	
Charles Schwab	100	Northern Trust	100
Citi 	100	Raymond James Financial	100
Banamex		State Street	100
Citibank		SunTrust	100
Citifinancial		U.S. Bancorp	100
Citimortgage		UBS	100
Diner's Club		Visa	100
Primerica		Wachovia	100
Smith Barney		WaMu 	100
Credit Suisse	100	Providian Financial	
Deutsche Bank	100	Wells Fargo	100
Fannie Mae	100	Wells Fargo Financial	
Goldman Sachs	100	Wells Fargo Mortgage	
HSBC	100	CIBC	95
Beneficial		Principal Financial	95



THE BUYING POWER OF THE U.S LESBIAN, GAY, BISEXUAL AND TRANSGENDER COMMUNITY IS PROJECTED TO BE

\$759 BILLION IN 2009.

Source: Witeck-Combs Communications/MarketResearch.com

E*TRADE Financial	93
Barclays Capital	90
Harris Bankcorp	90
BMO Capital Markets	
John Hancock	
Financial Services	88
Freddie Mac	85
AmTrust Bank	83

Comerica	80
General Electric	80
GE Money	
National City	80
PNC	80

SCORE: 46-79

Fifth Third Bancorp	75
Huntington Bancshares	75
Chamberlin Edmonds	68
H&R Block	65
Sallie Mae	60
Discover Financial Services	58
Pulse	

Morningstar	58
Franklin Resources	50
Franklin Templeton	
BB&T	48

SCORE: 0-45, ?

Dun & Bradstreet	35
Hoovers	
Sovereign Bancorp	?

Western Union	?
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APPAREL AND ACCESSORIES

SCORE: 80+

Abercrombie & Fitch	100	Macy's	100
Hollister		Alfani	
Ruehl		Bloomingdale's	
Gap	100	Charter Club	
Banana Republic		I.N.C.	
Old Navy		Nike 	100
Piperlime		Cole Haan	
J.C. Penney	100	Converse	
Arizona Jean Co.		Hurley	
St. John's Bay		Umbro	
Worthington		Nordstrom	100
Levi Strauss	100	Façonnable	
Dockers		REI	100
Liz Claiborne	100	Sears	100
Acess		Lands' End	
Bora Bora		Target	100
Ellen Tracy		Cherokee	
Enyce		Honors	
Juicy Couture		In Due Time	
Kate Spade		Liz Lange	
Kenzie		Merona	
Laundry by Shelli Segal		Mossimo	
Lucky Brand Jeans		Utility	
Mac & Jac		Xhilaration	
Mambo		TJX	100
Mexx		A.J.Wright	
Monet		Bob's Stores	
prAna		Marshalls	
Realities		T.J.Maxx	
Sigrid Olsen			



48% OF GAY AND LESBIAN ADULTS SAY THEY LIKE TO KEEP UP WITH THE LATEST STYLES AND TRENDS, COMPARED WITH ONLY **38%** OF HETEROSEXUAL ADULTS.

Source: Witeck-Combs Communications/Harris Interactive

Kenneth Cole 95
Gentle Souls
Le Tigre
Limited Brands 80
Bath and Body Works

SCORE: 46-79

L.L. Bean 73
Tiffany & Co. 68

SCORE: 0-45, ?

Jones Apparel 45
Anne Klein
Bandolino
Easy Spirit
Joan & David
Jones New York
Kasper
Nine West
Lillian Vernon 40
Berkshire Hathaway ?
Fruit of the Loom
JERZEES
Russell Athletics
Spalding
Donna Karan ?
DKNY

C.O. Bigelow
Henri Bendel
Pink
Victoria's Secret

The Men's Wearhouse 50
K&G Men's Company
MW Tux

Foot Locker ?
Champs Sports
Eastbay
Footaction
Ross Stores ?
VF ?
Eagle Creek
Eastpak
JanSport
John Varvatos
Lee
Nautica
Seven for all Mankind
The North Face
Vans
Wrangler Jeans

EATING OUT



SCORE: 80+

Brinker 100

Chili's
Maggiano's Little Italy
On The Border
Mexican Grill & Cantina
Romano's Macaroni Grill

Carlson 100

Pick Up Stix
T.G.I. Friday's

Starbucks 100

Seattle's Best Coffee

McDonald's 85

Darden Restaurants 80

Bahama Breeze
Longhorn Steakhouse
Olive Garden
Red Lobster
Seasons 52
The Capital Grille

SCORE: 46-79

The Palm 78

Yum! Brands 65

A&W
KFC
Long John Silver's

Pizza Hut

Taco Bell

SCORE: 0-45, ?

Cracker Barrel 15

Berkshire Hathaway ?

Dairy Queen

FILLING UP THE TANK



SCORE: 80+

BP	100
Amoco	
Arco	
Chevron	100
Caltex	
Texaco	
Shell Oil	100

SCORE: 46-79

ConocoPhillips	60
76	
Conoco	
Phillips 66	

SCORE: 0-45, ?

Exxon Mobil Corp.	0	Sunoco	?
Esso		Valero Energy	?
Exxon		Diamond Shamrock	
Mobil		Stop N Go	
Hess	?	Ultramar	
Marathon Oil	?		
Speedway			
SuperAmerica			

FOOD AND BEVERAGES



IT IS LEGAL IN **30** STATES TO FIRE SOMEONE FOR BEING GAY, LESBIAN OR BISEXUAL. IT IS LEGAL IN **38** STATES TO FIRE AN EMPLOYEE FOR BEING TRANSGENDER.

SCORE: 80+

Anheuser-Busch	100	Coors	100
Bud Light		Blue Moon	
Budweiser		Keystone	
Busch		Killian's Irish Red	
Kirin		Molson	
Michelob		Diageo	100
Natural Ice		Bailey's	
Rolling Rock		Beaulieu Vineyard 🇺🇸	
Campbell Soup	100	Captain Morgan	
Pace		Ciroc	
Pepperidge Farm		Crown Royal	
Prego		Dom Perignon	
Swanson		Guinness	
V8		Harp	
Clorox	100	Hennessey	
Hidden Valley		Johnnie Walker	
KC Masterpiece		Jose Cuervo	
Kitchen Bouquet		Red Stripe	
Coca-Cola Company	100	Smirnoff	
Barq's		Sterling Vineyards	
Canada Dry		Tanqueray	
Coke Zero		Johnson & Johnson	100
Dannon		Lactaid	
Dasani		Splenda	
Diet Coke		Pepsi Bottling Group	100
Fanta		PepsiCo	100
Fresca		7-Up	
Fruitopia		Aquafina	
Fuze		Aunt Jemima	
Hi-C		Cap'n Crunch	
Honest Tea		Cheetos	
Mello Yello		Cracker Jack	
Minute Maid		Diet Pepsi	
Nestea		Dole Juices	
Odwalla		Doritos	
Pibb Xtra		Frito-Lay	
POWERade		Gatorade	
Simply Orange		Life	
smartwater		Lipton Brisk	
Sprite		Mountain Dew	
Tab		Mug Root Beer	
Vault		Near East	
vitaminwater		Pasta Roni	
Coca-Cola Enterprises	100	Propel	
		Quaker	

Rice-A-Roni	
Rold Gold	
Ruffles	
Sierra Mist	
Slice	
SOBE	
Sun Chips	
Tostitos	
Tropicana	
Starbucks	100
Ethos Water	
Frappuccino	
Seattle's Best Coffee	
Tazo Teas	
Torrefazione Italia Coffee	
Target	100
Archer Farms	
Choxie	
Market Pantry	
Unilever	100
Ben & Jerry's	
Bertolli	
Breyers Ice Cream	
Country Crock	
Good Humor	
Hellmann's	
I Can't Believe It's Not Butter!	
Klondike	
Knorr	
Lawry's	
Lipton	
Popsicle	
Promise	
Skippy Peanut Butter	
Slim-Fast	
Wishbone	
General Mills	95
Betty Crocker	
Bisquick	
Bugles	
Cascadian Farm	
Cheerios	
Chex	
Colombo	
Fruit by the Foot	
Fruit Gushers	
Fruit Roll-Ups	

Gold Medal	
Green Giant	
Haagen-Dazs	
Hamburger Helper	
Kix	
Lucky Charms	
Nature Valley	
Old El Paso	
Pillsbury	
Pop Secret	
Progresso	
Total	
Totino's	
Trix	
Wheaties	
Yoplait	
Kraft Foods	95
A.1.	
Balance Bar	
Boca Burger	
Breakstone's	
Capri Sun	
Cheez Whiz	
Chips Ahoy!	
Cool Whip	
Country Time	
Cracker Barrel	
Crystal Light	
DiGiorno	
Honeymaid	
Jell-O	
Kool-Aid	
Louis Rich	
Lunchables	
Maxwell House	
Miracle Whip	
Nabisco	
Newtons	
Nilla	
Nutter Butter	
Oreo	
Oscar Mayer	
Philadelphia Cream Cheese	
Planters	
Post Cereals	
Ritz	
Snackwell's	

Stove Top	
Tang	
Toblerone	
Tombstone	
Triscuit	
Velveeta	
Wheat Thins	
ConAgra Foods	90
Banquet	
Chef Boyardee	
Egg Beaters	
Fiddle Faddle	
Healthy Choice	
Jiffy Pop	
Marie Callender's	
Orville Redenbacher's	
Pam	

Peter Pan	
Poppycock	
Slim Jim	
Van Camp's	
Wesson	
Miller	90
Foster's	
IceHouse	
Milwaukee's Best	
Peroni	
Pilsner Urquell	
Sparks	
Procter & Gamble	85
Pringles	
Abbott Laboratories	80
EAS-Myoplex	
Ensure	

SCORE: 46-79

Safeway	75
Artisan	
Eating Right	
Lucerne	
O Organics	
OvenJoy	
Primo Taglio	
Ranchers Reserve	
The Butchers Cut	
Sara Lee	75
Ball Park	
Best's Kosher	
Bryan	
Earthgrains	
Healthy Choice	
Hillshire Farm	
Jimmy Dean	
Sunbeam	
Sun-Maid	
Dean Foods	73
Country Fresh	
Horizon Organic	
International Delight	
Meadow Gold	
Silk	
Skinny Cow	

Hershey	70
Almond Joy	
Breath Savers	
Bubble Yum	
Cadbury	
Heath	
Icebreakers	
Jolly Rancher	
Kit Kat	
Mauna Lola	
Mounds	
Payday	
Reese's	
Rolo	
Skor	
Symphony	
Twizzlers	
York	
Zagnut	
Heinz	68
Bagel Bites	
Classico	
Ore-Ida	
Weight Watchers Smart Ones	
Domino's Pizza	60

Kellogg's	60	U.S. Foodservice	58
All-Bran		Glenview Farms	
Apple Jacks		Next Day Gourmet	
Austin		Patuxent Farms	
Carr's		Roseli	
Cheez-It		Stock Yards	
Club		Thirster	
Corn Pops		Hain Celestial Group	55
Crispix		Arrowhead Mills	
Eggo		Casbah	
Famous Amos		Celestial Seasonings	
Froot Loops		Earth's Best	
Frosted Flakes		Garden of Eatin'	
Keebler		Harry's	
Mini Wheats		Health Valley	
Morningstar Farms		Imagine	
Murray Sugar Free		Nile Spice	
Nutri-Grain		Rice Dream	
Pop-Tarts		Soy Dream	
Rice Krispies		Terra Chips	
Special K		West Soy	
Town House		Yes	
Wheatables		Land O'Lakes	53
		Alpine Lace	

SCORE: 0-45, ?

Brown-Forman	20	Murdock Holding	?
Bonterra		Dole	
Finlandia		Pilgrim's Pride	?
Herradura		Country Pride	
Jack Daniel's		Easy-Entrée	
Korbel		Wing-Dings	
Sonoma-Cutrer		Smithfield Foods	?
Southern Comfort		Butterball	
Chiquita	?	Cooks	
Fresh Express		John Morrell	
Constellation	?	Tyson Foods	?
Arbor Mist		Bruss	
Corona		Golden Trophy	
Corona Light		Nature's Farm	
Negra Modelo		Weaver	
Svedka		Wright	
Vendange			
Woodbridge			

FUN AND GAMES



SCORE: 80+

Electronic Arts	100
EA Casual Entertainment	
EA Games	
EA Sports	
The Sims	
Harrah's Entertainment 	100
World Series of Poker	
Microsoft	100
Xbox	
Mattel	93
American Girl	
Barbie	
Cabbage Patch Kids	

Fisher-Price	
Hot Wheels	
Magna Doodle	
Matchbox	
Pictionary	
Polly Pocket	
Power Wheels	
Tyco Electric Racing	
Hallmark Cards	90
Crayola	
Silly Putty	

SCORE: 46-79


Hasbro	50
Candy Land	
Chutes and Ladders	
Clue	
Connect Four	
Easy-Bake Oven	
Furby	
Giga Pets	
GI Joe	
Jenga	
Lite-Brite	
Monopoly	

Mousetrap	
Mr. Potato Head	
My Little Pony	
Nerf	
Operation	
Play-Doh	
Risk	
Scattergories	
Scrabble	
Sorry!	

HITTING THE ROAD



SCORE: 80+

AAA Northern California, Nevada and Utah	100
CarMax	100
Chrysler	100
Dodge	
Jeep	
Clorox	100
Armor All	
STP	
Tuff Stuff	
Ford	100
Lincoln	
Mazda	
Mercury	
Volvo 	
GM	100
Buick	
Cadillac	
Chevrolet	
GMC	
Hummer	
OnStar	
Pontiac	
Saab	
Saturn	

Shell Oil 	100
Black Magic	
Blue Coral	
Clear Magic	
Fix-A-Flat	
Jiffy Lube	
Quaker State	
Pennzoil	
Rain-X	
Subaru of America	100
Toyota	100
Lexus	
Scion	
Volkswagen	100
Audi	
Bentley	
Bugatti	
Lamborghini	
Ryder	93
Bridgestone	80
Firestone	

SCORE: 46-79

Nissan North America	50
Infiniti	

SCORE: 0-45, ?

Cooper Tire & Rubber	33
AutoZone	25
Duralast	
Valucraft	
Goodyear Tire	?
Dunlop	
Kelly	
Harley-Davidson	?
Buell	

HOUSEHOLD PRODUCTS



SCORE: 80+

3M	100	Newell Rubbermaid	100
Command		Accent	
Filtrete		Calphalon	
Nexcare		Expo	
O-Cel-O		Goody	
Post-it		Liquid Paper	
Scotch		Paper Mate	
Scotch-Brite		Rolodex	
Scotchguard		Roughneck	
Clorox	100	Sanford	
Brita		Sharpie	
Formula 409		Shur-Line	
Glad		TakeAlongs	
Handi-Wipes		Uni-Ball	
Kingsford		Vis-A-Vis	
Lestoil		Waterman	
Liquid-Plumr		S.C. Johnson & Son	100
Pine-Sol		Drano	
S.O.S.		Fantastik	
Stain Out		Glade	
Tilex		Grab-it	
Tuff Stuff		OFF!	
Tuffy		Oust	
Wash'n Dri		Pledge	
Kimberly-Clark	100	Raid	
Cottonelle		Saran	
Kleenex		Scrubbing Bubbles	
Scott		Shout	
Viva		Vanish	

Windex
Ziploc
Unilever 100
All
Snuggle
Wisk
Procter & Gamble 85

Febreze
Gain
Joy
Mr. Clean
Puffs
Swiffer
Tide

SCORE: 46-79

Colgate-Palmolive 73
Ajax
Murphy Oil Soap
Palmolive
Suavitel

MEDICINE CABINET



SCORE: 80+

Bausch & Lomb	100	Neutrogena	
Boston		Pepcid AC	
Ocuvite		Reach	
Optima		Rolaids	
PreserVision		Stayfree	
PureVision		Sudafed	
ReNu		Tylenol	
Sensitive Eyes		Visine	
Sight Saver		Kimberly-Clark	100
SofLens		Depends	
Boehringer Ingelheim	100	Kleenex	
Dulcolax		Kotex	
Zantac		Scott	
Estée Lauder	100	Novartis	100
Aveda		4-Way	
Bobbi Brown		Benefiber	
Clinique		Boost	
Estée Lauder		Bufferin	
M.A.C.		Comtrex	
Origins		Doan's	
Prescriptives		Ex-Lax	
GlaxoSmithKline	100	Excedrin	
Abreva		Gas-X	
Aquafresh		Habitrol	
Citrucel		Maalox	
NicoDerm CQ		Night & Day/O2OPTIX	
Nicorette		No-Doz	
Os-cal		Tavist	
Polident		Theraflu	
Sensodyne		Triaminic	
Tums		Vagistat	
Johnson & Johnson	100	Pfizer	100
Acuvue		Cortizone	
Aveeno		Purell	
Band-Aid		S.C. Johnson & Son	100
Benadryl		Edge	
BenGay		Skintimate	
Clean & Clear		Schering-Plough	100
e.p.t.		Afrin	
Imodium		Bain de Soleil	
Lactaid		Claritin	
Listerine		Coppertone	
Monistat		Dr. Scholl's	
Motrin		Tinactin	
Mylanta			

Unilever 100

AXE
 Caress
 Closeup
 Degree
 Dove
 Lever 2000
 Pond's
 Q-tips
 Suave
 Vaseline

Avon Products 90

ANEW
 Beyond Color
 Color Trend
 Perfect Wear
 Skin-So-Soft
 Ultra Color Rich Lipstick

Procter & Gamble 85

Always
 Aussie
 Clairol
 Cover Girl
 Crest
 Fixodent
 Gillette
 Head & Shoulders
 Herbal Essence
 Ivory
 Max Factor
 Metamucil
 Noxema

Olay
 Old Spice
 Oral-B
 Pantene
 Pepto-Bismol
 Puffs
 Scope
 Secret
 Tampax
 Vicks
 Zest

Bayer 80

Aleve
 Alka-Seltzer
 Bactin
 Midol
 One-A-Day
 Phillips' Milk of Magnesia

Wyeth 80

Advil
 Alavert
 Anbesol
 Caltrate
 Centrum
 ChapStick
 Dimetapp
 FiberCon
 Preparation H
 Primatene
 Robitussin

SCORE: 46-79

Colgate-Palmolive 73

Irish Spring
 Mennen
 Skin Bracer
 Softsoap
 Speedstick

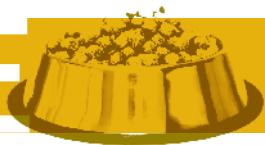
KIDS



SCORE: 80+

Bright Horizons			
Family Solutions	100		
Brookfield Academies			
College Coach			
Lipton Child Care			
Bristol-Myers Squibb	100		
Enfamil			
Kimberly-Clark	100		
Huggies			
Pull-Ups			
Newell Rubbermaid	100		
Graco			
		Procter & Gamble	85
		Luvs	
		Pampers	
		Abbott Laboratories	80
		Pedialyte	
		PediaSure	
		Similac	
		Bayer	80
		Flinstones Vitamins	

PET CARE



SCORE: 80+

Clorox	100	Procter & Gamble	85
Ever Clean		Eukanuba	
EverFresh		Iams	
Fresh Step			
Scoop Away			

SCORE: 46-79

Nestle Purina	75	T Bonz	
Alpo		Tidy Cats	
Beggin' Strips		Safeway	75
Beneful		Priority Pet	
Fancy Feast		Colgate-Palmolive	73
Friskies		Hill's Pet Nutrition	
Puppy Chow		Hill's Science Diet	

PLANNING A TRIP



SCORE: 80+

Alaska Airlines	100	Marriott International	100
American Airlines 	100	Courtyard	
American Eagle		Fairfield Inn	
Anheuser-Busch	100	JW Marriott	
Busch Gardens		Renaissance	
SeaWorld		Residence Inn	
Sesame Place		SpringHill Suites	
Carlson Companies	100	The Ritz-Carlton	
Carlson Wagonlit Travel		TownePlace Suites	
Country Inns & Suites		Orbitz	100
Park Inn		away.com	
Park Plaza Hotels & Resorts		CheapTickets	
Radisson Hotels & Resorts		ebookers.com	
Regent Hotels & Resorts		hotelclub.com	
Continental Airlines	100	Sabre Holdings	100
Harrah's Entertainment 	100	Travelocity	
Bally's		Starwood Hotels & Resorts 	100
Caesars		aloft	
Flamingo		Element	
Horseshoe		Four Points	
London Clubs International		Le Meridien	
Paris		Luxury Collection	
Rio		Sheraton	
Showboat		St. Regis	
Hyatt	100	W Hotels	
Andaz		Westin	
Grand Hyatt		US Airways	100
Hyatt Place		Walt Disney Company	100
Park Hyatt		Disney Cruise Line	
Regency Hyatt		Disneyland	
Kimpton Hotel & Restaurant Group	100	Walt Disney World Resorts	

NEARLY **50%** OF ALL GAY AND LESBIAN PEOPLE SAY THAT A DESTINATION'S GAY FRIENDLINESS IS IMPORTANT TO THEM WHEN MAKING LEISURE TRAVEL CHOICES. Source: Harris Interactive, Travel Industry Association and Witeck-Combs Communications

Wyndham	100	Bellagio	
AmeriHost Inn		Circus Circus	
Baymont Inn & Suites		Excalibur	
Days Inn		Luxor	
Howard Johnson		Mandalay Bay	
Knights Inn		MGM Grand	
Ramada		Mirage	
Super 8 Motel		Monte Carlo	
Travelodge		New York-New York	
Wingate Inn		Treasure Island	
Hilton Hotels	90	Northwest Airlines	85
Conrad		Dollar Thrifty	83
Doubletree		Dollar Rent A Car	
Embassy Suites		Thrifty Car Rental	
Hampton Inn		Avis Budget	80
Hilton Garden Inn		Avis Rent A Car	
Homewood Suites		Budget Rent A Car	
The Waldorf-Astoria Collection		Enterprise Rent-A-Car	80
Southwest Airlines	90	General Electric	80
United Airlines	88	Universal Parks and Resorts	
Delta Airlines	85	JetBlue Airways	80
MGM/Mirage 	85		
SCORE: 46-79			
Royal Caribbean Cruises	55	Expedia	50
Celebrity Cruises		Hotels.com	
		Hotwire	
		Trip Advisor	
SCORE: 0-45, ?			
Hertz	?		



**STAYING
ENTERTAINED**

SCORE: 80+

Clear Channel Communications	100	Viacom	100
Katz Media		BET	
Cox Enterprises 🇺🇸	100	CMT	
Cox Cable/Newspapers/Radio		Comedy Central	
Travel Channel		LOGO	
Starbucks	100	MTV	
Starbucks Hear Music		Nickelodeon	
The Walt Disney Co.	100	Noggin	
A&E		Paramount	
ABC		Spike	
Disney Channel		TV Land	
ESPN		Vh1	
History Channel		Hallmark Cards	90
Lifetime		Hallmark Channel	
Miramax Films		Comcast	80
Pixar		E!	
SOAPnet		G-4 Videogame TV	
Touchstone Pictures		Style Network	
Time Warner	100	General Electric	80
AOL		Bravo	
Cartoon Network		NBC	
CNN		NBC Universal	
HBO		Sci Fi	
New Line Cinema		Telemundo	
Sports Illustrated		Universal Pictures	
TNT		USA	
Turner Broadcasting		Sirius XM Radio	80
Warner Bros Entertainment		Sirius	
		XM 🇺🇸	

SCORE: 46-79





AMC Entertainment	63	Loews Cineplex	
AMC Theaters		Movietickets.com	

SCORE: 0-45, ?

Cablevision	?	News Corp.	?
Optimum		Fox	
DIRECTV	?	FX	
Liberty Media	?	Myspace.com	
Game Show Network		Virgin	?
Starz		Virgin Broadband/Media	

TECHNOLOGY

SCORE: 80+

Apple	100	Lexmark	100
iPhone/iPod/iTunes		Microsoft	100
Mac		Hotmail	
OS X		Internet Explorer	
AT&T 	100	MSN	
Cisco Systems	100	Office	
Linksys		Windows Vista	
WebEx		Zune	
Corning	100	Motorola	100
Cox Enterprises 	100	Sprint Nextel	100
Dell 	100	Boost	
eBay	100	Sun Microsystems	100
Paypal		Java	
Skype		OpenOffice	
StubHub		Solaris	
Google	100	Symantec	100
Blogger		Norton	
Picasa		Texas Instruments	100
YouTube		Xerox	100
HP	100	Yahoo!	100
Compaq		Del.icio.us	
Scitex		Flickr	
Snapfish		HotJobs	
IBM 	100	Adobe Systems	95
Intel	100	Acrobat	
Intuit	100	Flash	
QuickBooks		Photoshop	
Quicken			
TurboTax			
Kodak	100		



45% OF GAY AND LESBIAN ADULTS SAY THEY TEND TO UPGRADE TO THE LATEST MODEL OR VERSION OF A PRODUCT, COMPARED WITH **33%** OF HETEROSEXUAL ADULTS.

Source: Witeck-Combs Communications/Harris Interactive

West	95	ALLTEL	80
FindLaw		Amazon	80
KeyCite		IMDb	
Westlaw		AMD	80
EarthLink	88	ATI	
PeoplePC		Comcast	80
Imation	88	Qwest	80
Memorex			

SCORE: 46-79

Verizon	70	McAfee	53
IKON Office Solutions	65	Acer	50
IKON		Gateway	
APC	63	Nokia	50
Back-UPS			
SurgeArrest			
TravelPower			

SCORE: 0-45, ?

IAC/InterActiveCorp	?	T-Mobile	?
Ask.com		Virgin	?
Dictionary.com		Virgin Mobile	
Evite			
Match.com			
Vimeo			

NEWSSTAND



SCORE: 80+

American Express 100	
Food & Wine	
Travel & Leisure	
The New York Times 100	
About.com	
The Boston Globe	
The International Herald Tribune	
Time Warner 100	
Cooking Light	
Entertainment Weekly	
Essence	
Fortune	
In Style	
	Money
	People
	Real Simple
	Southern Living
	Sports Illustrated
	Time
	United Business Media LLC 100
	CRN
	InformationWeek
	McGraw-Hill 80
	Architectural Record
	BusinessWeek
	Standard & Poor's

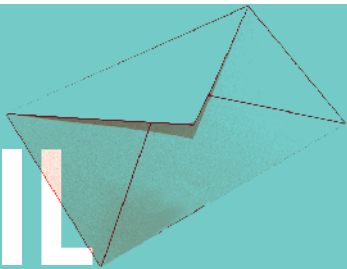
SCORE: 46-79

Gannett 65	R.R. Donnelley & Sons 55
USA Today	Scholastic 50

SCORE: 0-45, ?

News Corp. ?	Tribune ?
Barron's	Chicago Tribune
Dow Jones	Los Angeles Times
MarketWatch	Newsday
New York Post	
SmartMoney	
The Wall Street Journal	

YOU'VE GOT MAIL



SCORE: 80+

UPS 

100

SCORE: 46-79

FedEx
FedEx Office


55

INSURANCE AND HEALTHCARE



33% OF SELF-IDENTIFIED GAYS AND LESBIANS SAY THAT AN INSURANCE COMPANY'S OFFERING OF DOMESTIC PARTNER BENEFITS TO ITS EMPLOYEES WOULD BE ONE OF THE TOP THREE REASONS WHY THEY WOULD CHANGE PROVIDERS AND TAKE THEIR BUSINESS TO ANOTHER INSURANCE CARRIER. Source: Witeck-Combs Communications/Harris Interactive

SCORE: 80+

Aetna	100	New York Life	100
Allianz Life	100	Progressive	100
Allstate	100	Prudential Financial 	100
Aon	100	Sun Life Financial	100
Affinity		American Family	95
Combined		Insurance Group	
Chubb	100	CIGNA	95
CNA Insurance	100	Lincoln National	95
Esurance	100	Principal Financial Group	95
Hartford Financial Services	100	WellPoint Inc.	95
Harvard Pilgrim Health Care	100	Anthem	
ING	100	Blue Cross Blue Shield	
ReliaStar		Lumenos	
Kaiser Permanente	100	Unicare	
MassMutual Life Insurance	100	Health Net	93
Babson Capital		John Hancock	88
Baring Asset		Manulife	
Cornerstone		Sierra	88
OppenheimerFunds		Unum	88
MetLife	100	Colonial	
New England Life Insurance		Provident	
Texas Life Insurance		AIG	85
Nationwide	100	Quest Diagnostics	85
Allied Insurance		Selective Insurance Group	85
Scottsdale Insurance		Mutual of Omaha Insurance	80
Titan Insurance		State Farm	80
Victoria Insurance			

SCORE: 46-79

TIAA-CREF	78	Zurich	65
CUNA Mutual Insurance Group	65	Owens & Minor	55
Pacific Mutual	65	MediChoice	
Vision Service Plan	65	Travelers	50

SCORE: 0-45, ?

Humana	45	Conseco	?
AEGON	40	Bankers Life	
Transamerica		Colonial Penn	
AFLAC	?	Genworth	?
Assurant	?	Guardian Life	?
Berkshire Hathaway	?	Berkshire Life	
GEICO		Park Avenue Life	
National Indemnity		Northwestern Mutual	?
		Frank Russell	
		USAA	?

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The Human Rights Campaign Foundation is America's largest civil rights organization working to achieve lesbian, gay, bisexual and transgender equality. By inspiring and engaging all Americans, HRC strives to end discrimination against LGBT citizens and realize a nation that achieves fundamental fairness and equality for all.

HRC seeks to improve the lives of LGBT Americans by advocating for equal rights and benefits in the workplace, ensuring families are treated equally under the law and increasing public support among all Americans through innovative advocacy, education and outreach programs. HRC works to secure equal rights for LGBT individuals and families at the federal and state levels by lobbying elected officials, mobilizing grassroots supporters, educating Americans, investing strategically to elect fair-minded officials and partnering with other LGBT organizations.

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