



HUMAN
RIGHTS
CAMPAIGN
FOUNDATIONTM

BUYING FOR WORKPLACE EQUALITY 2012

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/workplace.

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 2012 *Corporate Equality Index*, which features 190 businesses that scored a perfect 100 percent. All scores are based on the same set of criteria, rating 40 LGBT-related policies, benefits and corporate practice among the largest U.S. businesses. This year, the CEI raised the bar across 32 of the criteria by requiring parity across all benefits offerings (both domestic partner benefits and transgender-inclusive benefits), a ramped-up category on internal diversity and inclusion best practices, and furthering the requirements of positive, respectful public engagement with the LGBT community.

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.

QUESTIONS AND ANSWERS

Where do the scores in this guide come from?

The information in this guide comes from the 2012 *Corporate Equality Index*, the Human Rights Campaign Foundation'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. We provide an estimated score to businesses that have not, after repeated attempts, responded to the survey. An estimated 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 Foundation 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 officially rated 636 companies in the 2012 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 Foundation 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 they 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

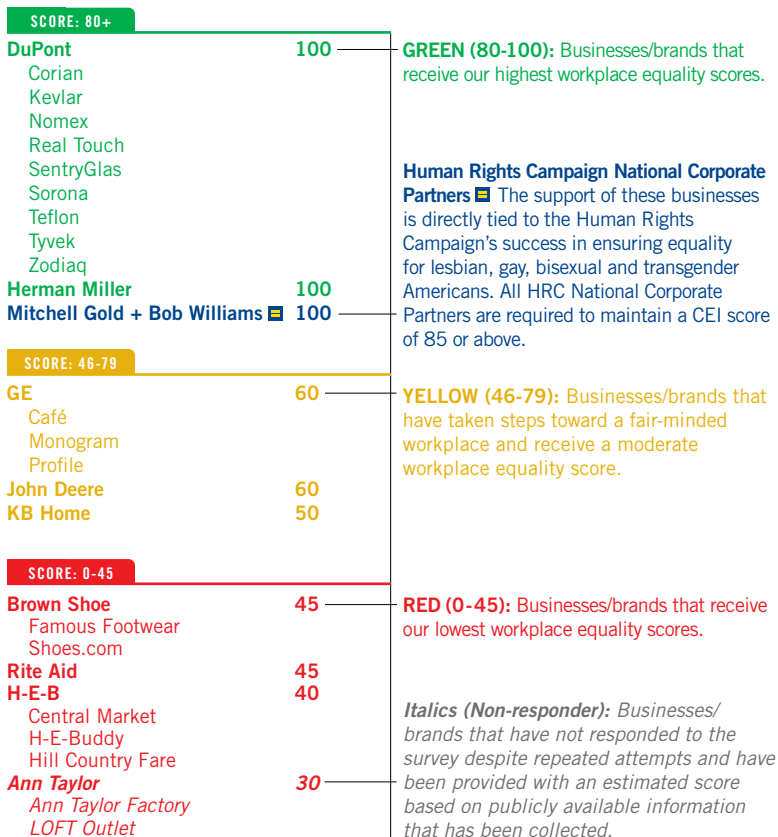
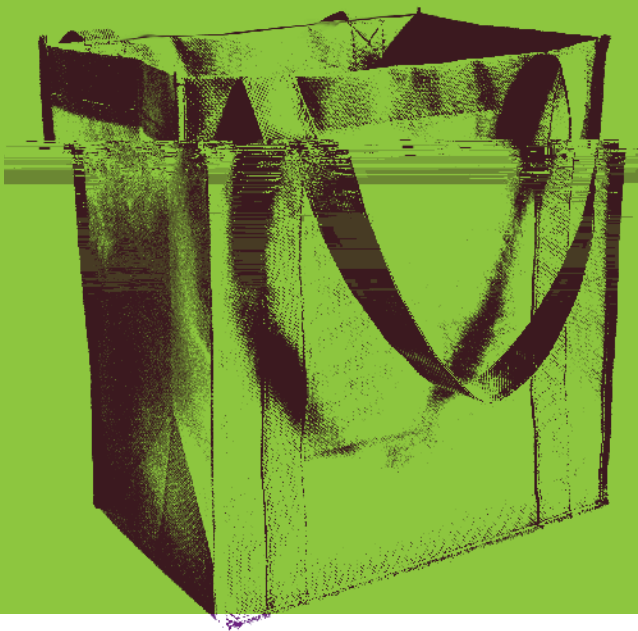


TABLE OF CONTENTS



RETAILERS	06	HOUSEHOLD PRODUCTS	34
HOME AND GARDEN	09	HEALTH AND BEAUTY	36
BANKING AND FINANCE	12	PET CARE	40
KIDS	15	ENTERTAINMENT	42
APPAREL AND ACCESSORIES	16	TRAVEL AND LEISURE	44
RESTAURANTS	20	TECHNOLOGY	47
OIL AND GAS	21	NEWSSTAND	50
FOOD AND BEVERAGES	22	INSURANCE AND HEALTHCARE	52
FUN AND GAMES	30	SHIPPING	55
AUTOMOTIVE	32		

RETAILERS



SCORE: 80+

Barnes & Noble	100	Office Depot	100
Best Buy	100	Sears	100
Dynex		Kmart	
Future Shop		Staples	100
Geek Squad		Corporate Express	
Insignia		SUPERVALU	100
Magnolia Home Theater		Acme Markets	
Rocketfish		Albertsons	
Delhaize America	100	Cub Foods	
Bloom		Farm Fresh	
Bottom Dollar Food		Hornbacher's	
Food Lion		Jewel-Osco	
Hannaford		Lucky	
Harveys		Osco Pharmacy	
Healthy Accents		Sav-on	
Home 360		Save-A-Lot	
My Essentials		Shaws	
Nature's Place		Shop 'n Save	
Reids		Shoppers Food	
Sweetbay		Star Market	
Taste of Inspirations		TJX	100
eBay	100	HomeGoods	
Half.com		Amazon.com	90
Rent.com		Diapers.com	
Shopping.com		Soap.com	
StubHub		Wag.com	
Limited Brands	100	Woot	
Bath & Body Works		Yoyo.com	
C.O. Bigelow		Zappos.com	
Henri Bendel		Costco	90
La Senza		Hallmark Cards	90
Victoria's Secret		Walgreens	90
White Barn Candle Company		Beauty.com	

drugstore.com			
Duane Reade			
VisionDirect.com			
Kroger	85		
Baker's			
City Market			
Dillon Food Stores			
Food 4 Less			
Foods Co.			
Fred Meyer			
Fry's			
Gerbes			
Jay C			
King Soopers			
Kwik Shop			
		Loaf 'N Jug	
		Owen's	
		Pay Less	
		Quality Food Centers	
		Quik Stop	
		Ralphs	
		Scott's	
		Smith's	
		Tom Thumb	
		Turkey Hill Minit Markets	
		OfficeMax	85
		Safeway	85
		Target	85
		Home Depot	80

SCORE: 46-79

CVS	75		
Caremark Pharmacy			
GameStop	75		
EB Games			
Whole Foods	75		
Hanover Direct	70		
Company Kids			
Domestications			
Scandia Home			
The Company Store			
Harry & David	70		
REI	65		
Toys 'R' Us	65		
Babies 'R' Us			
		eToys.com	
		FAO Schwarz	
		Toys.com	
		PetSmart	60
		Wal-Mart	60
		Marketside	
		Sam's Club	
		Ahold USA	55
		Giant	
		Martin's	
		Peapod	
		Stop & Shop	

Brown Shoe	45	Winn-Dixie Stores	15
Famous Footwear		Thrifty Maid	
Shoes.com		Winn & Lovett	
Rite Aid	45	Zales	15
H-E-B	40	Gordon's Jewelers	
Central Market		Piercing Pagoda	
H-E-Buddy		Belk	0
Hill Country Fare		Discount Tires	0
Ann Taylor	30	Dollar General	0
Ann Taylor Factory		HSN	0
LOFT Outlet		Ballard Designs	
Bed Bath & Beyond	30	Cornerstone	
buybuy BABY		Frontgate	
Christmas Tree Shops		Garnet Hill	
Harmon		Grandin Road	
Dillard's	30	Improvements	
Dollar Tree	30	Smith + Noble	
Deal\$		Territory Ahead	
Dollar Bills		TravelSmith	
Family Dollar	30	Liberty Interactive	0
RadioShack	30	Backcountry.com	
Trader Joe's	30	Bodybuilding.com	
Wawa	30	Celebrate Interactive Holdings	
Meijer	25	Gifts.com	
Ace Hardware	15	QVC	
Bass Pro	15	O'Reilly Automotive	0
American Rod & Gun		Rent-A-Center	0
Outdoor World		Co lorTyme	
Big Lots	15	Get It Now!	
BJ's	15	The Great Atlantic & Pacific Tea Co.	0
Children's Place	15	A&P	
Dick's Sporting Goods	15	Food Basics	
Golf Galaxy		Pathmark Stores	
Jo-Ann Stores	15	Superfresh	
Kohl's	15	The Food Emporium	
Lowe's	15	Waldbaums	
Michaels	15	The Pantry	0
Aaron Brothers		Bean Street	
Overstock.com	15	Kangaroo Express	
Pier 1	15	True Value	0
Publix Super Markets	15	Grand Rental Station	
The Container Store	15	Home & Garden Showplace	
elfa		Party Central	
Weis	15	Taylor Rental	
Full Circle			
Save-A-Lot			
Scot's Lo-Cost			
Top Care			
Valu Time			

HOME AND GARDEN



SCORE: 80+

DuPont	100	Sears	100
Corian		Country Living	
Kevlar		Craftsman	
Nomex		DieHard	
Real Touch		Kenmore	
SentryGlas		Weatherbeater	
Sorona		Whirlpool	100
Teflon		Amana	
Tyvek		Estate	
Zodiaq		Gladiator	
Herman Miller	100	Jenn-Air	
Mitchell Gold + Bob Williams 🇺🇸	100	KitchenAid	
Owens Corning	100	Magic Chef	
AttiCat		Maytag	
Berkshire		Roper	
Duration		Macy's Inc. 🇺🇸	90
EcoTouch		Hotel Collection	
FOAMULAR		Tools of the Trade	
INSUL-DRAIN		Newell Rubbermaid	90
INSULPINK		Amerock	
Oakridge		Calphalon	
PINK		Irwin	
PROPINK		Kirsch	
QuietR		Lenox	
QuietZone		Levolor	
RapidFlow		Pelouze	
Supreme		Vise-Grip	
VentSure		Target	85
WeatherGuard		Room Essentials	
Woodcrest		Smith & Hawken	
Woodmoor		Classified Ventures	80
Replacements, Ltd. 🇺🇸	100	Apartments.com	

HomeFinder.com HomeGain.com Home Depot Behr Glacier Bay	80	Hampton Bay Husky TrafficMaster Vigoro Monsanto Roundup	80
SCORE: 46-79			
GE Café Monogram Profile	60	John Deere KB Home	60 50
SCORE: 0-45			
Realogy Better Homes and Gardens Real Estate Century 21 Coldwell Banker ERA ONCOR International Sotheby's	45	<i>Margaritaville Cargo</i> <i>Mr. Coffee</i> <i>Oster</i> <i>Patton</i> <i>Pine Mountain</i> <i>Rival</i> <i>Seal-a-Meal</i> <i>Sunbeam</i> <i>VillaWare</i> <i>Zarfina</i>	
Emerson Electric ClosetMaid Emerson Tool Company InSinkErator Knaack Metro ProTeam RIDGID Therm-O-Disk WEATHER GUARD White-Rodgers	40	Stanley Black & Decker <i>Baldwin</i> <i>Black & Decker</i> <i>Bostitch</i> <i>DeWALT</i> <i>Emhart Teknologies</i> <i>Facom</i> <i>Kwikset</i> <i>Mac Tools</i> <i>Porter Cable</i> <i>Price Pfister</i> <i>Proto</i> <i>Stanley Hand Tools</i> <i>Stanley Security Solutions</i> <i>Stanley Vidmar</i> <i>Weiser</i>	25
Ethan Allen	30	Mohawk Industries <i>Aladdin</i> <i>American Olean</i> <i>Bigelow</i> <i>Century Flooring</i> <i>Columbia Flooring</i> <i>Daltile</i> <i>Durkan</i>	20
Jarden <i>Ball</i> <i>Bernardin</i> <i>Bionaire</i> <i>Coleman</i> <i>Crawford</i> <i>Crock-Pot</i> <i>Diamond</i> <i>Dicon</i> <i>First Alert</i> <i>FoodSaver</i> <i>Holmes</i> <i>Java Log</i> <i>Kerr</i> <i>Lehigh</i>	30		

Karastan		Krylon	
Lees		Martin-Senour	
Mohawk		Minwax	
Quick-Step		Red Devil	
Unilin		Thompson's WaterSeal	
Beazer Homes	15	Snap-on	15
Berkshire Hathaway	15	Toll Brothers	15
Benjamin Moore		Kohler Co.	0
Jordan's Furniture		Ann Sacks	
Nebraska Furniture Mart		Baker	
R.C. Willey Home Furnishings		Hytec	
Shaw Industries		Kallista	
Star Furniture Company		McGuire	
The Pampered Chef		Robern	
Fortune Brands	15	Sterling	
American Lock		La-Z-Boy	0
Aristokraft		American Drew	
Decorá		Bauhaus	
Homecrest		England	
Master Lock		Hammary	
MasterBrand		Kincaid	
Moen		La-Z-Boy Kidz	
Omega		Lea	
Schrock		Leggett & Platt	0
Simonton Windows		Sealy	0
Therma-Tru		Bassett	
Waterloo		Embody	
IKEA	15	Stearns & Foster	
Lennar	15	Trump Organization	0
Cambridge		40 Wall Street	
Village Builders		610 Park Avenue	
Masco	15	The Estates at Trump National	
Alsons		Trump Grande	
American Shower & Bath		Trump Hollywood	
Aqua Glass		Trump International Hotel & Tower	
BrassCraft		Trump Palace	
Brasstech		Trump Parc	
Cobra		Trump Park Avenue	
Delta Faucet		Trump Park Residences	
KraftMaid		Trump Place	
Liberty Hardware		Trump Plaza	
Masterchem		Trump Sales and Leasing	
Merillat		Trump Tower	
Quality Cabinets		Trump World Tower	
Vapor Technologies		Trump-Greenthal Sales and Leasing	
Watkins		Urban Outfitters	0
Sherwin-Williams	15	Terrain	
ArmorSeal			
Dutch Boy			

THE TOTAL BUYING POWER OF THE ADULT U.S. LESBIAN, GAY,
BISEXUAL AND TRANSGENDER POPULATION IS PROJECTED AT
\$743 BILLION.

Source: Witeck-Combs Communications and MarketResearch.com



BANKING AND FINANCE

American Express	100	Northern Trust	100
American Express Gift Cards		TD Bank 	100
American Express OPEN		TD Insurance	
American Express Travel		TD Wealth	
Serve		U.S. Bancorp	100
Ameriprise	100	Elavon Inc.	
Columbia Management		The Private Client Reserve	
J.W. Seligman & Co.		U.S. Bancorp Fund Services LLC	
RiverSource		U.S. Bancorp Investments Inc.	
Threadneedle		UBS	100
Bank of America 	100	UBS Financial Services	
Bank of America Home Loans		UBS Wealth Management US	
Bank of America Merrill Lynch		Wells Fargo	100
Merrill Lynch Wealth Management		Wachovia	
U.S. Trust		Wells Fargo Advisors	
Bank of New York Mellon	100	Comerica	95
BNY Mellon Asset Management		Wilson, Kemp & Associates	
Dreyfus		World Asset Management, Inc	
Mellon Capital Management		State Farm	95
Pershing		State Farm Bank	
Barclays Capital	100	HSBC	90
BMO Bankcorp	100	Beneficial	
BMO Harris Bank		HFC	
Capital One	100	KeyCorp	90
Capital One Auto Finance		KeyBank	
Charles Schwab	100	Mastercard	90
optionsXpress		Cirrus	
Windhaven Investment Management		Maestro	
Citi 	100	Mondex	
Banamex		Morningstar	90
Citi Capital Advisors		Ibbotson Associates	
Citi Cards		Morningstar Direct	
Citi Institutional Clients Group		Morningstar Investment Services	
Citi Investment Research		PNC	90
Citi Microfinance		Harris Williams & Co.	
Citi Private Bank		National City	
Citibank		Raymond James Financial	90
Citimortgage		Ballast Pointe Ventures	
OneMain Financial		Eagle Asset Management	
Women & Co.		State Street	90
Credit Suisse	100	SunTrust	90
Deutsche Bank	100	Principal Financial	85
Freddie Mac	100	RBC Wealth Management	85
Goldman Sachs 	100	Visa	85
J.P. Morgan Chase	100	Fannie Mae	80
Chase 		John Hancock	80
J.P. Morgan			
Morgan Stanley 	100		
Morgan Stanley Smith Barney			

SCORE: 46-79

BB&T	70
BB&T Financial, FSB	
CIBC	70
CIBC Imperial Service	
CIBC Retail Markets	
CIBC Wood Gundy	
CIBC World Markets	
Fifth Third Bancorp	70
Fifth Third Bank	
Mirador	
Robert W. Baird & Co.	70
E*TRADE Financial	60
E*TRADE Bank	

GE	60
GE Capital	
GE Money	
Huntington Bancshares	60
Sky Financial Group	
H&R Block	50
H&R Block Dollars & Sense	
The Tax Institute	

SCORE: 0-45

Discover Financial Services	45
Diners Club	
Pulse	
Sallie Mae	45
Academic Management Services Corp	
Arrow Financial Services	
General Revenue Corporation	
Nellie Mae	
Pioneer Credit Recovery Inc	
Sallie Mae Bank	
Student Assistance Corporation	
Student Loan Finance Association	
Student Loan Funding	
Upromise	
Franklin Resources	40
Franklin Templeton	
T. Rowe Price	40
D&B	30
AllBusiness	
DUNSRight	
Hoovers	
Fidelity National Financial	30
Ceridian Corporation	
Fidelity National Property and Casualty Insurance Group	

<i>Fidelity National Title Group</i>	
<i>IPX1031</i>	
<i>ServiceLink</i>	
Western Union	30
Invesco	15
<i>Atlantic Trust Private Wealth Management</i>	
<i>Invesco Perpetual</i>	
<i>Invesco PowerShares</i>	
<i>WL Ross & Co.</i>	
M&T Bank	15
<i>Allfirst Bank</i>	
NASDAQ	15
<i>NASDAQ OMX BX</i>	
<i>NASDAQ OMX Commodities Clearing Corp</i>	
<i>NASDAQ OMX Futures Exchange</i>	
<i>NASDAQ OMX PHLX</i>	
<i>NASDAQ OMX PSX</i>	
<i>NASDAQ Options Market</i>	
<i>The NASDAQ Stock Market</i>	
Sovereign Bancorp	15
USAA	0

KIDS



SCORE: 80+

Johnson & Johnson	100
Destin	
Johnson's	
Bayer	90
Flintstones Vitamins	
One A Day Kids	
Bright Horizons Family Solutions	90
Brookfield Academies	
College Coach	
Horizons Workforce Consulting	
Lipton Child Care	
Tuition Advisory Services	
Kimberly-Clark	90
GoodNites	
Huggies	
Little Swimmers	
Pull-Ups	

Newell Rubbermaid	90
Aprica	
Berol	
Graco	
Headsprout	
Teutonia	
Procter & Gamble	90
Luvs	
Pampers	

SCORE: 46-79

Abbott Laboratories	60
EleCare	
PediaLyte	
PediaSure	
Similac	

APPAREL AND ACCESSORIES



Abercrombie & Fitch	100	T.J.Maxx	
abercrombie kids		Bon-Ton Stores	90
Gilly Hicks		Bergner's	
Hollister		Boston Store	
Gap	100	Carson Pirie Scott	
Athleta		Elder-Beerman	
babyGap		Herberger's	
Banana Republic		Youngkers	
GapBody		Kenneth Cole	90
GapKids		Gentle Souls	
Old Navy		Kenneth Cole New York	
Piperlime		Kenneth Cole Reaction	
Levi Strauss	100	Le Tigre	
Denizen		Unlisted	
Dockers		Macy's Inc. 	90
Levi's		Alfani	
Signature by Levi Strauss & Co.		American Rag	
Limited Brands	100	Bar III	
Henri Bendel		Bloomingdale's	
La Senza		Charter Club	
Pink		Club Room	
Victoria's Secret		Epic Threads	
Nike 	100	First Impressions	
Cole Haan		Giani Bernini	
Converse		I.N.C.	
Hurley		Jenni by Jennifer Moore	
NIKE Golf		JM Collection	
Umbro		Martha Stewart Collection	
Nordstrom	100	Style & Co.	
1901		Tasso Elba	
Calibrate		Tiffany & Co.	90
Classiques Entier		J.C. Penney	85
Halogen		a.n.a	
HauteLook		Ambrielle	
Last Chance		American Living	
Nordstrom Direct		Arizona	
Nordstrom Rack		Arizona Jean Co.	
Public Opinion		cooks	
Trouvé		Decree	
Zella		east5th	
Sears	100	Every Day Matters	
Apostrophe		J. Ferrar	
Covington		Linden Street	
Jaclyn Smith		Okie Dokie	
Joe Boxer		St. John's Bay	
Lands' End		Stafford	
Structure		Studio	
TJX	100	Worthington	
Marshalls			

Liz Claiborne	85
Acess	
Juicy Couture	
Kate Spade	
Kensie	
Lucky Brand Jeans	
Mac & Jac	
Mexx	
Monet	
Target	85
C9 by Champion	

SCORE: 46-79

Hanover Direct	70
International Male	
Silhouettes	
UnderGear	
Jones Apparel	70
Anne Klein	
Bandolino	
Easy Spirit	
Enzo Angiolini	
Evan-Picone	
Gloria Vanderbilt	
Joan & David	
Jones New York	
Judith Jack	
Kasper	
I.e.i	
Le Suit	

SCORE: 0-45

Brown Shoe	45
Buster Brown	
Dr. Scholl's Shoes	
Famous Footwear	
Lifestride	
Naturalizer	
Via Spiga	
Ann Taylor	30
LOFT	
J. Crew	30
crewcuts	
Madewell	
The Men's Wearhouse	30
K&G	
Twinhill	

Cherokee	
Circo	
Gilligan & O'Malley	
Liz Lange	
Merona	
Mossimo	
Xhilaration	
American Eagle	80
77kids	
aerie	

Napier	
Nine West	
Sam & Libby	
L.L. Bean	65
REI	65
Novara	
Hanesbrands	60
Bali	
Barely There	
Champion	
Duofold	
Hanes	
Just My Size	
L'eggs	
Outer Banks	
Playtex	
Wonderbra	

Adidas	15
Reebok	
Rockport	
TaylorMade	
American Apparel	15
Berkshire Hathaway	15
Acme Boot	
Fruit of the Loom	
Garan	
H.H. Brown Shoe Company	
JERZEES	
Justin Brands	
Russell Athletics	
Spalding	
Burberry	15

Burlington Coat Factory	15	Nautica	
MJM Designer Shoes		Red Kap	
Coach	15	Seven for all Mankind	
Collective Brands	15	SmartWool	
Airwalk		Splendid	
Keds		The North Face	
Payless ShoeSource		Timberland	
Saucony		Vans	
Sperry Top-Sider		Wrangler Jeans	
Stride Rite		Warnaco Group	15
Donna Karan	15	Olga	
DKNY		Warner's	
Foot Locker	15	Aéropostale	0
CCS		P.S. from Aéropostale	
Champs Sports		Cabela's	0
Eastbay		Chico's	0
Footaction		Boston Proper	
Kids Foot Locker		Soma	
Lady Foot Locker		White House/Black Market	
Guess?	15	Dolce & Gabbana	0
G by GUESS		D&G	
GUESS by Marciano		Fossil	0
GUESS kids		Giorgio Armani	0
H&M	15	A/X Armani Exchange	
Neiman Marcus	15	Armani Collezioni	
Bergdorf Goodman		Armani Jeans	
CUSP		Emporio Armani	
Last Call		Gucci	0
Polo Ralph Lauren	15	Alexander McQueen	
Club Monaco		Quiksilver	0
Rugby		DC Shoes	
PVH	15	Gnu	
Arrow		Hawk	
Bass		Lib Tech	
Calvin Klein		Radio Fiji	
IZOD		Roxy	
Tommy Hilfiger		Rolux	0
Van Heusen		Ross Stores	0
VF	15	dd's DISCOUNTS	
Bulwark		Saks	0
Eagle Creek		Off 5th	
Eastpak		Saks Fifth Avenue	
Ella Moss		Urban Outfitters	0
JanSport		Anthropologie	
John Varvatos		BHLDN	
Kipling		Free People	
Lee		Versace	0
Lucy Activewear			
Majestic			



RESTAURANTS

SCORE: 80+

Darden Restaurants	90	Starbucks ☑	90
Bahama Breeze		Seattle's Best Coffee	
LongHorn Steakhouse		BP ☑	85
Olive Garden		Wild Bean Café	
Red Lobster		Carlson	85
Seasons 52		T.G.I. Friday's	
The Capital Grille			

SCORE: 46-79

Chipotle	75	Brinker	60
McDonald's	75	Chili's	
The Palm	65	Maggiano's Little Italy	
		Burger King	55

SCORE: 0-45

Yum! Brands	45	Caribou Coffee	15
A&W		Jack in the Box	15
KFC		Qdoba Mexican Grill	
Long John Silver's		OSI Restaurant Partners	0
Pizza Hut		Bonefish Grill	
Taco Bell		Carrabba's Italian Grill	
WingStreet		Fleming's Prime Steakhouse	
Cracker Barrel Old Country Store	35	Outback Steakhouse	
Domino's Pizza	35	Roy's Hawaiian Fusion Cuisine	
Krispy Kreme	30		
Wendy's	30		
Berkshire Hathaway	15		
Dairy Queen			
Bob Evans	15		
Mimi's Café			

OIL AND GAS



SCORE: 80+

Chevron 	100	Amoco Ultimate	
Caltex		Arco	
Texaco		Shell Oil 	85
BP 	85		
am/pm			

SCORE: 46-79

ConocoPhillips	55		
76			
Conoco			
Phillips 66			

SCORE: 0-45

Wawa	30		
Hess	15		
Sunoco	15		
Tesoro	15		
Valero Energy	15		
Beacon			
Diamond Shamrock			
Shamrock			
Ultramar			
ExxonMobil	0		
Esso			
Exxon			
Mobil			

FOOD AND BEVERAGES



Brown-Forman	100
Bel Arbor	
Bonterra	
Canadian Mist	
Chambord	
Collingwood	
Don Eduardo	
Early Times	
el Jimador	
Fetzer	
Finlandia	
Five Rivers	
Gentleman Jack	
Herradura	
Jack Daniel's	
Jekel	
Korbel	
Little Black Dress	
Old Forester	
Pepe Lopez	
Sanctuary	
Sonoma-Cutrer	
Southern Comfort	
Tuaca	
Woodford Reserve	
Campbell Soup	100
Ecce Panis	
Pace	
Pepperidge Farm	
Prego	
Swanson	
V8	
Clorox	100
Hidden Valley	
KC Masterpiece	
Kitchen Bouquet	
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	
RÖKK VODKA	
Smirnoff	
Sterling Vineyards	
Tanqueray	
Wily Jack	
General Mills	100
Betty Crocker	
Bisquick	
Bugles	
Cascadian Farms	
Cheerios	
Chex	
Cinnamon Toast Crunch	
Diablitos Underwood	
Fiber One	
Frescarini	
Fruit by the Foot	
Fruit Gushers	
Fruit Roll-Ups	
Gardetto's	
Gold Medal	
Good Earth	
Green Giant	
Häagen-Dazs	
Hamburger Helper	
Jus-Rol	
Kix	
Larabar	
Lucky Charms	
Mountain High	
Muir Glen	
Nature Valley	
Old El Paso	
Pillsbury	
Progresso	
Totino's	
Trix	
Wheaties	
Yoplait	
Johnson & Johnson	100
Benecol	
Lactaid	
Splenda	
Viactiv	
Kellogg's	100
All-Bran	
Apple Jacks	

Austin
 Bear Naked
 Carr's
 Cheez-It
 Chips Deluxe
 Club
 Cocoa Krispies
 Corn Pops
 Crispix
 Eggo
 Famous Amos
 Froot Loops
 Frosted Flakes
 Gardenburger
 Gripz
 Honey Smacks
 Jack's
 Kashi
 Keebler
 Mini Wheats
 Morningstar Farm
 Murray
 Nutri-Grain
 Pop-Tarts
 Ready Crust
 Rice Krispies
 Sandies
 Smart Start
 Special K
 Stretch Island
 Toasteds
 Town House
 Wheatables
 Zesta

Kraft Foods**100**

100 Calorie Packs
 A.1.
 Balance Bar
 Boca Burger
 Breakstone's
 Cadbury
 Cheez Whiz
 Chips Ahoy!
 Claussen
 Cool Whip
 Corn Nuts
 Country Time
 Crystal Light
 Dentyne
 Easy Mac
 Grey Poupon

Honey Maid
 Jell-O
 Kool-Aid
 Louis Rich
 Lunchables
 Maxwell House
 Miracle Whip
 Nabisco
 Newtons
 Nilla
 Oreo
 Oscar Mayer
 Planters
 Premium
 Ritz
 Stove Top
 Teddy Grahams
 Toblerone
 Trident
 Triscuit
 Velveeta
 Wheat Thins

MillerCoors**100**

Blue Moon
 Coors
 Coors Light
 Foster's
 Grolsch
 IceHouse
 Keystone
 Killian's Irish Red
 Leinenkugel's
 Mickey's
 Miller
 Miller 64
 Miller Genuine Draft
 Miller Lite
 Milwaukee's Best
 Molson
 Olde English
 Peroni
 Pilsner Urquell
 Red Dog
 Sharp's
 Sparks
 Steel Reserve

Sodexo**100****SUPERVALU****100**

Culinary Circle
 Essential Everyday
 SHOPPERS VALUE

Stockman & Dakota Wild Harvest	
The Coca-Cola Company	100
Aquarius Spring!	
Barq's	
Bright & Early	
Chaudfontaine	
Coca-Cola	
Coke Light	
Coke Zero	
Dasani	
Diet Coke	
Fanta	
Fresca	
Full Throttle	
Fuze	
Gold Peak	
Hi-C	
Mello Yello	
Minute Maid	
Nestea	
NOS	
Odwalla	
Pibb Xtra	
POWERade	
Seagram's Ginger Ale	
Simply Orange	
Smartwater	
Sprite	
Tab	
Vault	
vitaminwater zero	
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	
Lipton	
Popsicle	
Promise	
Ragu	
Skippy Peanut Butter	
Slim-Fast	
Wishbone	
PepsiCo	95
AMP	

Aquafina	
Aunt Jemima	
Cap'n Crunch	
Cheetos	
Cracker Jacks	
Diet Pepsi	
Dole Juices	
Doritos	
Flat Earth	
Frito Lays	
Gatorade	
Lays	
Life	
Lipton Iced Tea	
Mountain Dew	
Mug Root Beer	
Naked Juices	
Near East	
Pasta Roni	
Pepsi	
Pepsi Max	
Pepsi Natural	
Pepsi One	
Pepsi Throwback	
Pepsi Wild Cherry	
Propel	
Quaker Oats	
Rice-A-Roni	
Rold Gold	
Sierra Mist Natural	
Smartfood	
SoBe	
Stacy's	
SunChips	
Tostitos	
Tropicana	
Walkers	
Anheuser-Busch	90
Alexander Keith's	
Bass	
Beck	
Boddington's	
Bud Light	
Budweiser	
Busch	
Czechvar	
Goose Island	
Hoegaarden	
Hurricane Malt Liquor	
Kirin	
Landshark Lager	

Leffe	
Michelob	
Natural Ice	
O'Douls	
Redbridge	
Rolling Rock	
Shock Top	
Stella Artois	
Land O'Lakes	90
Alpine Lace	
Dairy Ease	
Eggland's Best	
Grip n' Go	
Mini Moo's	
Starbucks ☑	90
Ethos Water	
Frappuccino	
Seattle's Best Coffee	
Starbucks Discoveries	
Starbucks Doubleshot	
Starbucks VIA	
Tazo Teas	
Torrefazione Italia Coffee	
Hershey	85
5th Avenue	
Almond Joy	
Breath Savers	
Bubble Yum	
Good & Plenty	
Heath	
Icebreakers	
Jolly Rancher	
Kit Kat	
Mauna Loa	

Milk Duds	
Mounds	
Mr. Goodbar	
Payday	
Reese's	
Rolo	
Skor	
Symphony	
Twizzlers	
York	
Zagnut	
Zero	
Safeway	85
Eating Right	
Lucerne	
Mom to Mom	
O Organics	
Open Nature	
Primo Taglio	
Rancher's Reserve	
Sara Lee	85
Ball Park	
Bryan	
Douwe Egberts	
Earthgrains	
Hillshire Farm	
Jimmy Dean	
State Fair	
Target	85
Archer Farms	
Choxie	
Market Pantry	
Sutton & Dodge	
Wine Cube	

SCORE: 46-79

Coca-Cola Enterprises	75
ConAgra Foods	75
ACT II	
Alexia	
Andy Capps	
Banquet	
Blue Bonnet	
Chef Boyardee	
Crunch n' Munch	
David Seeds	
Egg Beaters	
Fiddle Faddle	
Gulden's	

Healthy Choice	
Hebrew National	
Hunt's	
Jiffy Pop	
Kid Cuisine	
La Choy	
Libby's	
Manwich	
Marie Callender's	
Orville Redenbacher's	
Pam	
Parkay	
Penrose	

Peter Pan	
Poppycock	
Reddi-Wip	
Ro*Tel	
Slim Jim	
Snack Pack	
Swiss Miss	
Van Camp's	
Wesson	
Hain Celestial Group	65
Alba	
Arrowhead Mills	
Casbah	
Celestial Seasonings	
DeBoles	
Earth's Best	
Estee	
Garden of Eatin'	
Greek Gods Yogurt	
Hain Pure Foods	
Health Valley	
Imagine	
Linda McCartney	
MaraNatha	
Mountain Sun	
Nile Spice	
Rice Dream	
Rosetto	
Sensible Portions	
Soy Dream	
Spectrum	
Sunspire	
Terra Chips	
Walnut Acres	
West Soy	
Westbrae Natural	
Yves	
Heinz	65
Bagel Bites	
Classico	
Delimex	
Lea & Perrins	
Ore-Ida	
Poppers	
Weight Watchers Smart Ones	
Dr Pepper Snapple	60
7UP	
A&W Root Beer	
Canada Dry	
Clamato	

Crush	
Dr Pepper	
Hawaiian Punch	
Mott's	
Nantucket Nectars	
Royal Crown Cola	
Schweppes	
Snapple	
Squirt	
Sun Drop	
Sunkist	
Welch's	
Yoo-Hoo	
E. & J. Gallo Winery	60
Alamos	
André	
Ballatore	
Barefoot	
Barefoot Bubbly	
Bartles & Jaymes	
Bella Sera	
Black Swan	
Boone's Farm	
Bridlewood	
Carlo Rossi	
Cask & Cream	
Clarendon Hills	
Dancing Bull	
DaVinci	
Don Miguel Gascon	
E. & J.	
Ecco Domani	
Fairbanks	
Familia Camarena Tequila	
Frei Brothers	
Gallo Family Vineyard	
Ghost Pines	
Hornsby's	
La Marca	
Las Rocas	
Liberty Creek	
Livingston Cellars	
Louis M. Martini	
MacMurray Ranch	
Martín Códax	
Maso Canali	
Mattie's Perch	
McWilliam's	
Mirassou	
New Amsterdam	

Peter Vella
 Pölka Dot
 Rancho Zabaco
 Red Bicycleette
 Redwood Creek
 Red Rock Winery
 Sebekka
 Sheffield Cellars
 Starborough
 The Naked Grape
 Tisdale Vineyards
 Turning Leaf
 Whitehaven
 William Hill Estate
 Wild Vines
 Wycliff Sparkling

Hormel 60

Chi-Chi's
 Di Lusso Deli
 Dinty Moore
 El Torito
 Farmer John
 Herb-Ox
 House of Tsang
 Jennie-O
 Lloyd's Barbeque
 Manny's
 Not-So-Sloppy-Joe
 Saag's
 SPAM
 Stag
 Valley Fresh

SCORE: 0-45

Dean Foods 40

Country Fresh
Horizon Organic
International Delight
Meadow Gold
Silk
Swiss Premium
TruMoo

ADM 35

Ambrosia
deZaan
Merckens
NovaLipid
NutriSoy

Mars 55

3 Muskateers
 Altoids
 Big Red
 Combos
 Dolmio
 Doublemint
 Dove Chocolate
 Eclipse
 Extra
 Flavia
 Galaxy
 Juicy Fruit
 Kudos
 Life Savers
 M&M's
 Masterfoods
 Milky Way
 Orbit
 Seeds of Change
 Skittles
 Snickers
 Starburst
 Twix
 Uncle Ben's
 Wrigley

U.S. Foodservice 50

Chef's Line
 Glenview Farms
 Molly's Kitchen
 Next Day Gourmet
 Patuxent Farms
 Roseli
 Stock Yards

VegeFull

Domino's Pizza 35

Dole Food 30

GNC 30

Chiquita 15

Fresh Express

Del Monte 15

College Inn

Contadina

S&W

Green Mountain Coffee 15

Emeril's

K-Cup

Keurig

Timothy's Coffee			
Tully's Coffee			
Hostess	15		
Beefsteak			
Ding Dongs			
Dolly Madison			
Drake's			
Ho Hos			
Home Pride			
J.J. Nissen			
Merita			
Nature's Pride			
Ring Dings			
Twinkies			
Wonder			
McCormick	15		
Club House			
Lawry's and Adolph's			
Old Bay			
Simply Asia			
Thai Kitchen			
Zatarain's			
Solo Cup	15		
Tyson Foods	15		
Bonici			
Bruss			
Chairman's Reserve			
Golden Trophy			
Mexican Original			
Tyson K-12			
Weaver			
Wright			
Nestlé	10		
100 Grand			
Baby Ruth			
Buitoni			
Butterfinger			
Carnation			
Chunky			
Coffee-Mate			
Crunch			
DiGiorno			
Dreyer's			
Drumstick			
Edy's			
Goobers			
Hot Pockets			
Juicy Juice			
Laffy Taffy			
Lean Cuisine			
Lean Pockets			
Nerds			
Nesquik			
Nestea			
Powerbar			
Raisinets			
Stouffer's			
Sweet Tarts			
The Skinny Cow			
Toll House			
Tombstone			
Wonka			
Brookshire Grocery	0		
Chick-fil-A Inc.	0		
Chick-fil-A			
CHS	0		
Constellation	0		
Arbor Mist			
Corona			
Negra Modelo			
Svedka			
Woodbridge by Robert Mondavi			
Core-Mark Holding Company Inc.	0		
J.M. Smucker	0		
Crisco			
Eagle Brand			
Folgers			
Hungry Jack			
Jif			
Knott's Berry Farm			
Smuckers			
White Lily			
Murdock Holding	0		
Dole			
Pilgrim's Pride	0		
EatWellStayHealthy			
Fresh From Floriday			
Smithfield Foods	0		
Armour			
Carando			
Cook's			
Curly's Food			
Eckrich			
Farmland			
Gwaltney			
Healthy Ones			
John Morrell			
Kretschmar Deli			
Margherita			
SYSCO	0		

FUN AND GAMES



SCORE: 80+

Caesars Entertainment 🏰	100
World Series of Poker	
Microsoft 🏠	100
Xbox	
The Walt Disney Co.	100
Disney Interactive Media Group	
Disney Interactive Studios	
Disney Online	
Disney Online Studios	
Playdom	
Electronic Arts	90
EA BioWare	

EA Casual Entertainment	
EA Games	
EA Interactive	
EA Play	
EA Sports	
Hallmark Cards	90
Crayola	
Silly Putty	
Sony	90
Playstation	

SCORE: 46-79

Mattel	75
American Girl	
Apples to Apples	
Barbie	
Fisher-Price	
Hot Wheels	
Little People	
Loopz	

Matchbox	
Monster High	
Pictionary Man	
Polly Pocket	
Power Wheels	
Radica	
Tyco R/C	
UNO	

SCORE: 0-45

Hasbro	25
Battleship	
Candy Land	
Chutes and Ladders	
Clue	
Connect Four	
Easy-Bake	
FurReal Friends	
GI Joe	
Jenga	
Lite-Brite	
Monopoly	
Mousetrap	
Mr. Potato Head	
My Little Pony	
Nerf	
Operation	
Pictionary	
Play-Doh	

Playskool	
Risk	
Scattergories	
Scrabble	
Sorry!	
The Game of Life	
Trivial Pursuit	
Twister	
Yahtzee	

AUTOMOTIVE



SCORE: 80+

AAA Northern California, Nevada and Utah	100
AAA Insurance-Home, Auto and Life	
Chevron 	100
Chevron Supreme	
Delo	
Havoline	
Chrysler	100
Dodge	
Jeep	
Ford	100
Lincoln	
Toyota	100
Lexus 	
Scion	
Cox Enterprises 	90
AutoTrader.com	
Manheim	
Volkswagen	90
Audi	
Bentley	
Bugatti	
Lamborghini	
BP 	85
CarMax	85

GM	85
Buick	
Cadillac	
Chevrolet	
GMC	
OnStar	
Shell Oil 	85
Black Magic	
Blue Coral	
Fix-A-Flat	
Jiffy Lube	
Pennzoil	
Quaker State	
Rain-X	
Subaru	85
Forester	
Impreza	
Legacy	
Subaru Outback	
Tribeca	
WRX-Sti	
Classified Ventures	80
Cars.com	
Ryder	80

SCORE: 46-79

Bridgestone	70
Firestone	
Pep Boys	70
Cornell	

Definity
Futura

SCORE: 0-45

Advance Auto Parts	30
Nissan	30
Infiniti	
Nissan Forklift	
Nissan Marine	
Cooper Tire & Rubber	25
Avon Tyres	
Dean	
Mastercraft	
Starfire	

AutoZone	15
Duralast	
Valucraft	
Goodyear Tire	15
Dunlop	
Kelly	
Harley-Davidson	15
Buell	
Dyna	

87% OF LGBT ADULTS SAY THEY ARE LIKELY TO CONSIDER A BRAND THAT IS KNOWN TO PROVIDE EQUAL WORKPLACE BENEFITS FOR ALL OF THEIR EMPLOYEES, ALONG WITH 75% OF NON-LGBT ADULTS.

Source: Witeck-Combs Communications/Harris Interactive



HOUSEHOLD PRODUCTS

SCORE: 80+

3M	100	Sharpie	
Ace		Uni-ball	
Command		Waterman	
Filtrete		Procter & Gamble	90
Futuro		Ariel	
Littmann		Bold	
Nexcare		Bounce	
O-Cel-O		Bounty	
Post-it		Cascade	
Scotch		Charmin	
Scotch-Brite		Cheer	
ScotchBlue		Comet	
Scotchguard		Dawn	
Scotchlite		Downy	
Thinsulate		Dreft	
Clorox	100	Duracell	
Brita		Era	
Clorox2		Febreze	
Formula 409		Gain	
Glad		Joy	
Green Works		Mr. Clean	
Handi-Wipes		Puffs	
Kingsford		Swiffer	
Lestoil		Tide	
Liquid-Plumr		S.C. Johnson & Son	90
Pine-Sol		Drano	
S.O.S.		Fantastik	
Tilex		Glade	
Wash'n Dri		Nature's Source	
Kimberly-Clark	90	OFF!	
Cottonelle		Oust	
Kleenex		Pledge	
Scott		Raid	
Viva		Saran	
Newell Rubbermaid	90	Scrubbing Bubbles	
CardScan		Shout	
Dymo		Windex	
Endicia		Ziploc	
Expo		Colgate-Palmolive	85
Liquid Paper		Ajax	
Mimio		Dermassage	
Paper Mate		Fabuloso	
Parker		Murphy Oil Soap	
Prismacolor		Palmolive	
Rolodex		Suavitel	
Rotring		Target	85
Rubbermaid		up & up	

SCORE: 0-45

Tupperware**15****Energizer****0**

Eveready

HEALTH AND BEAUTY



SCORE: 80+

Avon Products 100

Advance Techniques
ANEW
Avon Clearskin
Avon Color
Avon Naturals
Avon Solutions
Foot Works
Jillian Dempsey Professional
mark.
Skin-So-Soft
Smooth Minerals
Ultra Color Rich Lipstick

Clorox 100

Burt's Bees

GlaxoSmithKline 100

Abreva
Abtei
alli
Aquafresh
Breathe Right
Citrucel
Commit
Contac
Corega
Dr. Best
FiberChoice
Horlicks
Lucozade
Macleans
NicoDerm CQ
Nicorette
Odol

Os-Cal
Panadol
Poli-Grip
Polident
Ribena
Sensodyne
Tums
Zovirax

Johnson & Johnson 100

ACUVUE
AMBI
Aveeno
BAND-AID
Benadryl
BENGAY
Caladryl
Carefree
Clean & Clear
Comped
CORTAID
Daktarin
Imodium
K-Y
LISTERINE
Lubriderm
Motrin
Mylanta
NEOSPORIN
Neutrogena
o.b.
Pepcid
PURPOSE
REACH

71% OF LESBIAN AND GAY PEOPLE SAY THEY WOULD BE 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

REMBRANDT		
RoC		
Rogaine		
Rolaids		
SHOWER to SHOWER		
skin iD		
Stayfree		
SUDAFED		
TUCKS		
TYLENOL		
TYLENOL-PM 		
Visine		
ZYRTEC		
Pfizer	100	
Advil		
Alavert		
Anbesol		
Caltrate		
Celebrex		
Centrum		
Chantix		
ChapStick		
Depo Provera		
Detrol		
Dimetapp		
FiberCon		
Lipitor		
Lyrice		
Preparation H		
Robitussin		
ThermaCare		
Viagra		
Xanax		
Zoloft		
SUPERVALU	100	
Equaline		
Unilever	100	
Alberto VO5		
AXE		
Caress		
Consort		
Degree		
Dove		
FDS		
Just For Me!		
Lever 2000		
Motions		
Nexus		
Noxema		
Pond's		
Q-tips		
Soft & Beautiful		
St. Ives		
Suave		
TCB		
TIGI		
TRESemmé		
Vaseline		
Bayer	90	
Aleve		
Alka-Seltzer		
Arctic Wonder		
Bactine		
Bayer Aspirin		
Beyaz		
Bronkaid		

Campho-Phenique		
Citracal		
Climara		
Contour		
Domeboro		
Fergon		
Flintstones Vitamins		
Midol		
Mirena		
Natazia		
Neo-Synephrine		
One A Day		
Phillips'		
Rid		
Vanquish		
Yasmin		
YAZ		
Boehringer Ingelheim	90	
Dulcolax		
Zantac		
Kimberly-Clark	90	
Depend		
Kleenex		
Kotex		
Poise		
Scott		
Newell Rubbermaid	90	
ACE		
Goody		
Solano		
Procter & Gamble	90	
Align		
Always		
Aussie		
Braun		
Clairol		
CoverGirl		
Crest		
DDF		
Fekkai		
Fixodent		
Fusion		
Gillette		
Head & Shoulders		
Herbal Essences		
Ivory		
MACH3		
Max Factor		
Metamucil		
Nice 'n Easy		
Nioxin		
Olay		
Old Spice		
Oral-B		
Pantene		
Pepto-Bismol		
Prilosec OTC		
Puffs		
Scope		
Sebastian Professional		
Secret		
SK-II		
Tampax		
Venus		
Vicks		
Vidal Sassoon		
Wella		
Bausch & Lomb	85	
Advanced Eye Relief		
Alaway		
Biotrue		
Boston		
Collyrium		
Liposic		
Muro		
Ocuvite		
Opcon-A		
Optima		
PreserVision		
PureVision		
ReNu		
Sensitive Eyes		
Sight Saver		
SilSoft		
SofLens		
Soothe		
Colgate-Palmolive	85	
Afta		
Colgate		
Irish Spring		
Lady Speed Stick		
Skin Bracer		
Softsoap		
Speed Stick		
Target	85	
up & up		

Estée Lauder	75
American Beauty	
Aramis	
Aveda	
Bobbi Brown	
Bumble and bumble	
Clinique	
Darphin	
Ermenegildo Zegna	
Flirt!	
GoodSkin Labs	
Grassroots Research Labs	
Jo Malone	
La Mer	
Lab Series Skincare for Men	
M.A.C.	
Ojon	
Origins	
Prescriptives	
Smashbox	
Novartis Pharmaceutical Corp.	75
4-Way	
AIR OPTIX	
AQuify	
Benefiber	
Buckley's	
Bufferin	
Clear Care	
Comtrex	

DAILIES	
Desenex	
Ex-Lax	
Excedrin	
FreshLook Color Contact Lenses	
Gas-X	
Habitrol	
Keri	
Lamisil AT	
Maalox	
No-Doz	
Prevacid24HR	
Slow Fe	
Tavist	
Theraflu	
Triaminic	
Vagistat	
Voltaren	

Hain Celestial Group **65**

Alba Botanica	
AvalonOrganics	
JASON Natural Products	
Queen Helene	
Zia Natural Skincare	

Abbott Laboratories **60**

AdvantEdge	
EAS-Myoplex	
Ensure	
ZonePerfect	

L'Oréal	15
Dermablend	
Garnier	
Kérastase Paris	
L'Oréal Paris	
La Roche-Posay	
Matrix	
Maybelline New York	
MIZANI	
Pureology	
Redken	
SkinCeuticals	
SoftSheen-Carson	
Vichy	

Energizer **0**

Banana Boat	
Hawaiian Tropic	
Playtex	
Shick	

PET CARE



SCORE: 80+

Clorox	100
Ever Clean	
Fresh Step	
Scoop Away	
Bayer	90
Advantage	
K9 Advantix	
Procter & Gamble	90
Eukanuba	
Iams	

Colgate-Palmolive	85
Hill's Prescription Diet	
Hill's Science Diet	
Safeway	85
Priority Pet	

SCORE: 46-79

Novartis Pharmaceutical Corp.	75
Atopica	
Capstar	
Clomicalm	
Deramaxx	
Fortekor	
Interceptor	
Lopatal	
Milbemax	
Onsior	
Panolog	
Prac-tic	
Program	
Sentinel	
PetSmart	60
Authority	
Great Choice	
Sophisticat	

Mars	55
Cesar	
Crave	
Greenies	
Nutro	
Pedigree	
Royal Canin	
The Good Life Recipe	
Whiskas	

SCORE: 0-45

Nestlé Purina

45

Active Senior 7+
Alpo
Beggin'
Beneful
BREEZE
Busy
Cat Chow
Chef Michael's
Deli-Cat
Dog Chow
Fancy Feast
Fit & Trim
Friskies
FROSTY PAWS
Kit & Kaboodle
Kitten Chow
Mighty Dog
Moist & Meaty
Pro Plan
Puppy Chow

Purina ONE
Purina Veterinary Diets
secondnature
Snackin Slices
TBonz
Tidy Cats
Variety Snaps
Whisker Lickin's
Yesterday's News

ENTERTAINMENT

SCORE: 80+

The Walt Disney Co.	100	CBS	90
A&E Television Networks		CW	
ABC Family Channel		Flix	
ABC Television Network		Showtime	
Disney Channel		Simon Schuster	
ESPN		The Movie Channel	
History Channel		Cox Enterprises 📺	90
Lifetime		Cox Communications	
Marvel Entertainment		Cox Digital Solutions	
Miramax Films		Cox Media Group	
Pixar		Cox Target Media	
SOAPnet		Hallmark Cards	90
Toon Disney		Hallmark Channel	
Touchstone Pictures		Starbucks ☕	90
Walt Disney Pictures		Starbucks Hear Music	
Time Warner	100	Time Warner Cable	90
Adult Swim		Road Runner high-speed data	
Boomerang		Viacom	90
Cartoon Network		BET	
Cinemax		CMT	
CNN		Comedy Central	
CW		LOGO	
DC Entertainment		MTV	
HBO		Nick at Nite	
HLN		Nick Jr.	
New Line Cinema		Nickelodeon	
TBS		Paramount	
TCM		Paramount Pictures	
TNT		Spike	
truTV		TeenNick	
Turner Sports		TV Land	
Warner Bros.		Vh1	
AMC Entertainment	90	Comcast	80
AMC Theaters		Xfinity	
Loews Cineplex		Bravo	



CNBC
Comcast Sportsnet
E!
G-4 Videogame TV
Golf Channel
MSNBC
NBC

NBCUniversal
Oxygen
Style Network
Syfy
Telemundo
USA
VERSUS
Weather Channel

SCORE: 46-79

Clear Channel 75
iHeartRadio
Katz Media

DIRECTV 75
Game Show Network
Sirius XM Radio 75
Live Nation 70
House of Blues

SCORE: 0-45

Blockbuster 20
Verizon 20
FiOS TV
Cablevision 15
Clearview Cinemas
Optimum
Harpo 15
Harpo Films
OWN TV
The Oprah Winfrey Show
The Rosie Show
News Corp. 15
20th Century Fox
Blue Sky Studios
Fox
Fuel TV
FX
MyNetworkTV
National Geographic Channel

Regal Entertainment 15
Edwards Theatres
Regal Cinemas
United Artists
DISH Network 0
Martha Stewart Living 0
Everyday Food
Netflix 0
Scripps 0
Trump Organization 0
Miss Teen USA
Miss Universe
Miss USA
Trump Golf

TRAVEL AND LEISURE

SCORE: 80+

American Airlines 	100	Hotel Monaco	
American Eagle		Hotel Palomar	
Caesars Entertainment 	100	Orbitz 	100
Bally's		Adventure Finder	
Flamingo		Away.com	
Grand Biloxi		CheapTickets.com	
Harrah's		eBookers.com	
Harveys Lake Tahoe		GORP	
Horseshoe		HotelClub	
Imperial Palace		Rates To Go	
London Clubs International		Trip.com	
Paris		Starwood Hotels & Resorts	100
Rio		aloft	
Showboat		element	
Tunica Roadhouse		Four Points	
Choice Hotels	100	Le Meridien	
Ascend Collection		Luxury Collection	
Cambria Suites		Sheraton	
Clarion		St. Regis	
Comfort Inn		W Hotels	
Comfort Suites		Westin	
Econo Lodge		The Walt Disney Co.	100
MainStay Suites		Adventures by Disney	
Quality		Aulani	
Rodeway Inn		Disney Cruise Line	
Sleep Inn		Disney Vacation Club	
Suburban Extended Stay Hotel		Disneyland	
Hyatt	100	Walt Disney World Resorts	
Andaz		United Continental Holdings Inc.	100
Grand Hyatt		Continental Airlines	
Hyatt Place		MileagePlus	
Hyatt Regency		United Airlines	
Hyatt Summerfield Suites		United Vacations	
Park Hyatt		Alaska Airlines	90
Kimpton Hotel & Restaurant Group	100	Delta Air Lines	90



JetBlue Airways	90		
Marriott International	90		
AC Hotels by Marriott			
Autograph Collection			
Bulgari Hotels & Resorts			
Courtyard			
EDITION			
Fairfield Inn & Suites			
JW Marriott			
Renaissance			
Residence Inn			
SpringHill Suites			
The Ritz-Carlton			
TownePlace Suites			
MGM Resorts International 	90		
Aria			
Beau Rivage			
Bellagio			
Circus Circus			
Crystals at CityCenter			
Excalibur			
Luxor			
Mandalay Bay			
MGM Grand			
Monte Carlo			
New York-New York			
Vdara			
Southwest Airlines	90		
AirTran			
Virgin America	90		
Wyndham	90		
Baymont Inn & Suites			
Days Inn			
Dream Hotels			
Hawthorn Suites			
		Howard Johnson	
		Knights Inn	
		Microtel Inns & Suites	
		Night Hotels	
		Ramada	
		Super 8 Motel	
		Travelodge	
		TRYP	
		Wingate	
		Wynn Resorts	90
		Encore	
		Wynn Las Vegas	
		Carlson	85
		Carlson Wagonlit Travel	
		Country Inns & Suites	
		Park Inn	
		Park Plaza Hotels & Resorts	
		Radisson Hotels & Resorts	
		US Airways	85
		Dollar Thrifty	80
		Dollar Rent A Car	
		Thrifty Car Rental	
		Expedia	80
		Classic Vacations	
		Egencia	
		Expedia.com	
		ExpediaLocalExpert	
		Hotels.com	
		Hotwire	
		TripAdvisor	
		Venere.com	
		Travel Impressions	80
		TI Gay & Lesbian Travel	

SCORE: 46-79

Sabre Holdings	75
Travelocity	
Hertz	65
Advantage Rent A Car	
Connect	
Donlen	
Simply Wheelz	
InterContinental Hotels	65
Candlewood Suites	
Crowne Plaza	
Holiday Inn	
Holiday Inn Club Vacations	
Holiday Inn Express	
Hotel Indigo	
Staybridge Suites	
Travelport	65
Galileo	
Worldspan	
Avis Budget	60
Avis Rent A Car	

Budget Rent A Car	
Budget Truck Rental	
Hilton Worldwide	60
Conrad	
Doubletree	
Embassy Suites	
Hampton Inn	
Hilton Garden Inn	
Home2	
Homewood Suites	
Waldorf-Astoria	
Royal Caribbean Cruises	60
Azamara Club Cruises	
CDF Croisières de France	
Celebrity Cruises	
Pullmantur Cruises	
Royal Caribbean International	
Enterprise	50
Alamo Rent A Car	
Enterprise Rent-A-Car	
National Car Rental	

SCORE: 0-45




Loews Corp.	35
Host Hotels & Resorts	30
SkyWest	15
Atlantic Southeast Airlines	
ExpressJet Airlines	
Accor	0
Ibis	
Motel 6	
Novotel	
Sofitel	
Studio 6	
Boyd Gaming	0
Blue Chip Casino Hotel Spa	
Borgata Hotel Casino and Spa	
California Hotel Casino	
Delta Downs Racetrack Casino Hotel	
Eldorado Casino	
Fremont Hotel and Casino	
Gold Coast Hotel & Casino	
IP Casino Resort Spa	
Jokers Wild Casino	
Main Street Station Casino Brewery Hotel	
Par-A-Dice Hotel Casino	
Sam's Town Hotel & Gambling Hall	

<i>Suncoast Hotel & Casino</i>	
<i>The Orleans Hotel & Casino</i>	
<i>The Water Club</i>	
<i>Treasure Chest Casino</i>	
<i>Vacations Hawaii</i>	
Las Vegas Sands	0
Four Seasons Hotel Macao	
Sands	
The Palazzo	
The Venetian	
priceline.com	0
Agoda.com	
Booking.com	
TravelJigsaw	
Trump Organization	0
Mar-a-Lago Club	
Trump International Hotel	
Trump International Hotel & Tower	
Trump SoHo	

TECHNOLOGY



SCORE: 80+

Apple	100	XPS 15	
iCloud		eBay	100
iOS		Bill Me Later	
iPad		Half.com	
iPhone		PayPal	
iPod		Shopping.com	
iTunes		StubHub	
Mac		Google 	100
OS X		Android	
QuickTime		Blogger	
Safari		Chrome	
AT&T	100	Gmail	
U-verse		Knol	
Barnes & Noble	100	Orkut	
NOOK		Panoramio	
NOOK Color		Picasa	
NOOK Simple Touch		Picnik	
Cisco Systems	100	SketchUp	
Linksys		YouTube	
Scientific Atlanta		HP	100
WebEx		Compaq	
Corning	100	Snapfish	
Dell 	100	Intuit	100
Adamo		GoPayment	
Alienware		Mint.com	
Inspiron		QuickBooks	
Inspiron Duo		Quicken	
Inspiron R		TurboTax	
Latitude		Kodak	100
OptiPlex		EasyShare	
Precision		Kodak Gallery	
Streak		Microsoft 	100
Studio XPS		Bing	
Vostro		Hotmail	

Internet Explorer	
MSN	
Office	
Skype	
Windows	
Windows Live	
Windows Phone	
Zune	
Sprint Nextel	100
Assurance Wireless	
BB2Go	
Boost Mobile	
Common Cents	
Virgin Mobile	
Symantec	100
Norton 360	
Norton Antivirus	
Norton Internet Security	
Norton Online Backup	
Norton Online Family	
PC Tools	
VeriSign	
Xerox	100
Yahoo!	100
Flickr	
Intel	95
McAfee	
Wind River	
Adobe	90
Acrobat	
AIR	
Connect	
Creative Suite	
Digital Editions	
Dreamweaver	
Flash	
Omniture	
Photoshop	
Amazon.com	90
A9	
IMDb	
Kindle	
Kindle Fire	
Kindle Touch	
CDW	90
LexisNexis	90
Lawyers.com	
Lexmark	90
Perceptive Software	
Motorola Solutions	90
Motorola	
QUALCOMM	90
Sony	90
Alpha	
Bravia	
Handycam	
Sony Tablet	
VAIO	
Texas Instruments	90
TI-Nspire	
Thomson Reuters	90
Checkpoint	
CompuMark	
CS Professional Suite	
Elite	
FindLaw	
Hubbard One	
ONESOURCE	
PPC	
Sweet & Maxwell	
Westlaw	
Comcast	80

SCORE: 46-79

AMD	70
ATI All-in-Wonder	
ATI Theater	
ATI TV Wonder	
Imation	70
Memorex	
TDK	
XtremeMac	
Nokia	70
Ovi	

EarthLink	55
PeoplePC	
T-Mobile	55
CenturyLink Inc.	50
Qwest	
Sawis	

SCORE: 0-45

Acer	35
eMachines	
Gateway	
Packard Bell	
Verizon	20
Alltel	
CloudSwitch	
Terremark Worldwide	
IAC/InterActiveCorp	15
Ask.com	
Chemistry.com	
Citysearch	
CollegeHumor	
Daily Burn	
Dictionary Boss	
Dictionary.com	
Electus	
Excite	
Hatch Labs	
LoveandSeek.com	
Match.com	
OKCupid	
OurTime	
Popular Screensavers	
Pronto.com	
SeniorPeopleMeet.com	
Service Magic	

ShoeBuy.com	
SingleParentMeet.com	
Smiley Central	
Smiley Creator	
The Daily Beast	
Urbanspoon	
Vimeo	
Virgin Media	15
Virgin Broadband	
Liberty Interactive	0
Evite	
Monster	0
HotJobs	
U.S. Cellular	0



NEWSSTAND

SCORE: 80+

American Express	100
Food & Wine	
Travel & Leisure	
The Walt Disney Co.	100
Hyperion Publishing	
Time Warner	100
All You	
Coastal Living	
Cooking Light	
Entertainment Weekly	
Essence	
Fortune	
InStyle	
Money	
People	
Real Simple	
Southern Living	
Sports Illustrated	
Time	
Cox Enterprises 	90
Cox Newspapers	

McGraw-Hill	90
Architectural Record	
Avation Week	
JD Power & Associates	
Macmillan	
Standard & Poor's	
Morningstar	90
Morningstar Advisor Magazine	
New York Times	90
About.com	
The Boston Globe	
The International Herald Tribune	

SCORE: 46-79

UBM	60
Building	
CRN	
EBN	
EE Times	
Farmers Guardian	
Game Developer	

InformationWeek
Internet Evolution
Network Computing
Property Week
Psychiatric Times
Pulse

IT IS LEGAL IN **29** STATES TO FIRE SOMEONE FOR BEING LESBIAN, GAY OR BISEXUAL. IT IS LEGAL IN **34** STATES TO FIRE AN EMPLOYEE FOR BEING TRANSGENDER.

SCORE: 0-45





Gannett	45	Tribune	15
BNQT		<i>Baltimore Sun</i>	
Captivate Network		<i>Chicago Magazine</i>	
Clipper Magazine		<i>Chicago Tribune</i>	
Metromix.com		<i>Daily Press</i>	
Reviewed.com		<i>Los Angeles Times</i>	
ShopLocal.com		<i>Orlando Sentinel</i>	
USA Today		<i>RedEye</i>	
Scholastic	25	<i>Sun Sentinel</i>	
<i>Encyclopedia Americana</i>		<i>The Hartford Courant</i>	
Harpo	15	<i>The Morning Call</i>	
<i>O, The Oprah Magazine</i>		Martha Stewart Living	0
News Corp.	15	<i>Everyday Food</i>	
<i>Barron's</i>		<i>Martha Stewart Weddings</i>	
<i>Dow Jones</i>		<i>Whole Living</i>	
<i>HarperCollins</i>		Washington Post	0
<i>Inside Out</i>		<i>Cable ONE</i>	
<i>MarketWatch</i>		<i>Express</i>	
<i>New York Post</i>		<i>Foreign Policy</i>	
<i>SmartMoney</i>		<i>Kaplan</i>	
<i>The Wall Street Journal</i>		<i>Slate</i>	
Reader's Digest	15	<i>The Root</i>	
<i>Allrecipes</i>			
<i>Birds & Blooms</i>			
<i>Country</i>			
<i>Farm & Ranch Living</i>			
<i>freshHOME</i>			
<i>Reminisce</i>			
<i>Taste of Home</i>			
<i>The Family Handyman</i>			
<i>Weekly Reader</i>			

INSURANCE AND HEALTHCARE



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

Aetna	100	UnitedHealthcare	
Aon	100	State Farm	95
Affinity		CIGNA	90
Hewitt Associates		Group Health Permanente	90
Ward Financial Group		Hartford Financial Services	90
Blue Cross Blue Shield of Florida	100	American Maturity	
Comp Options Insurance Company		Humana	90
Health Options		Concentra	
Blue Cross Blue Shield of Minnesota	100	LifeSynch	
Chubb	100	RightSourceRx	
Executive Risk Indemnity Inc.		Kaiser Permanente	90
Executive Risk Specialty Insurance Company		MassMutual Life Insurance	90
Federal Insurance Company		Babson Capital	
Great Northern Insurance Company		Baring Asset	
Northwestern Pacific Indemnity Company		C.M. Life Insurance	
Pacific Indemnity Company		Cornerstone	
Texas Pacific Indemnity Company		MML Bay State Life Insurance	
Vigilant Insurance Company		OpenheimerFunds	
Group Health Cooperative	100	Progressive	90
Group Health Options		Travelers	90
KPS Health Plans		Constitution State Services	
ING	100	Discover Re	
ReliaStar		Northland Insurance	
Security Life of Denver		AIG	85
MetLife 	100	American General	
Nationwide 	100	Chartis	
Allied Insurance		SunAmerica	
CalFarm Insurance		Allstate	85
Colonial County Mutual Insurance		American Heritage Life	
Crestbrook Insurance		Answer Financial	
Depositors Insurance		Castle Key Insurance Company	
DVM Insurance		Deerbrook	
Farmland Mutual Insurance		Encompass	
Nationwide Insurance		Esurance	
Scottsdale Insurance		Lincoln Benefit	
Titan Insurance		CNA Insurance	85
Veterinary Pet Insurance 		Harvard Pilgrim Health Care	85
Victoria Insurance		HCSC	85
Western Heritage Insurance		Blue Cross Blue Shield of IL	
Prudential 	100	Blue Cross Blue Shield of NM	
Sun Life Financial	100	Blue Cross Blue Shield of OK	
MFS Investment Management		Blue Cross Blue Shield of TX	
TIAA-CREF	100	Dearborn National	
UnitedHealth Group	100	GHS Property and Casualty	
Evercare		Insurance Company	
Golden Rule		Hallmark Services Corporation	
Optum		HCSC Insurance Services Company	
		Health Care Service Corp.	

MedConnect, LLC	
MEDecision	
TMG Health, Inc	
New York Life	85
Principal Financial	85
The Principal	
WellPoint	85
Anthem Blue Cross	
Anthem Blue Cross and Blue Shield	
Blue Cross and Blue Shield of Georgia	

SCORE: 46-79

Unum	70
Colonial Life	
Paul Revere	
Provident	
Quest Diagnostics	65
Selective Insurance	65
Zurich	65
21st Century Insurance	
Farmers	

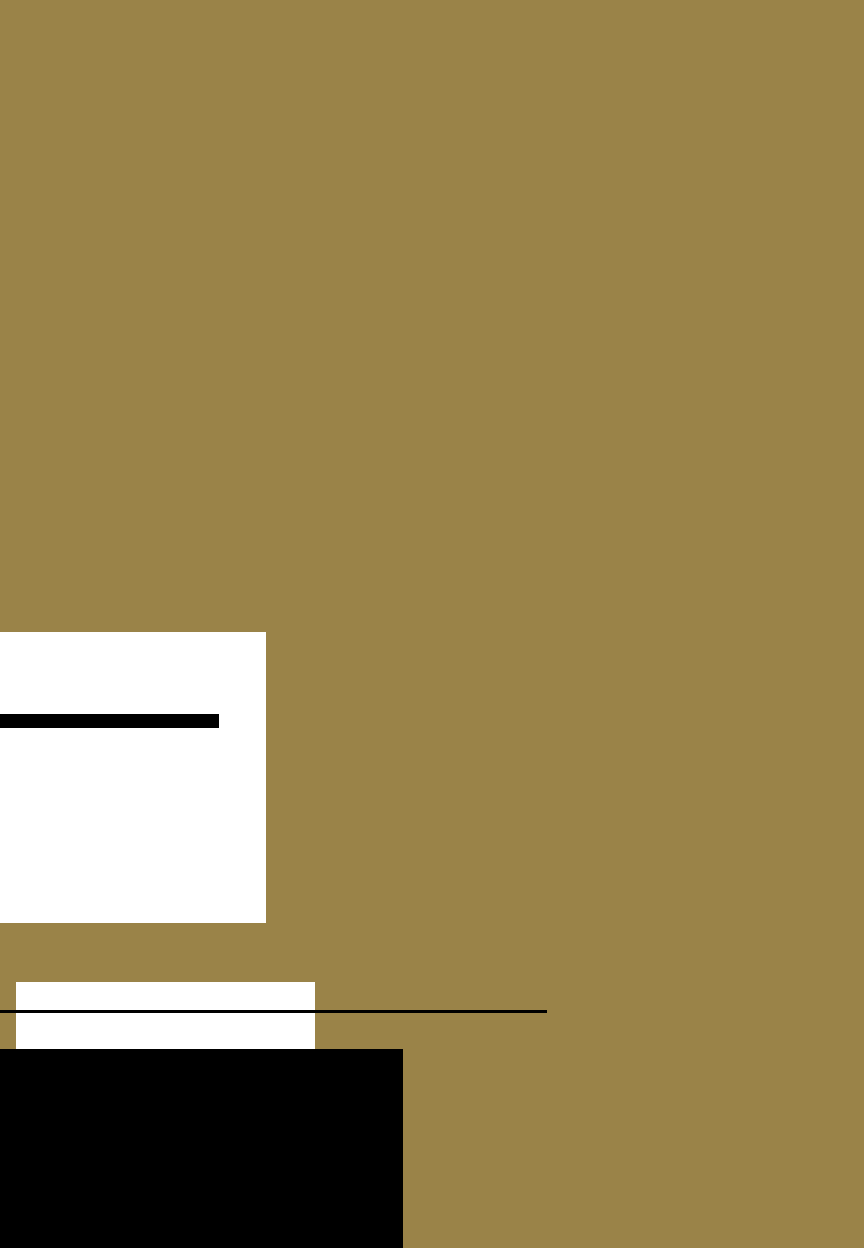
SCORE: 0-45

Vision Service Plan	45
Guardian Life	35
Berkshire Life	
Park Avenue Securities	
RS Investment Management	
AFLAC	30
CUNA Mutual Insurance	30
Genworth	30
Owens & Minor	25
MediChoice	
AEGON	20
Merrill Lynch Life Insurance	
Monumental	
Stonebridge	
Transamerica	
Berkshire Hathaway	15
Central States Indemnity	
GEICO	
General Re	
National Indemnity	
Hanover Insurance	15
Citizens Insurance Company of America	
Citizens Management	
Opus Investment Management	

Empire BlueCross BlueShield	
UniCare	
Assurant	80
Health Net	80
Managed Health Network	
John Hancock	80
Manulife	
Pacific Mutual	80
Pacific Life & Annuity	
Pacific Life Insurance	

Allianz Life	60
Blue Cross Blue Shield of North Carolina	60
Lincoln National	60
Mutual of Omaha Insurance	60
American Family Insurance Group	55
Northwestern Mutual	50
Russell Investments	

Auto-Owners Insurance	0
Auto-Owners Insurance Company	
Auto-Owners Life Insurance Company	
Home-Owners Insurance Company	
Owners Insurance Company	
Property-Owners Insurance Company	
Southern-Owners Insurance Company	
CNO Financial	0
40186	
Bankers Life	
Colonial Penn	
Conseco	
Washington National	
Liberty Mutual	0
America First Insurance	
Colorado Casualty	
Golden Eagle Insurance	
Indiana Insurance	
Liberty Agency Underwriters	
Liberty Northwest	
Montgomery Insurance	
Ohio Casualty	
Peerless Insurance	
Safeco Insurance	
USAA	0



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





**HUMAN
RIGHTS**
CAMPAIGN
FOUNDATION

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