



HUMAN
RIGHTS
CAMPAIGN
FOUNDATION

BUYING FOR EQUALITY

2008



A GUIDE TO COMPANIES, PRODUCTS AND
SERVICES THAT SUPPORT GAY, LESBIAN,
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 they can do better, go to www.hrc.org/cei to find out how to get them engaged.

3

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

Dear Friends,

Voting doesn't just happen on Election Day. Whenever you buy a cup of coffee, fill up your gas tank or book a flight for that dream vacation, you're giving your dollars to a business that can have a tremendous impact on the gay, lesbian, bisexual and transgender community.

Fortunately, we have many allies in businesses all over this country who are leading the way in the fight for equality. They know that the values of inclusion and equal treatment are good for their bottom line — and for their gay, lesbian, bisexual and transgender employees and customers. This year, a record 195 companies received a 100 percent score on the Human Rights Campaign Foundation's *Corporate Equality Index*. That is a significant increase from the 138 companies that earned a perfect score last year.

Today, from enhanced domestic partner benefits to an unprecedented majority of rated firms now providing employment protections on the basis of gender identity, we are seeing a revolution in the workplace. HRC's *Buying for Equality* guide puts the power in your hands to help continue that trend. By using this guide, you not only send a message to our allies that their work for equality is valued, you also demonstrate to those that haven't made advancements, that GLBT equality is good for their business.

As the Human Rights Campaign Foundation works with companies to improve their workplaces, you can do what more than 250,000 people did last year: Use this guide to support businesses and buy products from companies that support the GLBT 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 2008 *Corporate Equality Index*, the Human Rights Campaign Foundation's annual report card on corporate America's treatment of gay, lesbian, 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 GLBT people. These include anti-discrimination protections, domestic partner benefits, diversity training, transgender wellness benefits and advertising 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, 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 519 companies in 2008.

How can I get a business listed?

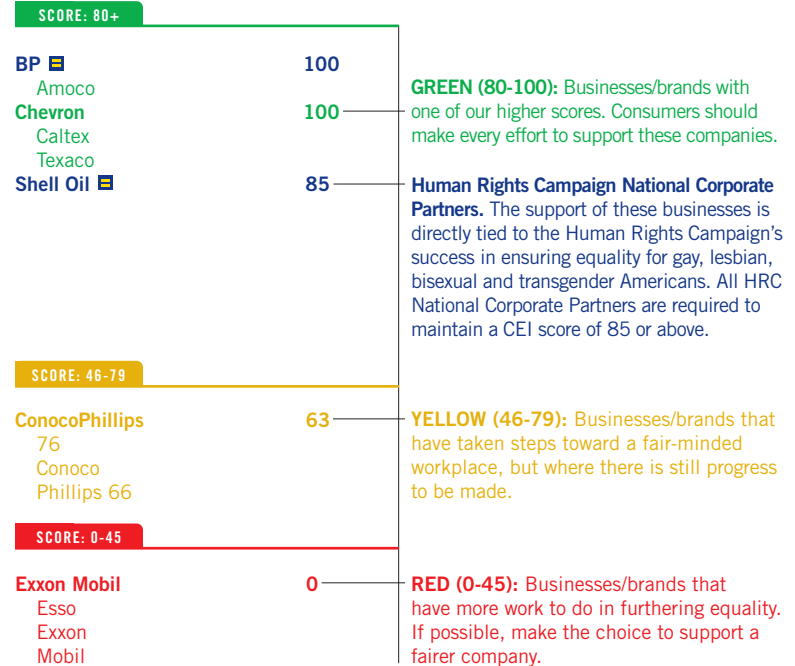
Any business with 500 or more U.S. employees can be rated. If you don't see a company listed, contact the Human Rights Campaign with any information you have about its policies on GLBT issues. Or, write the business and tell them you make purchasing decisions based on how it scored in this guide.

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



NON-RESPONDERS: The Human Rights Campaign Foundation has made repeated attempts to contact these businesses, but we have yet to receive a response.



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WHERE TO SHOP



78% OF GAY AND LESBIAN ADULTS AND **77%** OF HETEROSEXUALS ARE LIKELY TO CONSIDER A BRAND THAT IS KNOWN TO PROVIDE EQUAL WORKPLACE BENEFITS FOR ALL OF THEIR EMPLOYEES, INCLUDING GAYS AND LESBIANS.

Source: Witeck-Combs Communications/Harris Interactive, February 2007

SCORE: 80+

Best Buy	100	Sav-on	
Future Shop		Shaws	
Geek Squad		Shop 'n Save	
Magnolia Home Theater		Shoppers Food	
Borders	100	Sunflower Market	
Waldenbooks/Brentanos		Walgreens	100
GameStop	100	Costco	93
EB Games		Hannaford Brothers	93
Electronics Boutique		Staples	93
Sears	100	Hallmark	90
Kmart		Whole Foods Market	90
Lands' End		Home Depot	85
Supervalu	100	EXPO Design Center	
Acme Markets		Rite Aid	85
Albertsons		Amazon.com	80
Bristol Farms		Food Lion	80
Cub Foods		Bloom	
Farm Fresh		Bottom Dollar Food	
Hornbacher's		Harveys	
Jewel-Osco		Reid's	
Osco Pharmacy		Target	80
Save-A-Lot			

SCORE: 46-79

Giant Food	78	Barnes & Noble	63
Stop & Shop		B. Dalton Bookseller	
Kroger	75	Doubleday	
Quik Stop		Office Depot	60
Turkey Hill		Circuit City	55
OfficeMax	75	Pathmark Stores	53

SCORE: 0-45

Toys "R" Us	45	RadioShack	40
Babies "R" US		Wal-Mart	40
Harry & David	43	Sam's Club	
C&S Wholesaler	40	Meijer	0
H. E. B. Grocery	40		

NON-RESPONDERS: Bed, Bath & Beyond, BJ's Wholesale Club, CVS/Caremark, Dollar General, eBay, Family Dollar, Kohl's, Longs Drug Stores, Lowe's, Publix Super Markets, Winn-Dixie Stores

HOME AND GARDEN



SCORE: 80+

Dupont	100	Whirlpool	100
Corian		Amana	
Kevlar		Gladiator	
Nomex		Jenn-Air	
Teflon		KitchenAid	
Tyvek		Magic Chef	
Zodiak		Maytag	
Herman Miller	100	Performa	
Mitchell Gold + Bob Williams 🇺🇸	100	Roper	
Newell Rubbermaid	100	Supermatic	
Amerock		Owens Corning	95
Bernzomatic		Home Depot	85
Irwin		BEHR	
Kirsch		Hampton Bay	
Lenox		Traffic Master	
Levolor		Vigoro	
Replacements, Ltd. 🇺🇸	100		
Sears	100		
Craftsmen			
Kenmore			

SCORE: 46-79

General Electric	75
Hotpoint	
Monogram	
Profile	

SCORE: 0-45

Emerson Electric	45
In-Sink-Erator	
RIDGID	
White-Rodgers	
John Deere	33

BANKING AND FINANCE



THE BUYING POWER OF THE U.S. GAY, LESBIAN, BISEXUAL AND TRANSGENDER COMMUNITY IS ESTIMATED TO BE **\$723 BILLION** IN 2008.

Source: Witeck-Combs Communications/MarketResearch.com

SCORE: 80+

American Express	100
Ameriprise	100
RiverSource	
Bank of America	100
LaSalle Bank	
MBNA	
U.S. Trust	
Bank of New York Mellon	100
The Boston Company	
Dreyfus	
EACM Advisors	
Franklin Portfolio Associates	
Bear Stearns	100
Capital One	100
Charles Schwab	100
Schwab Bank	
Citi	100
Banamex	
Citibank	
Citifinancial	
Citimortgage	
Primerica	
Smith Barney	

Countrywide Financial	100
Credit Suisse	100
Deutsche Bank	100
Fannie Mae	100
Goldman Sachs	100
HSBC	100
Beneficial	
IndyMac Bancorp	100
J.P. Morgan Chase	100
Chase	
KeyCorp	100
KeyBank	
Lehman Brothers	100
Neuberger Berman	
MasterCard	100
Cirrus	
Maestro	
Mondex	
Merrill Lynch	100
Morgan Stanley	100
Van Kampen	
Northern Trust	100
Principal Financial	100

State Street	100
SunTrust Banks	100
U.S. Bancorp	100
UBS AG	100
Visa International	100
Wachovia	100
WaMu	100
Providian Financial	
Wells Fargo	100
Wells Fargo Financial	
Wells Fargo Mortgage	

SCORE: 46-79

AmTrust Bank	75
General Electric	75
Chamberlin Edmonds & Associates	68
Morningstar	65

SCORE: 0-45

Dow Jones	30
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CIBC	95
Harris Bankcorp	95
LaSalle Bank	95
E*TRADE Financial	93
John Hancock Financial Services	93
Barclays Capital	90
A.G. Edwards	85
Freddie Mac	85
Comerica	80
PNC Financial Services Group	80

Fifth Third Bancorp	60
Sallie Mae	60
National City	58
Franklin Templeton Investments	50

BB&T	25
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APPAREL AND ACCESSORIES



SCORE: 80+

Abercrombie & Fitch	100	Macy's	100
abercrombie		Bloomingdale's	
Hollister		Nike 	100
Ruehl		Bauer	
Gap	100	Cole Haan	
Banana Republic		Converse	
Old Navy		Hurley	
J. C. Penney	100	Nordstrom	100
Levi Strauss	100	Façonnable	
Dockers		REI	100
Liz Claiborne	100	Novara	
Access		Sears	100
Bora Bora		Joe Boxer	
C&C California		Lands' End	
Curve		Target	80
Dana Buchman		Cherokee	
Elisabeth		Honors	
Ellen Tracy		In Due Time	
Enyce		Isaac Mizrahi	
Juicy Couture		Liz Lange	
Kate Spade		Merona	
Kenzie		Mossimo	
Laundry by Shelli Segal		Utility	
Lucky Brand Jeans		Xhilaration	
Mac & Jac			
Mambo			
Mexx			
Monet			
Prana			
Realities			
Sigrid Olsen			

SCORE: 46-79

L.L.Bean	73
Tiffany & Co.	73
Reebok	68
Greg Norman	
Rockport	
Lillian Vernon	55

NON-RESPONDERS: Dillard's, Foot Locker, Jones Apparel Group, Ross Stores, Saks Incorporated



EATING OUT

SCORE: 80+

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

SCORE: 0-45

Cracker Barrel Restaurants	15
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McDonald's	85
Boston Market	
Applebee's	80
Darden Restaurants	80
Bahama Breeze	
The Capital Grille	
Longhorn Steakhouse	
Olive Garden	
Red Lobster	
Seasons 52	
Smokey Bones	

FILLING UP THE TANK



SCORE: 80+

BP	100
Amoco	
Chevron	100
Caltex	
Texaco	
Shell Oil	85

SCORE: 46-79

ConocoPhillips	63
76	
Conoco	
Phillips 66	

SCORE: 0-45

Exxon Mobil Corp.	0
Esso	
Exxon	
Mobil	

NON-RESPONDERS: Yum! Brands (including KFC, Long John Silver's, Pizza Hut, Taco Bell)

NON-RESPONDERS: Hess, Marathon Oil, Sunoco, Tesoro, Valero Energy

FOOD AND BEVERAGES



AS OF JANUARY 1, 2008, 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	Fruit by the Foot	
Budweiser		Fruit Gushers	
Busch		Fruit Roll-Ups	
Kirin		Gold Medal	
Michelob		Green Giant	
Natural Ice		Haagen-Dazs	
Rolling Rock		Hamburger Helper	
Clorox	100	Kix	
Hidden Valley		Lucky Charms	
KC Masterpiece		Nature Valley	
Kitchen Bouquet		Old El Paso	
Coca-Cola	100	Pillsbury	
Barq's		Pop Secret	
Coke Zero		Progresso	
Dasani		Total	
Diet Coke		Trix	
Fanta		Wheaties	
Fresca		Yoplait	
Fruitopia		Johnson & Johnson	100
Fuze		Splenda	
Mello Yello		Kraft Foods	100
Minute Maid		A.1.	
Mr. Pibb		Balance Bar	
Nestea		Boca	
Odwalla		Chips Ahoy!	
Pibb Xtra		Cool Whip	
POWERade		Country Time	
Simply Orange		Cream of Wheat	
Sprite		Crystal Light	
Tab		DiGiorno	
Vault		Honeymaid	
Vitaminwater		Jell-O	
Coors	100	Kool-Aid	
Blue Moon		Louis Rich	
Keystone		Maxwell House	
Killian's		Minute	
Molson		Miracle Whip	
Zima XXX		Nabisco	
General Mills	100	Newtons	
Betty Crocker		Nilla	
Bisquick		Nutter Butter	
Bugles		Oreo	
Cheerios		Oscar Mayer	
Chex		Philadelphia Cream Cheese	
Colombo		Planters	

Post Cereals	
Ritz	
Snackwell's	
Toblerone	
Tombstone	
Totino's	
Triscuit	
Trix	
Velveeta	
Veryfine	
Wheat Thins	
PepsiCo	100
7-Up	
Aquafina	
Aunt Jemima	
Cap'n Crunch	
Cheetos	
Cracker Jack	
Dole	
Doritos	
Frito-Lay	
Gatorade	
Lipton Iced Tea	
Mountain Dew	
Mug Root Beer	
Pasta Roni	
Propel	
Quaker	
Rice-A-Roni	
Rold Gold	
Ruffles	
Sierra Mist	
Sun Chips	
Tostitos	
Tropicana	
Starbucks	100
Ethos Water	
Seattle's Best Coffee	
Tazo Teas	
Campbell Soup	95
Godiva	
Pace	
Pepperidge Farm	
Prego	
Swanson	
V8	

Diageo	95
Bailey's	
Beaulieu Vineyard	
Captain Morgan	
Ciroc	
Crown Royal	
Guinness	
Johnnie Walker	
Jose Cuervo	
Smirnoff	
Sterling Vineyards	
Tanqueray	
Miller	90
Foster's	
IceHouse	
Milwaukee's Best	
Peroni	
Pilsner Urquell	
Sparks	
Procter & Gamble	85
Folgers	
Home Café	
Pringles	
Unilever	85
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	
Target	80
Archer Farms	

SCORE: 46-79

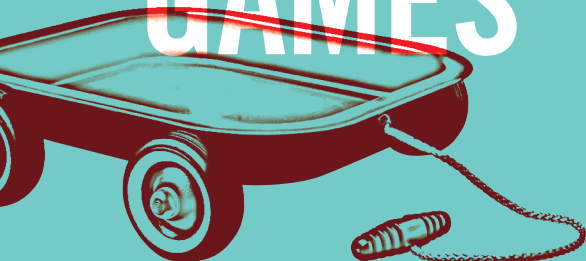
Safeway	75	Jolly Rancher	
Artisan		Kit Kat	
The Butchers Cut		Mounds	
The Captain's Choice		Payday	
Eating Right		Reese's	
Lucerne		Twizzlers	
Manor House		York	
Mrs. Wright's		Sara Lee	70
O Organics		Ball Park	
OvenJoy		Best's Kosher	
Primo Taglio		Bryan	
Dean Foods	73	Earthgrains	
Country Fresh		Hillshire Farm	
Horizon Organic		Jimmy Dean	
International Delight		Domino's Pizza	60
Meadow Gold		Land O'Lakes	53
Silk		Alpine Lace	
Skinny Cow		H. J. Heinz Co.	48
WhiteWave		Bagel Bites	
Hershey	70	Classico	
Almond Joy		Ore-Ida	
Breath Savers		Smart Ones	
Carefree Coolerz		Weight Watchers	
Icebreakers			

SCORE: 0-45

Dole	45	Hain Celestial Group	30
Kellogg	35	Arrowhead Mills	
Apple Jacks		Celestial Seasonings	
Cheeze-It		Health Valley	
Eggo		Rice Dream	
Froot Loops		Soy Dream	
Frosted Flakes			
Keebler			
Nutri-Grain			
Pop-Tarts			
Rice Krispies			

NON-RESPONDERS: ConAgra Foods (including Banquet, Chef Boyardee, Egg Beaters, Healthy Choice, Hunt's, Jiffy, Orville Redenbacher's), Constellation Brands (including Almaden, Arbor Mist, Corona, Negra Modelo, Ravenswood, Svedka, Vendange, Woodbridge), Smithfield Foods (including Butterball, Cooks), Tyson Foods

FUN AND GAMES



SCORE: 80+

Electronic Arts	100
EA Games	
EA Sports	
Microsoft	100
Xbox	
Hallmark	90
Crayola	
Silly Putty	

Mattel	88
American Girl	
Barbie	
Cabbage Patch Kids	
Fisher-Price	
Hot Wheels	
Magna Doodle	
Matchbox	
Pictionary	
Polly Pocket	
Power Wheels	
Tyco Electric Racing	

SCORE: 46-79

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

Mr. Potato Head
My Little Pony
Nerf
Operation
Play-Doh
Risk
Scattergories
Scrabble
Sorry!
Super Soaker
Tonka
Trivial Pursuit
Yahtzee

HITTING THE ROAD



SCORE: 80+

AAA Northern California, Nevada and Utah	100	Hummer	
Chrysler	100	OnStar	
Dodge		Pontiac	
Jeep		Saab	
Clorox	100	Saturn	
Armor All		Subaru of America	100
STP		Toyota Motor Sales USA	100
Ford	100	Lexus	
Ford		Volkswagen of America	100
Jaguar		Audi	
Land Rover		Bentley	
Lincoln		Ryder	93
Mazda		Shell Oil	85
Mercury		Black Magic	
Volvo		Blue Coral	
General Motors	100	Fix-A-Flat	
Buick		Jiffy Lube	
Cadillac		Pennzoil	
Chevrolet		Quaker State	
GMC		Bridgestone	80

SCORE: 46-79

Nissan North America	50
Infiniti	

SCORE: 0-45

Cooper Tire & Rubber	33
Navistar	30
International Truck and Engine	
AutoZone	25

NON-RESPONDERS: AutoNation, Carmax, Goodyear Tire & Rubber, Harley-Davidson

HOUSEHOLD PRODUCTS



58% OF GAY AND LESBIAN ADULTS SAY THEY ARE MORE LIKELY TO PURCHASE EVERYDAY HOUSEHOLD PRODUCTS AND SERVICES FROM COMPANIES THAT MARKET DIRECTLY TO GAYS AND LESBIANS.
 Source: Witeck-Combs Communications/Harris Interactive, February 2007

SCORE: 80+

- Clorox** 100
- Brita
- Formula 409
- Glad
- Handi-Wipes
- Kingsford
- Lestoil
- Liquid-Plumr
- Pine-Sol
- S.O.S.
- Tilex
- Tuff Stuff
- Wash'n Dri
- Newell Rubbermaid** 100
- Accent
- Calphalon
- Expo
- Goody
- PaperMate
- Parker
- Rolodex
- Sanford
- Sharpie
- Shur-Line
- Uni-Ball
- Waterman

- S.C. Johnson & Son** 100
- Drano
- Fantastik
- Glade
- Grab-it
- OFF!
- Oust
- Pledge
- Raid
- Saran
- Scrubbing Bubbles
- Shout
- Vanish
- Windex
- Ziploc
- 3M** 85
- Command
- Nexcare
- O-Cel-O
- Post-it
- Scotch
- Scotch-Brite
- Scotchgard
- Kimberly-Clark** 85
- Cottonelle
- Kleenex
- Scott
- Viva

- Procter & Gamble** 85
- Bounce
- Bounty
- Cascade
- Charmin
- Cheer
- Dawn
- Downy
- Duracell
- Febreze

SCORE: 46-79


- Colgate-Palmolive** 58
- Ajax
- Murphy Oil Soap
- Palmolive
- Suavitel

- Gain
- Joy
- Mr. Clean
- Puffs
- Swiffer
- Tide
- Unilever** 85
- All
- Snuggly
- Wisk

MEDICINE CABINET



SCORE: 80+

Bausch & Lomb	100	Merck	100
Boston		Mylanta	
Ocuvite		Pepcid	
Optima		Pfizer	100
PureVision		Benadryl	
ReNu		BenGay	
Sensitive Eyes		Cortizone	
Sight Saver		EPT	
SofLens		Listerine	
Boehringer Ingelheim	100	Lubriderm	
Dulcolax		Neosporin	
Eli Lilly	100	Purell	
Estee Lauder	100	Rogaine	
Aveda		Rolaids	
Bobbi Brown		Sudafed	
Bumble and Bumble		Visine	
Clinique		Zantac	
Estee Lauder		S.C. Johnson & Son	100
M.A.C.		Edge	
Origins		Skintimate	
Prescriptives		Schering-Plough	100
GlaxoSmithKline	100	Afrin	
Abreva 		Bain de Soleil	
Aquafresh		Claritin	
Citrucel		Coppertone	
NicoDerm CQ		Dr. Scholl's	
Nicorette		Tinactin	
Os-cal		Novartis	95
Polident		4-Way	
Sensodyne		Boost	
Tums		Bufferin	
Johnson & Johnson	100	Ex-Lax	
Acuvue		Excedrin	
Aveeno		Gas-X	
Band-Aid		Maalox	
Clean & Clear		Night & Day/O2OPTIX	
Imodium		No-Doz	
Lactaid		Theraflu	
Monistat		Triaminic	
Motrin		Vagistat	
Neutrogena		Amgen	85
Pepcid AC		AstraZeneca	85
Reach		Kimberly-Clark	85
Stayfree		Depends	
Tylenol		Kotex	

Procter & Gamble	85
<ul style="list-style-type: none"> Always Aussie Clairol Cover Girl Crest Gillette Head & Shoulders Herbal Essence Ivory Max Factor Men's Choice Nice 'n Easy Noxema Olay Old Spice Pantene Pepto-Bismol Pert Plus Scope Secret Tampax Vicks 	

SCORE: 46-79

Abbott Laboratories	75
<ul style="list-style-type: none"> Ensure 	
Avon Products	60
<ul style="list-style-type: none"> ANEW Beyond Color Color Trend Perfect Wear Skin-So-Soft Ultra Color Rich Lipstick 	

Unilever	85
<ul style="list-style-type: none"> AXE Caress Degree Dove Lever 2000 Pond's Q-tips Suave Vaseline 	
Aventis Pharmaceuticals	80
Wyeth	80
<ul style="list-style-type: none"> Advil Alavert Anbesol Caltrate Centrum ChapStick Dimetapp FiberCon Preparation H Primatene Robitussin 	

Colgate-Palmolive	58
<ul style="list-style-type: none"> Colgate Irish Spring Mennen Palmolive Skin Bracer Softsoap Speedstick 	

KIDS



SCORE: 80+

Bright Horizons		Kimberly-Clark	85
<ul style="list-style-type: none"> Family Solutions 	100	<ul style="list-style-type: none"> Huggies Pull-Ups 	
Bristol-Myers Squibb	100	Procter & Gamble	85
<ul style="list-style-type: none"> Enfamil 		<ul style="list-style-type: none"> Luvs Pampers 	
Newell Rubbermaid	100		
<ul style="list-style-type: none"> Graco 			
Novartis	95		
<ul style="list-style-type: none"> Gerber Baby Products 			

PET CARE



SCORE: 80+

Clorox	100	Procter & Gamble	85
<ul style="list-style-type: none"> Ever Clean EverFresh Fresh Step Scoop Away 		<ul style="list-style-type: none"> Eukanuba Iams 	

SCORE: 46-79

Safeway	75	Colgate-Palmolive	58
<ul style="list-style-type: none"> Priority Pet 		<ul style="list-style-type: none"> Hill's Pet Nutrition Hill's Science Diet 	

SCORE: 0-45

Nestle Purina	15	<ul style="list-style-type: none"> Friskies T Bonz 	
<ul style="list-style-type: none"> Alpo Beggin' Strips Fancy Feast 			

PLANNING A TRIP

NEARLY HALF OF ALL GAY MEN AND LESBIANS 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, December 2006

SCORE: 80+

American Airlines 	100	Harrah's	
American Eagle		Horseshoe	
Anheuser-Busch	100	Paris Hotel	
Busch Gardens		Rio Las Vegas	
SeaWorld		Showboat	
Sesame Place		Kimpton Hotel & Restaurant Group	100
Carlson Companies	100	Hotel Monaco	
All Aboard Travel		Hotel Palomar	
Carlson Wagonlit Travel		Marriott International	100
Country Inns & Suites		Courtyard	
Cruise Holidays		Fairfield Inn	
Cruise Specialists		JW Marriott	
CruiseDeals.com		Renaissance	
Park Inn		Residence Inn	
Park Plaza Hotels & Resorts		SpringHill Suites	
Radisson Hotels & Resorts		The Ritz-Carlton	
Regent Hotels & Resorts		TownePlace Suites	
Regent Seven Seas Cruises		Starwood Hotels & Resorts 	100
Global Hyatt	100	aloft	
Grand Hyatt		Element	
Park Hyatt		Four Points by Sheraton	
Regency Hyatt		Le Meridien	
Harrah's Entertainment 	100	Luxury Collection	
Bally's		Sheraton	
Caesar's Palace		St. Regis	
Casino Windsor		W Hotels	
Flamingo		Westin	
Grand Biloxi			
Grand Casino Resorts			

Travelport	100	Hilton Hotels	95
Cheaptickets.com		Conrad	
Galileo		Doubletree	
Orbitz.com		Embassy Suites Hotels	
US Airways	100	Hampton Inn	
The Walt Disney Company	100	Hilton Garden Inn	
Disney Cruise Line		Homewood Suites	
Disneyland		The Waldorf-Astoria Collection	
Walt Disney World Resorts		Southwest Airlines	90
Wyndham International	100	United Airlines	88
AmeriHost Inn		Delta Airlines	85
Baymont Inn & Suites		Enterprise Rent-A-Car	85
Days Inn		Hotels.com 	85
Howard Johnson		MGM/MIRAGE 	85
Knights Inn		Bellagio	
Ramada		Excalibur	
Super 8 Motel		Mandalay Bay	
Travelodge		MGM Grand	
Wingate Inn		Mirage	
Wyndham Hotels and Resorts		Monte Carlo	
Alaska Airlines	95	New York New York	
		Treasure Island	
		Northwest Airlines	85
		Continental Airlines	80
		JetBlue Airways	80

SCORE: 46-79

General Electric	75
Universal Parks & Resorts	
Avis Budget Group	60
Royal Caribbean Cruises	55
Celebrity Cruises	

STAYING ENTERTAINED


SCORE: 80+

Clear Channel Communications 100	SOAPnet	
Katz Media	Touchstone Pictures	
Starbucks 100	Viacom 100	
Starbucks Entertainment/ Hear Music	BET	
Time Warner 100	CMT	
AOL	Comedy Central	
Cartoon Network	Dreamworks	
CNN	Logo	
HBO	MTV	
Looney Tunes	MTV2	
New Line Cinema	Nickolodeon	
TBS	Noggin	
Time Warner Cable	Paramount	
TNT	Spike	
Turner	TV Land	
Warner Bros. Entertainment	VH1	
The Walt Disney Company 100	Cox Communications 95	
A&E	Cox Cable	
ABC	Travel Channel	
Disney Channel	XM Satellite Radio 88	
ESPN	Comcast 80	
History Channel	E!	
Lifetime	Comcast Cable	
Miramax Films	G-4 Videogame TV	
Pixar	Style Network	

SCORE: 46-79

General Electric 75	Universal Pictures	
Bravo	USA	
NBC	Sirius Satellite Radio 58	
NBC Universal		
Sci Fi		
Telemundo		

SCORE: 0-45

Vivendi 35	
Universal Music Group	
Vivendi Games	

NON-RESPONDERS: Blockbuster, Cablevision, DIRECTV, News Corp. (including Fox, MySpace.com)

TECHNOLOGY



1 IN 4 GAY, LESBIAN, BISEXUAL AND TRANSGENDER ADULTS SAY THEY HAVE SWITCHED PRODUCTS OR SERVICE PROVIDERS BECAUSE THEY FOUND A COMPETING COMPANY THAT SUPPORTS CAUSES THAT BENEFIT THE GLBT COMMUNITY.
Source: Witeck-Combs Communications/Harris Interactive, September 2007

SCORE: 80+

Adobe Systems	100
Apple	100
iPhone	
iPod	
iTunes	
Mac	
OS X	
AT&T	100
ChoicePoint	100
Cisco Systems	100
Linksys	
Corning	100
Dell	100
Eastman Kodak	100
Google	100
Blogger	
Picasa	
YouTube	
HP	100
Compaq	
Scitex	
Snapfish	
IBM	100
Intel	100
Intuit	100
QuickBooks	
Quicken	
TurboTax	

Lexmark International	100
Microsoft	100
Hotmail	
MSN	
Office	
Windows Vista	
Zune	
Motorola	100
Sprint Nextel	100
Boost	
Sun Microsystems	100
Java	
Solaris	
Xerox	100
Yahoo!	100
Flickr	
GeoCities	
HotJobs	
Cox Communications	95
QUALCOMM	95
Imation	93
Exabyte	
Memorex	
TDK	
EarthLink	88
People PC	
Avaya	85

Symantec	85
Norton AntiVirus	
Verizon	85
Verizon Wireless	

SCORE: 46-79

Texas Instruments	75
Unisys	70
Gateway	65
Polaroid	60
APC	58
Back-UPS	
Matrix-UPS	
Smart-UPS	
SurgeArrest	
TravelPower	

Alltel	80
Amazon.com	80
AMD	80
Comcast	80
Qwest	55
McAfee	53
Nokia	50
T-Mobile	50

NEWSSTAND



YOU'VE GOT MAIL

SCORE: 80+

CMP Media LLC	100	Fortune	
CRN		Money	
InformationWeek		People	
New York Times	100	Southern Living	
About.com		Sports Illustrated	
The Boston Globe		McGraw-Hill	80
The International Herald Tribune		Architectural Record	
Time Warner	100	BusinessWeek	
Entertainment Weekly		Reuters	80
Essence			

SCORE: 46-79

Gannett	65
USA Today	
Scholastic	50

SCORE: 0-45

Dow Jones	30
Barron's	
Wall Street Journal	
RR Donnelley & Sons	20

SCORE: 80+

UPS 	100
Mail Boxes, Etc.	

SCORE: 46-79

FedEx	55
FedEx Kinko's	

INSURANCE AND HEALTHCARE



7 IN 10 HETEROSEXUAL EMPLOYEES AGREE THAT REGARDLESS OF SEXUAL ORIENTATION, ALL EMPLOYEES ARE ENTITLED TO EQUAL BENEFITS ON THE JOB, SUCH AS HEALTH INSURANCE FOR THEIR PARTNERS OR SPOUSES.

Source: Out & Equal/Harris Interactive/Witeck-Combs Communications, 2007

SCORE: 80+

Aetna	100	Titan Insurance	
Allianz Life Insurance	100	Victoria Insurance	
Allstate	100	Principal Financial Group	100
Aon	100	Prudential Financial	100
Affinity		Lincoln National	95
Combined		Health Net	93
Chubb	100	John Hancock	
CNA	100	Financial Services	93
Esurance	100	American Family Insurance	90
Hartford Financial Services	100	Sierra Health Services	88
Harvard Pilgrim Health Care	100	CIGNA	85
ING North America Insurance	100	New York Life Insurance	85
Kaiser Permanente	100	Owens & Minor	85
Mass Mutual	100	MediChoice	
Babson Capital		Wellpoint	85
Baring Asset		Anthem	
Cornerstone		Blue Cross Blue Shield	
OppenheimerFunds		Lumenos	
Metlife	100	Guidant	80
New England Life Insurance		Quest Diagnostics	80
Nationwide	100	Medplus	
Allied Insurance		State Farm	80
Scottsdale Insurance			

SCORE: 46-79

Mutual Of Omaha	75	CUNA Mutual	
SAFECO	75	Insurance Group	65
Unum	73	Progressive	65
Colonial		Vision Service Plan	65
Genex		Travelers	50
Provident		Zurich North America	50
PacifiCare Health Systems	68		

SCORE: 0-45

AEGON Insurance	40	Humana	40
Transamerica		AIG	30

NON-RESPONDERS: AFLAC, Cardinal Health, First American, Genworth Financial, Guardian Life Insurance, Northwestern Mutual Life Insurance, UnitedHealth Group, USAA

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HRC seeks to improve the lives of GLBT 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 GLBT 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 GLBT organizations.



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