BUYING FOR WORKPLACE EQUALITY 2011
A GUIDE TO COMPANIES, PRODUCTS AND SERVICES THAT SUPPORT LESBIAN, GAY, BISEXUAL AND TRANSGENDER WORKPLACE INCLUSION
TAKE ACTION FOR EQUALITY

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

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.

Dear Friends,

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

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

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

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

Sincerely,

Joe Solmonese
President, Human Rights Campaign
**Where do the scores in this guide come from?**

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

**How are the scores calculated?**

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

**Why don’t I see a business listed?**

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

**How can I get a business listed?**

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

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**Green (80-100):** Businesses/brands that receive our highest workplace equality scores.

**Human Rights Campaign National Corporate Partners.** The support of these businesses is directly tied to the Human Rights Campaign’s success in ensuring equality for lesbian, gay, bisexual and transgender Americans. All HRC National Corporate Partners are required to maintain a CEI score of 85 or above.

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**Yellow (46-79):** Businesses/brands that have taken steps toward a fair-minded workplace and receive a moderate workplace equality score.

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**Red (0-45):** Businesses/brands that receive our lowest workplace equality scores.

**Italics (Non-responder):** Businesses/brands that have not responded to the survey despite repeated attempts and have been provided with an unofficial score based on publicly available information that has been collected.
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Dillon Food Stores 78
Fred Meyer
Kwik Shop
Quality Food Centers
Quik Stop
Ralphs
Turkey Hill Minit Markets

Toys ‘R’ Us 70
Babies ‘R’ Us

Winn-Dixie Stores 15
Thrifty Maid
Winn & Lovett
Zales 15
Dick’s Sporting Goods 0
Dollar General 0
Family Dollar 0
The Great Atlantic & Pacific Tea Co. 0
A&P
FoodBasics
The Food Emporium
Pathmark
Superfresh
Waldbaums
The Pantry 0
Golden Gallon
Kangaroo Express
True Value 0
Weis 0
Save-A-Lot
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THE TOTAL BUYING POWER OF THE ADULT U.S. LESBIAN, GAY, BISEXUAL AND TRANSGENDER POPULATION IN 2010 IS PROJECTED TO BE $743 BILLION.

Source: Witeck-Combs Communications and Packaged Facts
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| Gilly Hicks |
| Hollister |

| Bon-Ton Stores | 100 |
| Carson Pirie Scott |
| Elder-Beerman |

| Gap | 100 |
| Athleta |
| Banana Republic |
| Old Navy |
| Piperlime |

| J.C. Penney | 100 |
| Arizona Jean Co. |
| St. John’s Bay |
| Worthington |

| Levi Strauss | 100 |
| Dockers |

| Liz Claiborne | 100 |
| Axcess |
| Juicy Couture |
| Kate Spade |
| Kensie |
| Lucky Brand Jeans |
| Mac & Jac |
| Mexx |
| Monet |

| Macy’s | 100 |
| Alfani |
| Bloomingdale’s |
| Charter Club |
| I.N.C. |
| Martha Stewart Collection |

| Nike | 100 |
| Cole Haan |
| Converse |

| Hurley |
| Umbro |

| Nordstrom | 100 |
| Faconnable |

| REI | 100 |
| Novara |

| Sears | 100 |
| Apostrophe |
| Covington |
| Joe Boxer |
| Lands’ End |
| Structure |

| TJX | 100 |
| A.J. Wright |
| Marshalls |
| T.J. Maxx |

| Kenneth Cole | 95 |
| Gentle Souls |
| Le Tigre |
| Unlisted |

| Limited Brands | 95 |
| Henri Bendel |
| La Senza |
| Pink |
| Victoria’s Secret |

| American Eagle | 93 |
| Tiffany & Co. | 93 |

<p>| Target | 85 |
| C9 by Champion |
| Cherokee |
| Circo |
| Gilligan &amp; O’Malley |
| Liz Lange |
| Merona |
| Mossimo |</p>
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## FUN AND GAMES

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40% OF LGBT ADULTS SAY IT IS “VERY TO EXTREMELY IMPORTANT” TO CONSIDER ENVIRONMENTAL ISSUES WHEN BUYING AND USING PRODUCTS OR SERVICES, COMPARED WITH 26% OF NON-LGBT ADULTS.
Source: Witeck-Combs Communications/Harris Interactive
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**SCORE: 0-45**

**SCORE: 80+**
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47% of lesbian and gay people say they would be very likely to remain loyal to a brand that they believe to be very friendly and supportive of LGBT issues, even if it costs more or is less convenient.

Source: Witeck-Combs Communications/Harris Interactive
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WHEN ASKED ABOUT FACTORS TO CONSIDER WHEN CHOOSEING 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

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