

# Discrimination and dollars

Gay and transgender employment discrimination imposes significant financial harm on businesses, introducing inefficiencies and costs that cut into profits and undermine businesses' bottom lines.

## ECONOMIC COSTS OF DISCRIMINATION



Recruitment

When employers hire individuals based on job-irrelevant characteristics such as sexual orientation and gender identity, businesses are left with a substandard workforce that diminishes their ability to generate healthy profits.



Retention

Discrimination needlessly forces out otherwise qualified gay and transgender individuals from employment, introducing significant turnover related costs to replace the departing employee — costs that could have instead been spent on primary business operations.



Job performance and productivity

Discrimination and hostility toward gay and transgender workers represents an unnecessary distraction that prevents them from performing their core functions on the job.



Marketing to consumers

When companies discriminate and allow unfairness to go unchecked in the workplace, they risk alienating the gay and transgender consumer market, a market that wields a cumulative spending power of nearly \$1 trillion.



Litigation

Workplace discrimination exposes business to potentially costly lawsuits, especially in states that have outlawed gay and transgender workplace discrimination.

### Retention costs



**ONE IN FOUR INDIVIDUALS** who experienced unfairness on the job say their experience strongly discourages them from recommending their employer to other potential employees.

### Turnover-related costs



**HOURLY WORKER:**  
Costs between \$5,000 and \$10,000 to replace a departing worker.

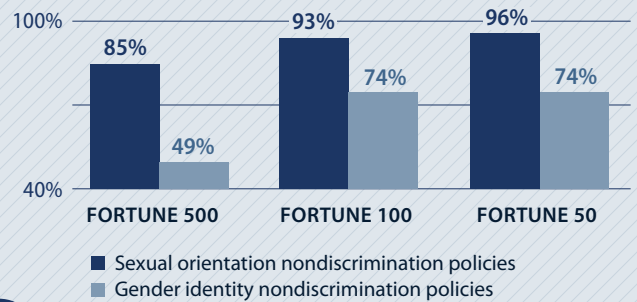


**EXECUTIVE MAKING \$100,000 SALARY:**  
Costs between \$75,000 and \$211,000 to replace a departing worker.

VS

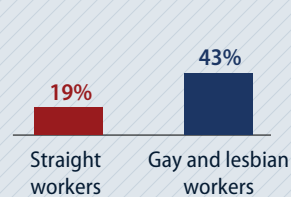
## FINANCIAL BENEFITS OF FAIRNESS

**COMPANIES THAT DON'T PROTECT AND SUPPORT GAY AND TRANSGENDER WORKERS ARE INCREASINGLY OUT OF STEP WITH MOST OF CORPORATE AMERICA:**



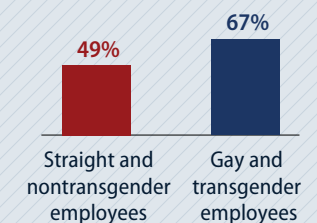
**EVERY SINGLE COMPANY** on *Fortune* magazine's list of the "100 Best Companies to Work For" includes sexual orientation in their nondiscrimination policy. **MORE THAN HALF** of these companies include gender identity.

### Better benefits = Better retention



Compared to 19 percent of straight workers, **43 PERCENT** of gay and lesbian workers said they would have stayed with their former employer had they been offered better benefits.

### Nondiscrimination polices are important



**SIXTY-SEVEN PERCENT** of gay and transgender employees say that it is important to work for a company that has nondiscrimination policies. Only 49 percent of straight and nontransgender individuals thought similarly.

### Fair policies promote job performance



**WHEN GAY AND TRANSGENDER PEOPLE ARE WELCOME ON THE JOB,** they are more productive, trusting, loyal, entrepreneurial, and satisfied with their career. They are also physically and mentally healthier.