



No Dirty Gold fact sheet February, 2010

Quick facts about the Golden Rules, and the U.S. jewelry market:

- Sixty-one jewelers have taken the important step of signing on to the No Dirty Gold campaign's "Golden Rules" for more responsible sourcing of precious metals.
- The Golden Rules jewelers represent \$14.5 billion in US jewelry sales (2008), or 22 percent of the US jewelry market, and include 11 of the top 20 retail jewelers in the US.¹
- US jewelry sales in 2008 totaled \$65.8 billion.²
- Globally, jewelry demand accounts for the equivalent of about 90 percent of mine production.³
- Nearly half of all people surveyed by the Jewelry Consumer Opinion Council call jewelry their favorite Valentine's Day gift. 28 percent of shoppers gave a gift of jewelry the previous Valentine's Day.⁴

Quick facts about the report:

- Of 40 Golden Rules jewelers to whom we sent our survey, 39 responded.⁵
- Of the responding Golden Rules jewelers, the highest grades went to 3 large retailers – Birks and Mayors, Tiffany & Co., and Herff Jones, all of whom earned a "B" rating. Four smaller jewelers earned an "A" rating for their efforts.
- Jewelers were rated on their self-reporting on 15 key criteria, including their efforts to audit their supply chain, to incorporate the Golden Rules into their policies, to notify their suppliers of their commitment, to source recycled metals, to support third party certification initiatives, among others.
- Of 29 large retailers who had not yet signed the Golden Rules who we sent our survey to, nine corresponded with us, and three subsequently signed the Golden Rules – Blue Nile, Sears, and Ultra Stores. Two major stores – Target and T.J. Maxx – have thus far refused to sign the Golden Rules, as have Rolex and Harry Winston.

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US Jewelry Sales, 2008

Retailer	Sales (millions of US \$)
Wal-mart *	\$2,900
Sterling Jewelers (Signet) *	\$2,536
Zale *	\$2,138
Tiffany & Co. *	\$1,547
QVC *	\$1,390
Sears Holdings Corp. *	\$940
J.C. Penney *	\$925
Finlay Fine Jewelry	\$862
Macy's East	\$560
Neiman Marcus	\$550
Costco Wholesale Corp.	\$500
Target	\$475
Fred Meyer Jewelers *	\$410
Helzberg Diamond Shops *	\$400
Jewelry Television	\$400
Macy's West	\$350
Tourneau	\$350
Cartier *	\$335
HSN, Division of HSN Inc.	\$315
Birks & Mayors Inc. *	\$314

Note: * indicates Golden Rules signatory

REFERENCES

¹ State of the Majors 2009. *National Jeweler* 16 May, 2009.

² "Think Smaller" *National Jeweler* 16 May, 2009.

³ World Gold Council. 2009. "Gold Supply and Demand." Based on data from GFMS. <http://www.research.gold.org/>

⁴ Voice of the Jewelry Consumer," Jewelry Consumer Opinion Council 2006 e-newsletter, Volume 4, Edition 2

⁵ Surveys were sent in February 2009 to the 40 jewelers who had signed the Golden Rules by that date.

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