

# Target's 'Private Bathrooms' Won't Stop the Rising In-Store Perversion

Target is backpedaling on its transgender stance after reporting declining second-quarter sales at its retail stores in the wake of boycotts. Well, sort of.

Target is spending \$20 million to add a private bathroom to each of its stores by 2017.

Although most of the retailer's stores already have unisex restrooms, 277 stores will be included in the remodeling.

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According to Cathy Smith, Target's finance chief, the company is doing this in direct response to customer boycotts about its transgender bathroom policy. This proves boycotts are indeed effective and Christians can persuade deviant corporate strategy.

"We welcome transgender team members and guests to use the restroom or fitting room facility that corresponds with their gender identity," the company boasted last April. "Everyone deserves to feel like they belong. And you'll always be accepted, respected and welcomed at Target."

Target insisted it would not change its policy, and I suppose it hasn't in a way. But the decision has been costly.

Indeed, Target failed to realize moral men and women—especially those with children—would not feel welcome or safe in the wake of this push for inclusivity.

I stopped shopping there in April—and so did over 1.4 million

others. The result: Target's stock plummeted nearly 12 percent.

Ultimately, the unisex bathroom may bring some Christian shoppers back to Target, but they'll probably have to stand in long lines to use the potty to avoid the perversion that is manifesting in the retailer's bathrooms.

Indeed, a man was arrested for recording juvenile girls in a Target store in Bedford. In Dallas, a shopper was upset a man was allowed to use Target's women's dressing room. In Seattle, a man undressed in the women's locker room to test the new transgender bathroom rule, and the list goes on.

The bottom line: Target has opened the perversion floodgates in its retail stores. A unisex bathroom isn't going to repair the breach. Let the buyer beware.