

Source: BIGresearch, CIA Nov-09  
 N = 8692, 11/3 - 11/10/09

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Do you find stores' return policies to be fair?</b>															
Yes	87.9%	87.2%	88.5%	86.5%	89.7%	86.2%	85.0%	87.8%	87.7%	88.9%	91.8%	88.1%	87.2%	89.0%	86.4%
No	12.1%	12.8%	11.5%	13.5%	10.3%	13.8%	15.0%	12.2%	12.3%	11.1%	8.2%	11.9%	12.8%	11.0%	13.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>When giving a gift, do you enclose either a gift receipt or the original receipt?</b>															
Most of the time	25.4%	23.8%	26.8%	22.2%	29.7%	22.6%	28.9%	26.2%	24.3%	23.2%	25.8%	25.7%	31.7%	20.5%	25.9%
Some of the time	33.1%	31.0%	35.2%	29.8%	34.8%	34.9%	33.9%	36.1%	32.5%	32.3%	29.1%	34.4%	32.6%	33.1%	33.1%
Rarely	22.2%	23.0%	21.4%	23.7%	21.4%	23.5%	21.2%	19.7%	21.6%	24.0%	24.0%	19.6%	20.2%	24.6%	22.8%
Never	19.3%	22.2%	16.6%	24.3%	14.1%	19.0%	16.0%	18.0%	21.6%	20.4%	21.1%	20.3%	15.5%	21.8%	18.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>What percentage of gifts that you received during last year's winter holiday season did you end up returning?</b>															
0%	67.1%	65.0%	69.0%	72.8%	61.9%	52.7%	51.8%	63.4%	72.4%	77.8%	83.4%	63.1%	67.0%	68.9%	67.0%
1% to 2%	12.8%	11.5%	14.0%	11.7%	13.6%	14.2%	17.5%	12.6%	11.9%	11.7%	8.9%	12.6%	12.9%	12.9%	12.9%
3% to 5%	7.0%	7.1%	6.9%	5.6%	8.2%	10.3%	10.8%	8.7%	5.5%	4.0%	2.8%	8.7%	7.5%	6.5%	6.1%
6% to 10%	5.8%	7.3%	4.4%	3.6%	7.4%	9.3%	8.8%	6.5%	4.8%	3.3%	2.7%	7.3%	5.9%	4.8%	6.5%
11% to 15%	2.3%	3.1%	1.5%	1.5%	3.0%	5.6%	4.2%	1.8%	1.3%	0.9%	0.3%	3.0%	2.0%	1.9%	2.5%
16% to 20%	1.9%	2.6%	1.3%	1.4%	2.6%	2.7%	3.2%	2.8%	1.3%	0.7%	0.6%	1.9%	1.8%	1.8%	2.4%
21% to 25%	1.5%	1.7%	1.3%	1.8%	1.5%	3.1%	1.5%	1.7%	1.5%	0.7%	0.5%	1.6%	1.4%	1.5%	1.4%
26% to 50%	1.1%	1.0%	1.1%	0.9%	1.2%	1.2%	2.1%	1.4%	0.7%	0.5%	0.5%	1.3%	1.1%	1.1%	0.6%
51% to 75%	0.4%	0.5%	0.2%	0.4%	0.4%	0.6%	0.1%	0.9%	0.3%	0.1%	0.1%	0.2%	0.2%	0.5%	0.5%
76% to 100%	0.2%	0.2%	0.2%	0.2%	0.3%	0.4%	0.1%	0.1%	0.3%	0.1%	0.2%	0.3%	0.2%	0.1%	0.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Average</b>	2.7%	3.2%	2.3%	2.3%	3.3%	4.5%	3.8%	3.4%	2.2%	1.4%	1.2%	3.1%	2.6%	2.6%	2.8%