Source: BIGresearch, CIA Nov-07

N = 7982, 10/31 - 11/07/07	Adults (18+)	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Do you find stores return policies to be fair?															
Yes	87.3%	86.7%	87.8%	86.7%	88.2%	84.2%	84.8%	84.2%	86.5%	90.3%	94.6%	86.4%	86.9%	88.0%	87.4%
No	12.7%	13.3%	12.2%	13.3%	11.8%	15.8%	15.2%	15.8%	13.5%	9.7%	5.4%	13.6%	13.1%	12.0%	12.6%
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%
When giving a gift, do you enclose either a gift receipt or the original receipt?															
Most of the time	24.4%	22.8%	25.9%	21.6%	27.1%	25.2%	25.6%	24.1%	21.6%	24.0%	26.2%	23.1%	30.9%	20.9%	23.5%
Some of the time	33.1%	31.0%	35.0%	30.3%	35.7%	36.0%	35.5%	34.8%	33.3%	31.2%	27.4%	35.4%	33.1%	31.3%	33.7%
Rarely	22.7%	22.9%	22.5%	24.9%	21.1%	22.9%	24.0%	20.2%	23.2%	23.5%	23.0%	22.6%	20.3%	24.5%	22.8%
Never	19.8%	23.3%	16.6%	23.2%	16.2%	15.9%	14.9%	20.9%	22.0%	21.3%	23.4%	18.9%	15.6%	23.3%	20.0%
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%
What percentage of gifts that you received during last year's winter holiday season did you end up returning?															
0%	64.3%	62.3%	66.3%	70.2%	60.4%	48.5%	52.5%	60.3%	68.2%	74.1%	82.2%	60.1%	64.0%	66.6%	65.1%
1% to 2%	12.8%	10.6%	14.9%	12.1%	12.5%	15.0%	13.9%	13.9%	13.2%	11.3%	9.1%	13.5%	13.1%	12.7%	12.4%
3% to 5%	8.2%	8.8%	7.7%	6.7%	9.7%	11.5%	11.5%	8.3%	8.1%	5.3%	4.4%	8.3%	8.9%	7.0%	8.8%
6% to 10%	6.0%	7.1%	4.9%	4.5%	7.4%	9.0%	8.0%	6.9%	5.0%	5.1%	1.9%	7.4%	5.5%	6.2%	4.9%
11% to 15%	2.7%	3.5%	1.9%	2.1%	3.3%	4.3%	5.2%	3.0%	1.4%	1.1%	1.0%	3.0%	3.2%	2.4%	2.3%
16% to 20%	2.3%	3.0%	1.7%	2.0%	2.4%	4.9%	3.9%	2.5%	1.4%	1.1%	0.4%	2.7%	1.7%	2.1%	2.8%
21% to 25%	1.4%	1.7%	1.1%	0.8%	1.8%	3.5%	1.0%	2.1%	0.8%	0.8%	0.5%	2.5%	1.4%	1.1%	0.9%
26% to 50%	1.3%	1.6%	1.0%	1.0%	1.4%	1.9%	2.5%	1.6%	1.0%	0.6%	0.2%	1.4%	1.6%	1.2%	1.1%
51% to 75%	0.7%	0.9%	0.5%	0.5%	0.8%	1.0%	1.1%	1.0%	0.6%	0.2%	0.1%	0.9%	0.5%	0.6%	0.9%
76% to 100%	0.3%	0.5%	0.1%	0.2%	0.3%	0.3%	0.3%	0.4%	0.3%	0.4%	0.2%	0.3%	0.1%	0.2%	0.8%
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%