

# NEWSWORTHY TRENDS

## Newsworthy Trends

### Women: Caught In The 'Net?

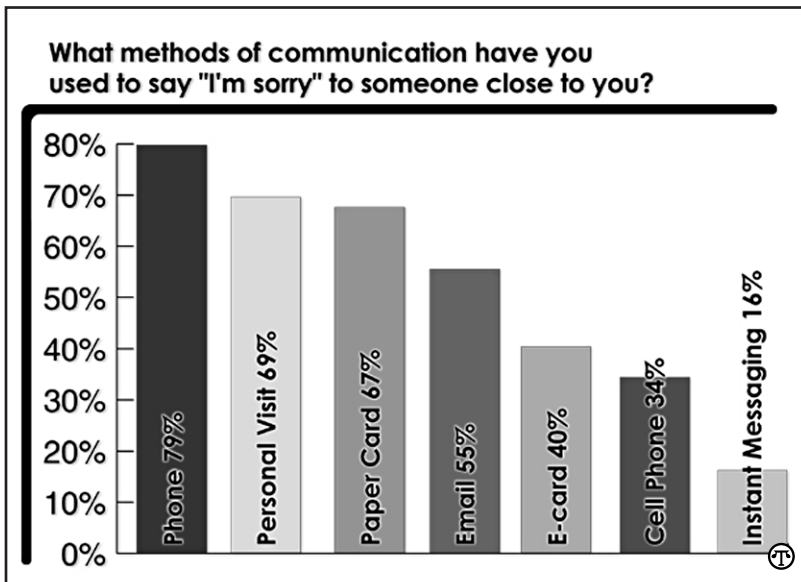
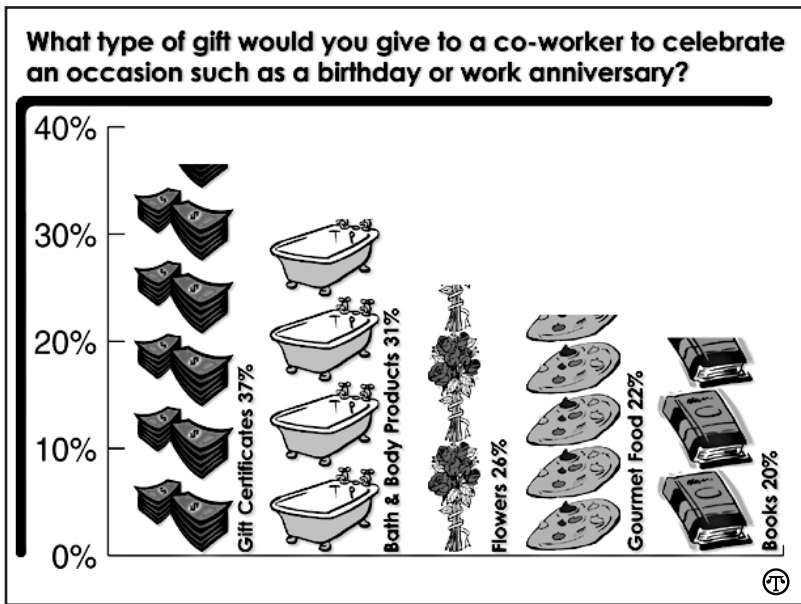
(NAPSA)—When it comes to being Internet-savvy, women are at the front of the cyber pack, according to a recent survey by Hallmark.com. Women use the Internet to maintain relationships with virtually everyone in their lives. For many women, the 'Net is an important tool for celebrating and nurturing relationships.

The survey found nearly 93 percent of women surveyed with Internet access say the 'Net helps them maintain their relationships. In fact, nearly 70 percent of women communicate with family and friends via the Internet on a daily basis, as compared to less than one percent of women who use it only on special occasions.

For many women the Internet is also necessary to work relationships. According to the survey 73 percent use e-mail at work, and not just for business. In fact, women rely on Web sites such as Hallmark.com to order gifts for work friends. The most popular gifts women give to co-workers for birthdays or work anniversaries include gift certificates, 37 percent; bath and body products, 31 percent; flowers, 26 percent; gourmet food 22 percent; and books, 20 percent.

Fifty-five percent of women have used e-mail to say "I'm sorry" to someone close to them, while nearly 40 percent have sent an e-card to apologize. One out of ten women surveyed even used the Internet to end a relationship.

Thirty-nine percent of women communicate with their kids via the Internet. "Since kids love technology, the Internet is a great tool for supplementing traditional parenting tactics," says Diana Stuart, Hallmark.com's relationship expert. "Web-savvy moms can easily send e-cards for encouragement or to acknowledge good



deeds whether kids are at home or away. Online reminder services and calendars help parents keep track of what's happening in their children's lives. These tools can really help parents nurture their

children in a way kids will enjoy." Hallmark.com commissioned the Celebrate Cyber Relationships survey to determine women's views on the role of the Internet in maintaining relationships.