

Americans Are “On-line” And In Love

New Survey By FTD.COM Shows Romance Blossoms On The Internet

(NAPS)—When it comes to romance, one thing is for sure—Americans love to be in love. According to a recent consumer survey conducted by FTD.COM, 67 percent of Americans ages 18 and over say that they are currently in love, up 1 percent from 1999. While the number of people who say they are in love remains consistent, the search for love evolves. Where once a man would court a woman and the blissful couple was chaperoned until the time of their marriage, today people fall in love without ever setting eyes on each other—through the Internet.

These romances aren't just digital diversions. Of those Americans who have had Internet romances, more than 67 percent say that the relationship lasted as long as several months (as opposed to a few days). What's more, one of every 20 online lovers say that they are either currently engaged or married to the one they met online. The path to finding true love may have changed, but the tool of choice remains the same. Everyone says, “I love you” with flowers.

“The easiest way to express love is to send flowers,” said Michael Soenen, president and CEO of FTD.COM. “And, whether the way to someone's heart is through their eyes or through their stomach, FTD.COM has a gift to suit, from premium floral arrangements to fine chocolates and gourmet gift baskets.”



When it comes to love and romance, Valentine's Day is the one day each year when almost everyone hopes to receive flowers or a special gift, whether from a husband, boyfriend, secret admirer, or even a best friend. According to the FTD.COM survey, 62 percent of Americans anticipate receiving a gift for Valentine's Day, while 37 percent don't think they'll receive one. What better way to be a hero than to send a delightful bouquet of fresh flowers to someone at home or at the office? FTD.COM can help romance blossom, with hundreds of contemporary and colorful new arrangements and unique specialty gifts that will debut on the site Sept. 1.

The FTD.COM survey presents the findings of a telephone survey conducted among a national probability sample of 1,021 adults comprising 483 men and 538 women 18 years and older, living in the continental United States.