

Survey Highlights What Men Think Women Want

(NAPSA)—By homing in on women's expectations, a recent study aims to turn helpless men into gift giving heroes.

"Buying a gift for a woman can strike fear into a man's heart," says Kristian Chronister, vice president of marketing for Jewelry.com, which conducted the survey. "Results stress that the biggest minefield for men is the 'romantic' gift area."

Results of the survey, which queried both men and women, include:

- **Isn't it romantic?** Although 75 percent of men say they have given their significant other lingerie in the past two years, only 2.5 percent of women consider it to be a romantic gift. For 60 percent of women, jewelry is the best romantic gift, with 30 percent citing its positive meaning of "love" and "forever."

- **Knowledge is power.** Barely half of the men polled know their partners' birthstones or favorite gemstones, yet 80 percent and 70 percent of women, respectively, believe that their men know the answers. In addition, a majority of men don't start shopping until less than a week before the gift "due date"—and a majority of women expect their men to do just that. However, homework and better planning dramatically increase the chances of finding the right gift at the right price.

- **Money matters.** According to Jewelry.com, most men overestimate the cost of jewelry while underestimating its value. In fact,



Fine jewelry is a thoughtful, romantic gift that lasts.

nearly 20 percent of men believe they must spend upwards of \$500 for fine jewelry—yet only seven percent consider jewelry's durability and investment value when making a purchase.

This holiday season, why not surprise a loved one with a gift she will truly cherish and desire? According to the survey, 74.5 percent of men are planning to buy jewelry as a gift, while only 51 percent of women expect it. Diamonds are still a girl's best friend as 40 percent of women would most like to receive diamond jewelry, with around 30 percent hoping for precious stone jewelry such as sapphires, rubies and emeralds.

Jewelry.com provides reliable expertise and accurate, useful information on gems, stones and metals. For great gift ideas, useful shopping tips or to learn about the latest trends and fashions, visit www.jewelry.com.