

WOMEN EXPECT PARTNERS TO 'POP THE QUESTION' AFTER 2 YEARS AND FIVE MONTHS

Submitted by: Grayling

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Beware boys...women expect you to pop the question two years and five months into a relationship, a study revealed today.

The poll by I Love Natural Cork, commissioned to celebrate the launch of the new 'Pop 'n' Fizz' app, found that most women start dropping hints and begin window shopping for engagement rings around that time.

The study, which quizzed 2,000 women who were either married or in a long-term relationship, found that those who got engaged around the two and a half year mark were the happiest, explaining that this was the point when they knew if the relationship was working and had come to terms with their partner's bad habits.

Eight in ten of those questioned said they would always live with someone, for at least a year, before deciding whether they would tie the knot.

It also seems that our future Princess Catherine, was prepared to wait longer than most, with the majority of women considering eight-and-a-half years 'too long', and one in six admitting to having met someone else while waiting for their other half to pop the question. The survey did not, however, ask how long one might consider waiting to marry the heir to the throne!

Although half of us claim it doesn't matter who pops the question, in reality, nine in ten women waited for their partners to do so, and one in ten women had already dumped one boyfriend because they waited 'too long' for him to go down on one knee. Three quarters of the women surveyed are still waiting.

Popping that all important natural cork was the most popular way to celebrate an engagement with 70% of those questioned declaring that a wedding 'just wouldn't be the same' without the sound of a Champagne cork popping. Over a third of married women had saved a cork from their wedding day as a keepsake.

A spokeswoman for I Love Natural Cork said: "The Royal Wedding marks the start of the wedding season, and what better way to celebrate romance than to pop the cork on a bottle of fizz. The pop of a natural cork has always been synonymous with celebration ever since Champagne was invented, and anyone not lucky enough to open a real bottle this Friday can join in the fun and celebrate with our new 'Pop 'n' Fizz' app."

The 'Pop 'n' Fizz app will be available to download for free from the Apple store and on Android. Visit www.ilovenaturalcork.co.uk for more information.

-Ends-

Notes to editors:

Survey conducted by One Poll of 2,000 married women or those in a long term relationship in April 2011.

The survey also revealed that:

- One in six women have put off getting hitched to save money and four in ten said marriage wasn't currently a priority for them
- Only one in twenty said they were waiting to get married once they're ready to have kids and two per cent said they 'still had to convince the parents'.
- The study also found one in ten women have rushed into marriage despite knowing the bloke they were with wasn't the one.

For more information about the I Love Natural Cork campaign please contact:
The APCOR press office on 020 7478 7839 / apcoruk@grayling.com

Join the conversation at www.facebook.com/ilovenaturalcork or visit www.ilovenaturalcork.co.uk and pledge your support.

About ilovenaturalcork.co.uk

ilovenaturalcork.co.uk is a campaign to recruit UK wine consumers to choose wine with natural cork stoppers because of cork's environmental, economic and social benefits. The campaign seeks to educate, organise and recruit wine drinkers to request that wine producers and retailers choose natural cork over artificial closures. The campaign is funded by APCOR, the Portuguese Cork Association.

About APCOR – Portuguese Cork Association

APCOR's mission is to represent and promote the Portuguese cork Industry, with almost 250 members, representing around 80% of the total national cork production and 85% of all cork exports. APCOR is also responsible for promotional activities, with added value to cork, on both a national and international scale, in addition, as extensive Information Resource Centre on cork.