

Swoon.co.uk reveals Brits have lost their romantic spark

Submitted by: pr-sending-enterprises

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Swoon.co.uk has revealed that, when it comes to marriage proposals, Britain has lost its romantic spark. Nearly half (45%) of males spend less than a few days planning their proposal with only in five (21%) getting down on one knee.

Latest research from Swoon (<http://www.swoon.co.uk/>) shows that Brits are happy to have a simple, spontaneous proposal in the comfort of their own home but when given the option to turn back time, less than one in three thought that their proposal was perfect.

Gone are the days of Hollywood-inspired romantic proposals in sunny climes - instead of whisking their partner abroad for a romantic getaway, 68% of males proposed in their home. It's just as well that women have low expectations with only 15% of women wanting their partner to propose to them whilst on holiday.

Commentating on the results, Harley Street relationship therapist and life coach, Trevor Silvester, said: "I think several things might be going on here: the first is that the recession is probably having an effect on people's aspirations. In times where money is tight we'll tend to lower our dreams a little and look to find the romance through some other, cheaper, means. I suspect the money that would have been spent on setting the perfect scene for the proposal is instead going towards the cost of the wedding, the honeymoon, or the means to move in together."

Results have further shown that the excitement of the actual proposal has disappeared with three out of five males (63%) not planning to propose on one knee. Surprisingly the latest statistics show that men and women have similar ideas with only one out of three women (30%) actually wanting their partner to get down on one knee.

Trevor Silvester said: "I am pleased to see that getting down on one knee is losing popularity, because it means fewer people are opting for the obvious and actually doing it in a way that feels right for them. My advice to anyone would be that the location is less important than the timing. Pop the question when the mood is perfect and it'll become a romantic and unforgettable memory."

Many women are now taking it upon themselves to pop the question. Statistics show that when British women propose it is impulsive with four out of five women (83%) proposing with less than a month's planning and over half (53%) of those proposing spontaneously. Whilst they have broken tradition by proposing, three out of four women (75%) hoped that their partner had beaten them to do it.

Silvester says: "It's great that more women are proposing - and I think the spontaneity of their decision shows that in many cases the emotion of the moment needs be strong enough to overcome the social conditioning that says it's the man's job. In my opinion, if we're looking for partnerships to be equal, why shouldn't the onus on who asks who be spread equally too? I think many men would love for that to happen. Certainly I would have done."

ENDS

Notes to editors

Research carried out an online survey of 1, 490 UK adults aged 18+ from 6th to 30th June 2011.

About swoon.co.uk

Swoon.co.uk was launched in April 2011, by online publisher brightsolid, owner of the Friends Reunited Group, including Friends Reunited Dating, one of the UK's most popular dating sites.

Working with internationally recognised relationship therapist and life coach Trevor Silvester, brightsolid has developed a unique service that uses psychotherapy techniques to help users learn about themselves and prospective dates. By answering a set of simple questions, members will be able to discover their Swoon Appeal, giving other daters an insight into their world. The site also offers dating advice (<http://www.swoon.co.uk/dating-advice/>) and information on dating safety (<http://www.swoon.co.uk/dating-safety/>).

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