



WHAT'S ALTERED AT THE ALTAR SINCE THE QUEEN WED PRINCE PHILIP SEVEN DECADES AGO?

- **ONLY A THIRD OF BRITONS BELIEVE MONOGAMY IS THE KEY TO A SUCCESSFUL MARRIAGE**
- **WEDDING TRADITIONS ARE CHANGING, WITH FAMILY ROLES LOSING RELEVANCE AND ONE IN TEN MEN TAKING THEIR WIFE'S SURNAME**
- **ONLY 30% OF MEN NOW ASK FOR PERMISSION FOR THEIR BRIDE'S HAND IN MARRIAGE**

Today **only a third of people in Britain believe monogamy is key to a successful marriage (36%)**, according to research into the changing face of marriage by [The London Mint Office](#) to mark the platinum wedding anniversary of Queen Elizabeth II and Prince Philip. The publishing of the study results, which reveal seismic changes to both weddings and marriage values since the royal couple married in 1947, coincides with Jennie Bond unveiling The London Mint Office platinum wedding anniversary commemorative coin.

As marriage has evolved, older traditions are beginning to decline in popularity and are being replaced with new customs. The role of family is becoming less prevalent in weddings and marriages; **whilst historically men have sought permission for their bride's hand in marriage from her father, only 30% of young married couples (aged 18-34) follow this convention, and just 17% of them claimed the bride's parents paid for the big day, compared to 30% of those aged 55+.**

The tradition of women taking their husband's name is also changing. According to research, **only 72% of young married couples take their husband's name** compared to 97% couples aged 55+, as double-barrelling names becomes more popular (11%) **and one in ten men between the ages of 18 and 34 now take on their wife's surname - something unheard of 70 years ago.**

Brides are increasingly eschewing the customary white dress too, with only 37% of 18-34 year-olds following the tradition. Image has become one of the most important elements around a wedding, with 12% of young couples organising engagement shoots to announce their big news, and 36% of the same age group citing hair and make-up as an important element of the day, compared to just 6% of older couples.

This year Her Majesty Queen Elizabeth II and His Royal Highness the Duke of Edinburgh celebrate the longest royal marriage in British history, having married in the full glare of public view. Emotions at weddings can run high - compounded by unlimited access to alcohol and reuniting family members - this could explain the **8% of people in the UK to have attended weddings which descended into brawls, and one in four (25%) witness extremely drunk wedding guests.** Even the wedding planning stage is not without headaches, as **one in ten people (11%) claim interference from parents caused arguments between the couple.**

For those seeking a lifelong marriage, the study reveals the **top ten secrets to a successful marriage** according to 2,000 people in the UK, which include:

- **Showing each other respect (73%)**
- **Maintaining a shared sense of humour (70%)**
- **Sharing problems (67%)**
- **Patience (64%)**
- **Sharing household chores (53%)**
- **Having your own personal space (50%)**
- **A good sex life (42%)**
- **Holidays together (42%)**
- **Sharing everything together (39%)**
- **Monogamy (36%)**



The Platinum Wedding Anniversary coin proudly displays the iconic image of the Royal couple on their wedding day from the archives of the National Portrait Gallery, struck to proof quality. The coin features the famous comment made by the Queen at the time of her Golden wedding anniversary, describing her husband as her ‘strength and stay’. The back of the coin shows a portrait of the Queen created by British and Commonwealth coin designer Raphael Maklouf. The special commemorative coin is available from The London Mint Office FREE (+£2.50 postage) exclusively from www.freeweddingcoin.com or by calling free on 0808 123 7070.

Commenting at the launch of the coin, Journalist and Royal Correspondent and Broadcaster, Jennie Bond, said: *“Over the years, I have witnessed and reported on many important royal milestones from a very close range. As we celebrate the Queen’s 70 years of marriage to Prince Philip I am proud to reveal the London Mint Office’s beautifully crafted coin, a gift to the nation. It captures the Queen and Prince Philip, on their wedding day, a true symbol of romance for our modern day and provides us with a wonderful way of commemorating the first royal wedding to last 70 years.”*

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About the research:

Opinium polled 2,003 UK adults in 2017. All figures, unless stated, come from this poll.

About the London Mint Office Ltd:

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Media Enquiries:

Susan Perolls at Loudmouth PR, T: 020 7981 9858, E: susanp@loudmouthpr.co.uk