

RESPECT YOUR ELDERS NOT YOUR iPad! BRITS REINVENT MODERN DAY FAMILY VALUES

Submitted by: Mercieca Ltd

Friday, 18 March 2016

- 75% of British families have updated their traditional family values to adapt to modern life
- Three quarters of Brits believe table manners is the most important value they can teach their children
- Recycling, healthy eating and no iPads at the table are some of the new values that families adhere to
- The average British family spends 24 hours a week together in quality time

Family values are alive and well in Britain today with table manners, respecting your elders and being honest and truthful, emerging as the most important principles that we now abide by. And according to the new research, social media shutdowns have also now found their way into the modern family home.

The study from Beko of 1,500 young parents, has looked into the moral and practical guidelines set by British families today and revealed a host of 'old fashioned' values which are still very relevant.

According to 76 percent of British adults, table manners are the most important value that we can teach our children, followed by being honest and truthful (73 percent) and respecting your elders (69 percent). Regular quality time together (49 percent) such as eating together also made the cut.

But while 69 percent said that the values they grew up with as a child still resonate today – a further 75 percent claim they have created a 'new set' of family values which fit with modern life, as well as complementing those that they were raised with themselves.

Modern day family values include the importance of recycling (53 percent), the importance of healthy eating (48 percent), no iPads or iPhones at the dinner table (46 percent) and respecting other religions and cultures (44 percent).

Other important values for modern families are equal childcare for both parents (36 percent) and equal distribution of the household chores (31 percent).

Not fighting over the remote control (29 percent) and not snooping on another family member's Facebook account (25 percent) also made the list.

Shalika Hooda, Brand Manager at home appliance brand Beko (www.beko.co.uk), who commissioned the report said, 'It's heart-warming to see that while modern family life is ever changing and the need for parents to multi-task increases, we are still traditional in many of our values.'

'Historically, entertaining and family time used to happen in the sitting room, but today the kitchen is now the heart of the British home. Whether families are preparing and eating dinner together, or playing a board game around the table, open plan kitchens are ever more popular and UK families want built-in appliances that not only look the part, but are quieter and faster to adapt to their new pace of life.'

Dr Becky Spelman, adds, 'It's also interesting to see how important manners are to our values as a nation. The Beko study shows that teaching our children good manners isn't about imposing adults' will on them, but about equipping them with the social skills that they will need to navigate a complicated world.

'Just because we conduct so much of our life online doesn't mean that old-fashioned manners, such as helping out with household chores and eating dinner together as a family aren't just as important.

'Children who learn how to behave in a way that respects others' boundaries are being taught how to manage social situations in a way that will stand them in good stead for life.'

The research also found that 96 percent of Britons believe that strong family values prepare children for a happy and successful life.

The report also found the average Brits spends 24 hours a week of 'quality time' with their families, with 83 percent saying family mealtimes are the most important time together.

25 Modern Day British Family Values

1. Having good table manners - 76 percent
2. Being honest and truthful - 73 percent
3. Respecting your elders - 69 percent
4. Not talking with your mouth full - 66 percent
5. Standing up for those you love - 64 percent
6. Remembering your Ps and Qs - 59 percent
7. Washing your hands before dinner - 58 percent
8. Everyone helping with family chores - 58 percent
9. The importance of recycling - 53 percent
10. Regular quality time with all the family - 49 percent
11. The importance of healthy eating - 48 percent
12. No iPads or iPhones at the dinner table - 46 percent
13. Respecting other religions and cultures - 44 percent
14. Being a team player - 43 percent
15. Always eating Sunday lunch together - 43 percent
16. Always looking someone in the eye when meeting them - 40 percent
17. Thank you emails for birthdays and Christmases - 38 percent
18. Children should ask to leave the table - 36 percent
19. Equal childcare from both parents - 36 percent
20. Equal distribution of chores between both parents - 31 percent
21. No fighting over the remote control - 29 percent
22. Having a firm handshake - 26 percent
23. Not snooping on someone else's Facebook account - 25 percent
24. Keeping in touch with relatives via FaceTime and Skype - 17 percent
25. Open phone policies for partners and parents - 15 percent

-Ends-

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