



Strengthening relationships through technology and improving health goals top wish list for Australian mums this Mother's Day

- *New findings from the 'Bing Lee Multiple Hats Mum Report' reveal how to spoil mum in 2020*
 - *Multiple Hats Mum, Natalie Bassingthwaighe - mum, singer and TV personality - weighs in on the survey results*

With most Australians - including many mums - settling into the new homebound economy, findings from the recent '**Bing Lee Multiple Hats Mum Report**' reveal staying connected, being house proud and keeping healthy are our top considerations when it comes to what we would like to gift or be gifted, this Mother's Day (Sunday 10 May).

Supporting the latest Mother's Day campaign #MultipleHatsMum and commissioned by family-owned Australian retailer Bing Lee to mark its new warehouse in Melbourne, the '**Bing Lee Multiple Hats Mum Report**' highlights that practical (not pampering) gifts are on-trend this year. The national survey found that almost a third (31%) of respondents believe that a new smartphone is a top gift this Mother's Day, and over a quarter (26%) of mums surveyed confirmed a smartphone was their preferred present – suggesting that keeping in touch with family, friends and colleagues with the latest technology, video conferencing apps, along with great camera functionality is a high priority for most.

The '**Bing Lee Multiple Hats Mum Report**' found that close to a quarter (24%) of Australians believe mums would love to have a new white good appliance as a gift for Mother's Day, followed by a food processor (22%) and exercise equipment (19%). The Australian mums surveyed backed up the popularity of white good appliances, with one third (33%) saying they would love to have a new white good appliance, such as a washing machine, dryer or microwave in their home in the future. Additionally, almost three in ten mums (29%) confirmed a robotic vacuum is on their wish list, which would certainly help the increased cleaning of the home at this present time.



Well-known Australian TV personality, and mother of two Natalie Bassingthwaighe says, "The role of us mums in the family home is busier than ever in the current environment and we are all trying to wear multiple hats. Not only are we trying to run an organised household, we are also attempting to work remotely while playing the home chef and substitute teacher! The juggle (or struggle) is real and as a parent of two young kids myself, I can definitely relate to the many hats that Australian mums wear daily, now more than ever. This Mother's Day, all mums definitely deserve a gift that brings them positivity and enjoyment, recognising all the hard work they do."

When asked to think about the time they spend at home, nearly half (45%) of '**Bing Lee Multiple Hats Mum Report**' respondents said they would like to improve their health and wellbeing. The Australian mums surveyed echoed this sentiment, indicating that they consider health and wellbeing products, such as juicers (13%), sparkling water maker (12%) and blenders (20%) as highly desirable gifts, ahead of Mother's Day this year. Additionally, the survey suggests Australian mums who are Millennials or Gen Xer's are more likely than Baby Boomer generation mums to want to have exercise equipment in their home in the future (35% compared to 15%).

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Commenting on the 'Bing Lee Multiple Hats Mum Report' results Natalie continued, "The Bing Lee Multiple Hats Mum Report highlights that we value practical gifts that enable us to connect with others, save us time to enjoy being with loved ones or contribute to our own health and well-being. Also on top of the list it makes perfect sense that the latest Smartphones would be high in demand for Mother's Day to keep us in touch with family, friends and colleagues."

As part of the campaign, Bing Lee has launched www.multiplehatsmum.com.au which will help Australians pick a gift mum will love through a virtual wish list that mum can complete. Natalie is also helping Bing Lee encourage Australians to share an image of their mum, their family or a friend who is a mum to their Instagram and explain why they are a deserving recipient of an extra Mother's Day treat this year.

"Both Bing Lee and I want Australians to show a little piece of gratitude for all these wonderful women in our lives. That's why we're launching the #MultipleHatsMum social media competition and rewarding a special mum with a \$1000 Bing Lee gift card," Natalie concludes.

Spoil your mum this Mother's Day - visit www.multiplehatsmum.com.au for gifting inspiration, and have your mum create a wish-list for your chance to win the ultimate Mother's Day gift.

For more information on Bing Lee, visit www.binglee.com.au



Natalie Bassingthwaite is available for interviews and can provide commentary and insights on the following topics;

- The 'Bing Lee Multiple Hats Mum Report' findings
- Being a mum in the home-bound economy
- The multiple hats mums wear everyday
- Her own Mother's Day wish list and gifting advice as a mum

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Notes to Editors

Further key findings from the Bing Lee Multiple Hats Mum Report:

- More than two fifths (42%) of Australians would like to improve or start cooking exciting meals
 - Australians living in New South Wales and Victoria are significantly more likely than those in Queensland and Western Australia to want to improve or start cooking exciting meals (47% and 47% compared to 36% and 30%)
- Australian mums are significantly more likely than Australian dads want to improve or start improving their health and wellbeing (47% compared to 39%)
- Australians living in Victoria and New South Wales are significantly more likely than those living in South Australia to believe that mums would love a new white good appliance in their home as a present for Mother's Day (27% and 27% compared to 15%)
- Australians living in Victoria are significantly more likely than those living in New South Wales, Queensland and Western Australia to want to improve their health and wellbeing at home (53% compared to 42%, 43% and 36%)
- In New South Wales, the top three items most desired by mums were a robotic vacuum (31%), a new white good appliance (24%) and a food processor/ mixer (21%)

Research Methodology

This study was commissioned by Bing Lee and conducted by YouGov Galaxy online between 9-12 April 2020. The sample comprised a nationally representative sample of 1004 Australians aged 18 years and older, of which 245 were mothers. YouGov Galaxy designed the questionnaire. Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.

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About Bing Lee

Bing Lee is a successful family owned business that has been operating in Australia for over 60 years, helping customers with all their Electrical and Appliance needs. With over 34 stores across NSW, ACT and one shop just across the NSW border in the Victorian city of Wodonga last year the retailer expanded its footprint to Melbourne, opening a new warehouse in Noble Park. Bing Lee offers Australian consumers shopping convenience - for Mother's Day and all year-around - via Click and Collect (for large appliances) and Full-Service Next Day delivery service for selected appliances in stock at any qualifying Bing Lee stores*.

Website: www.binglee.com.au / Facebook: @BingLeeElectrics / Instagram: @BingLeeOfficial / YouTube: BingLeeElectrics

**Terms and Conditions apply – for more information see www.binglee.com.au/help/delivery-services*

About Natalie Bassingthwaighte

Natalie Bassingthwaighte is an Australian Actress, Singer, Television Host and busy mum based in Melbourne.

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