



Local Media  
Marketing Solutions

# Mother's Day Report 2025



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# **Mother's Day 2025**

## **Spending and Attitudes**

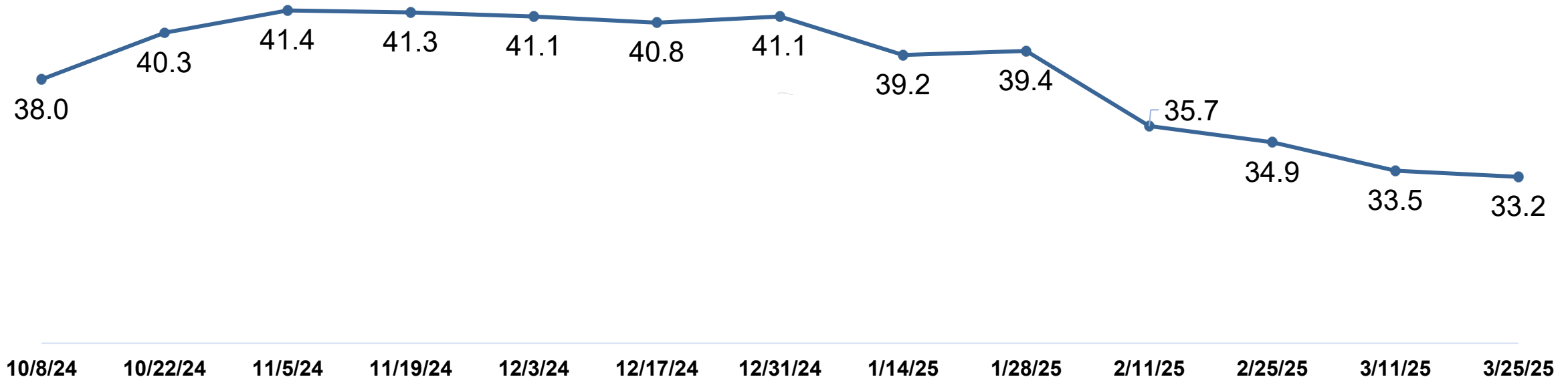


**TVB**

# Consumers Are Currently Struggling to Feel Confident in U.S. Economy

## Economic Sentiment Index Biweekly %

(The ESI is a “living” index that measures U.S. adults’ expectations for the economy going forward, as well as their feelings about current conditions for major purchases)

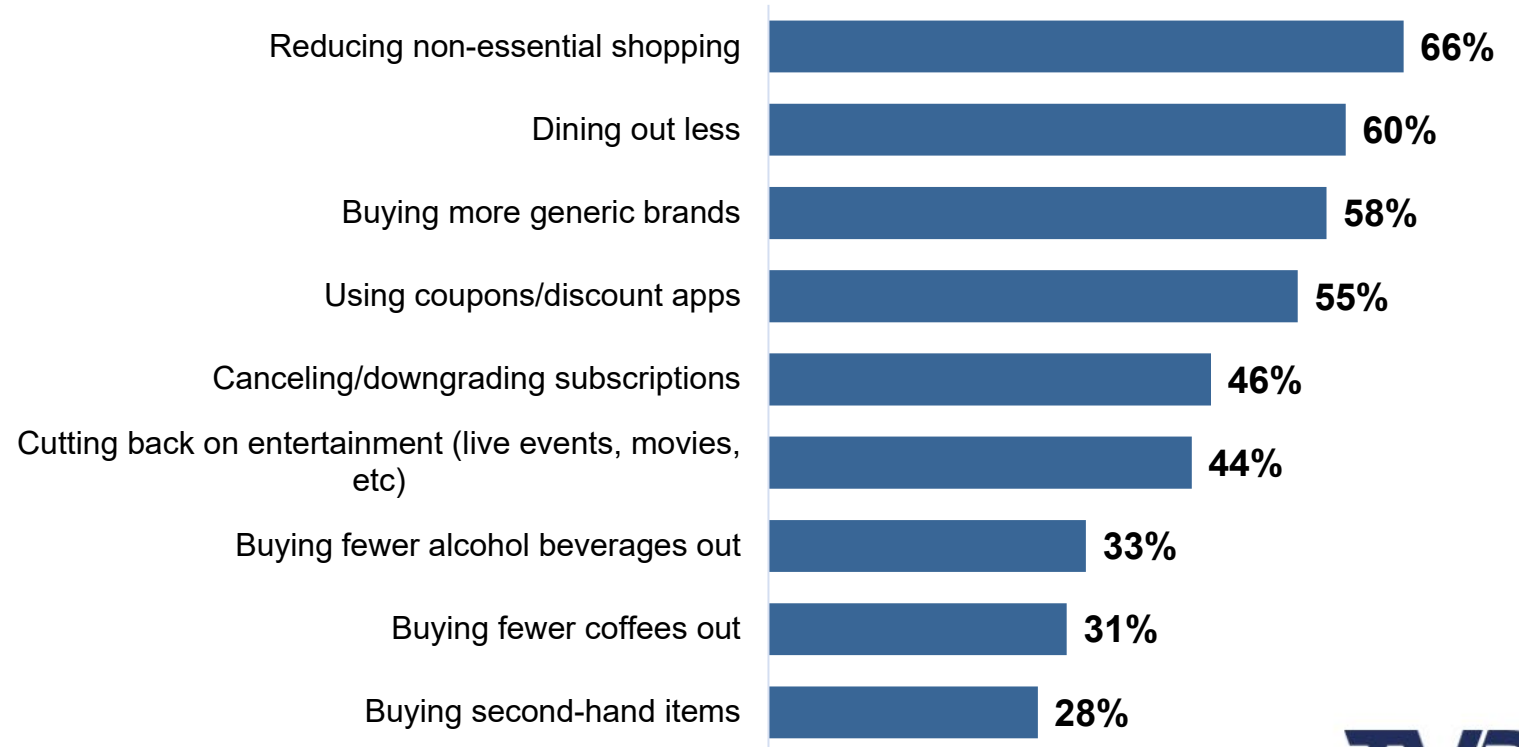


# Nearly Three Quarters of Consumers Have Modified Their Buying Habits

**73%**

of consumers have changed their buying habits in response to price increases amid economic concerns.

In the past 30 days, which of these actions have you taken to reduce your expenses? (Select all that apply)



# Despite Low Consumer Sentiment, the NRF Predicts Strong Retail Year

“

Any way you look at it, a lot is riding on the consumer. While we do expect slower growth, consumer fundamentals remain intact, supported by low unemployment, slower but steady income growth, and solid household finances. Consumer spending is not unraveling... it's the hard data on employment, income and tariff-induced inflation — not consumer sentiment — that supports our view of a slower trajectory for consumer spending.

- NRF Chief Economist Jack Kleinhenz ”

2024

3.6% retail sales growth

Annual sales growth of \$5.29 trillion

8.1% sales growth in non-store and online sales

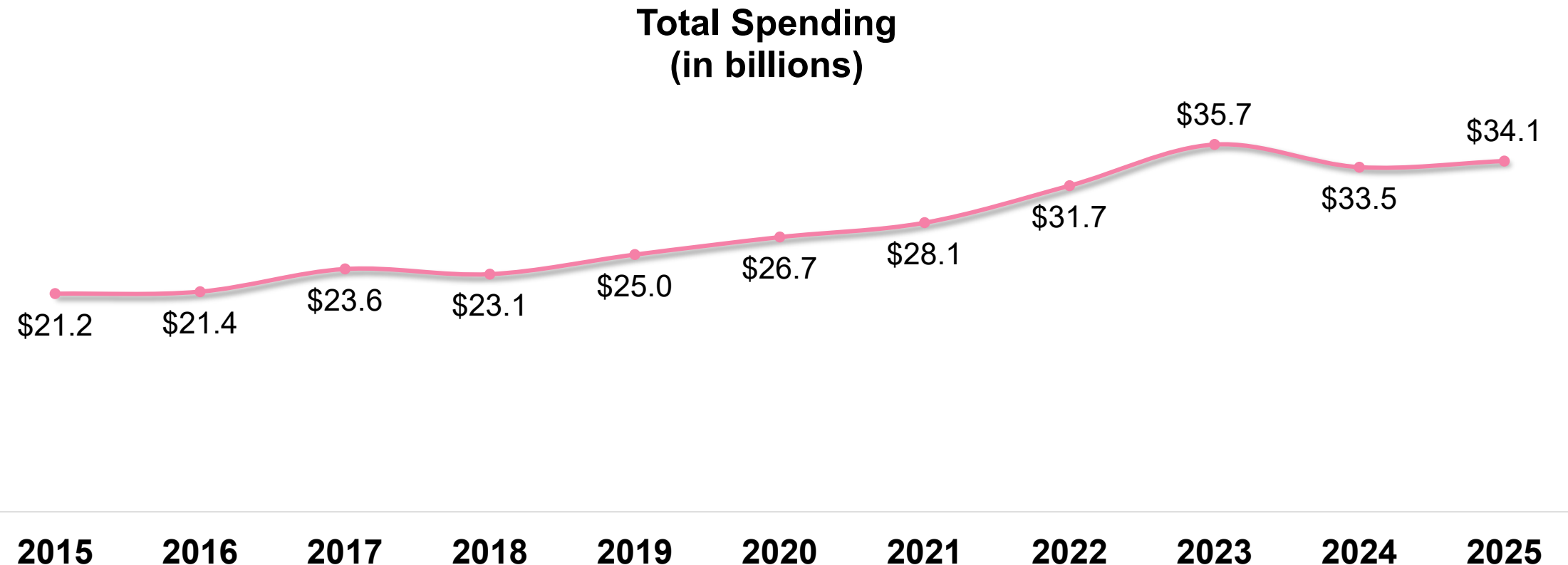
2025

2.7% - 3.7% forecasted retail sales growth

Annual Sales Growth forecasted between \$5.42 trillion and \$5.48 trillion

7%-9% sales growth forecasted in non-store and online sales

# 2025 Expected to Reach Near Record High Spending For Mother's Day at \$34.1 Billion

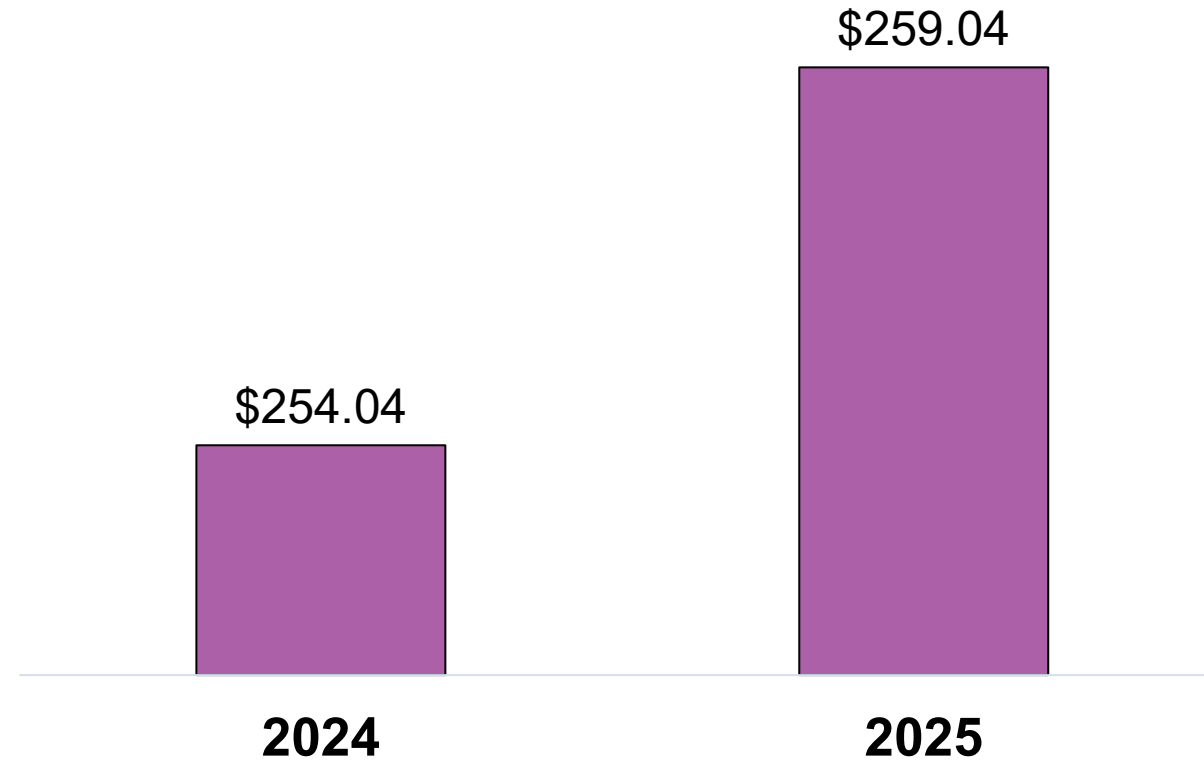


Source: NRF's Annual 2025 Mother's Day Spending Survey (n = 7,948) | 3/31/2025-4/7/2025



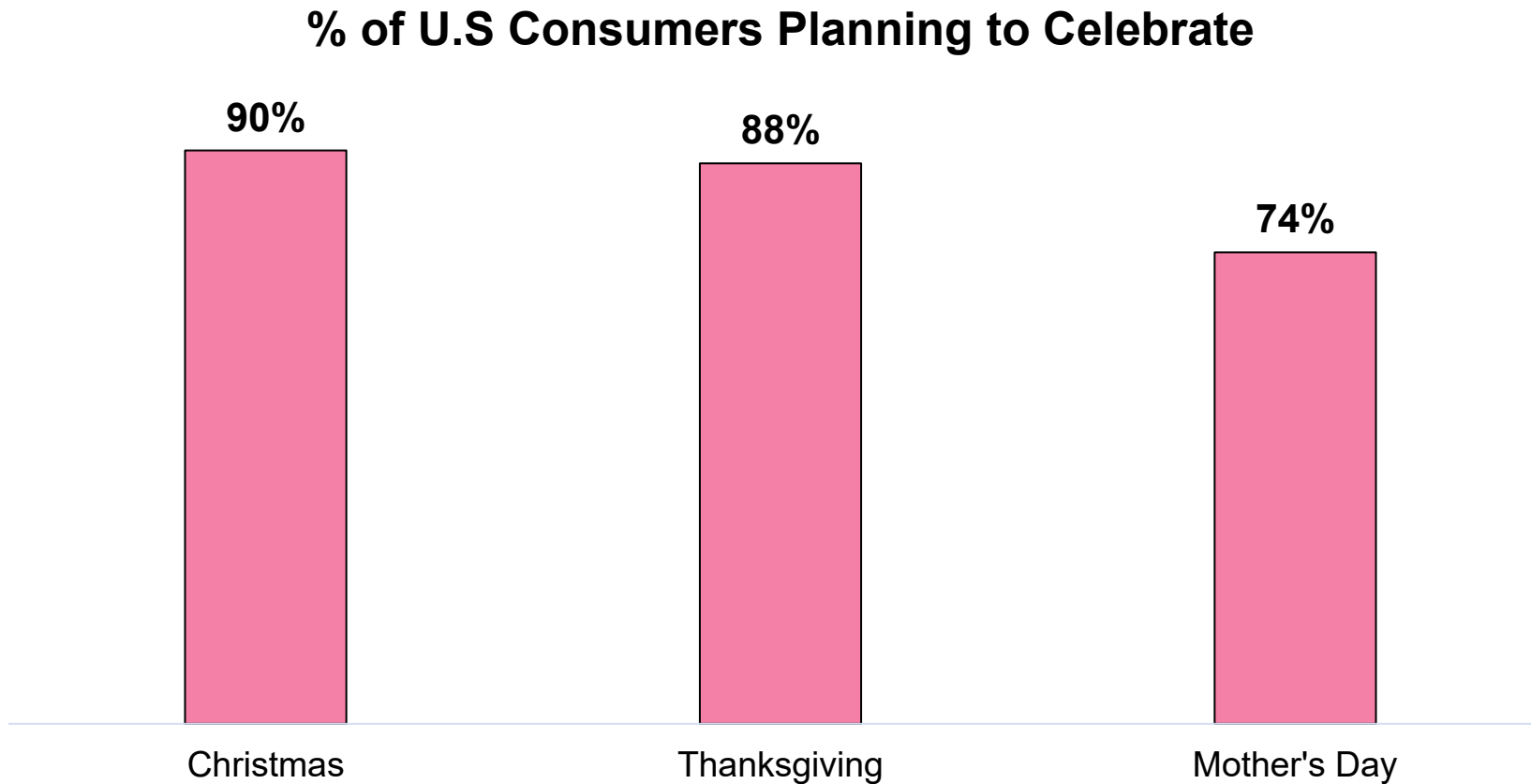
# Mother's Day Expected Spending is Up Compared to 2024

Spending Per Person

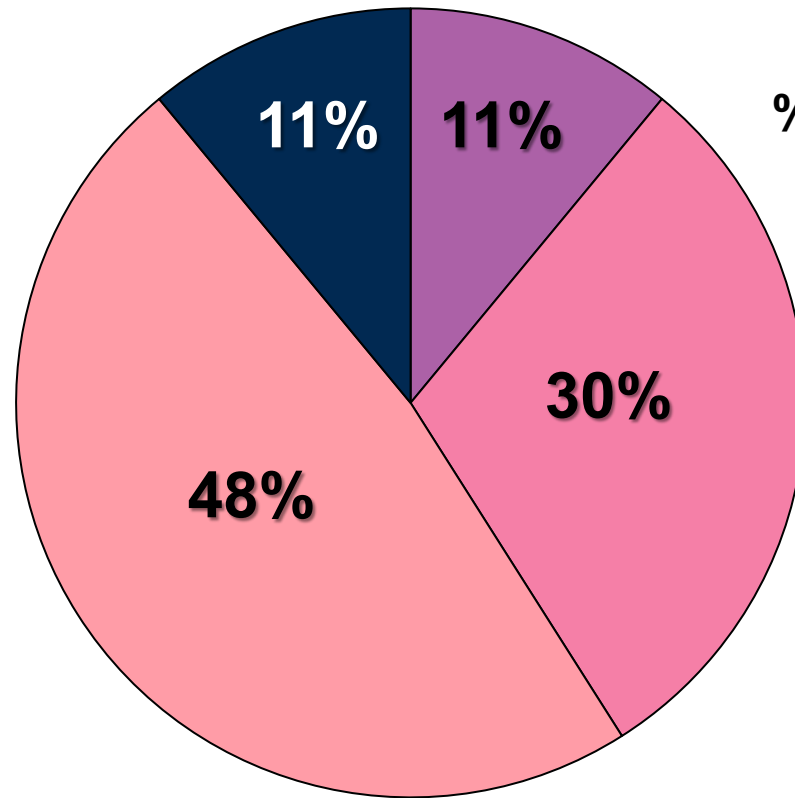




# Nearly Three Quarters of U.S Consumers Intend on Celebrating Mother's Day



# Among Those Intending to Celebrate, 6 Out of 10 Start Planning Within 2 Weeks



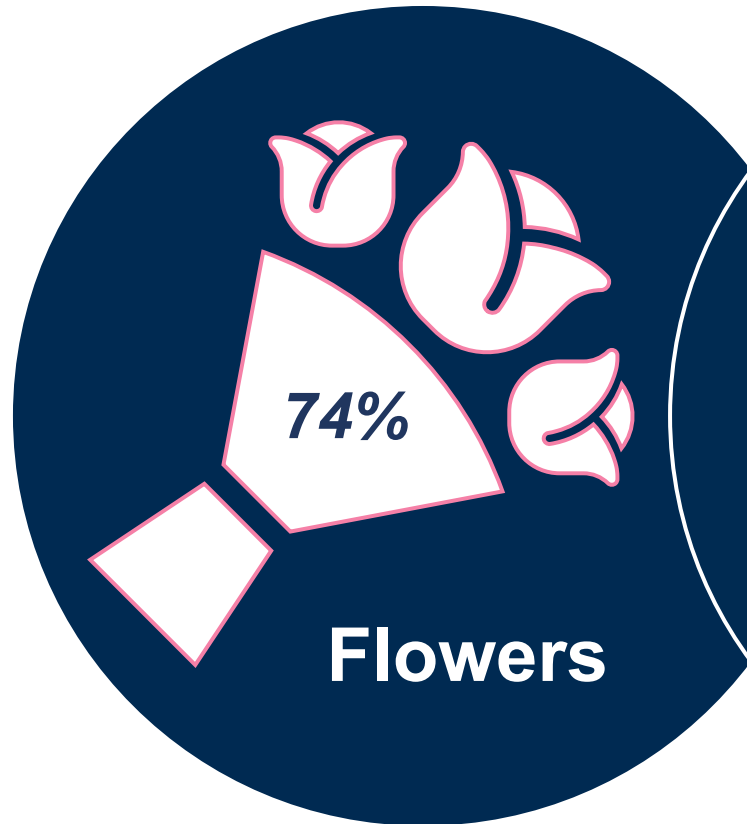
**Advanced Planning  
% of Intended Mother's Day Celebrators**

- > 3 months
- 1-2 months in advance
- 1-2 weeks in advance
- 1-2 days in advance

**Mother's Day =  
May 11, 2025**

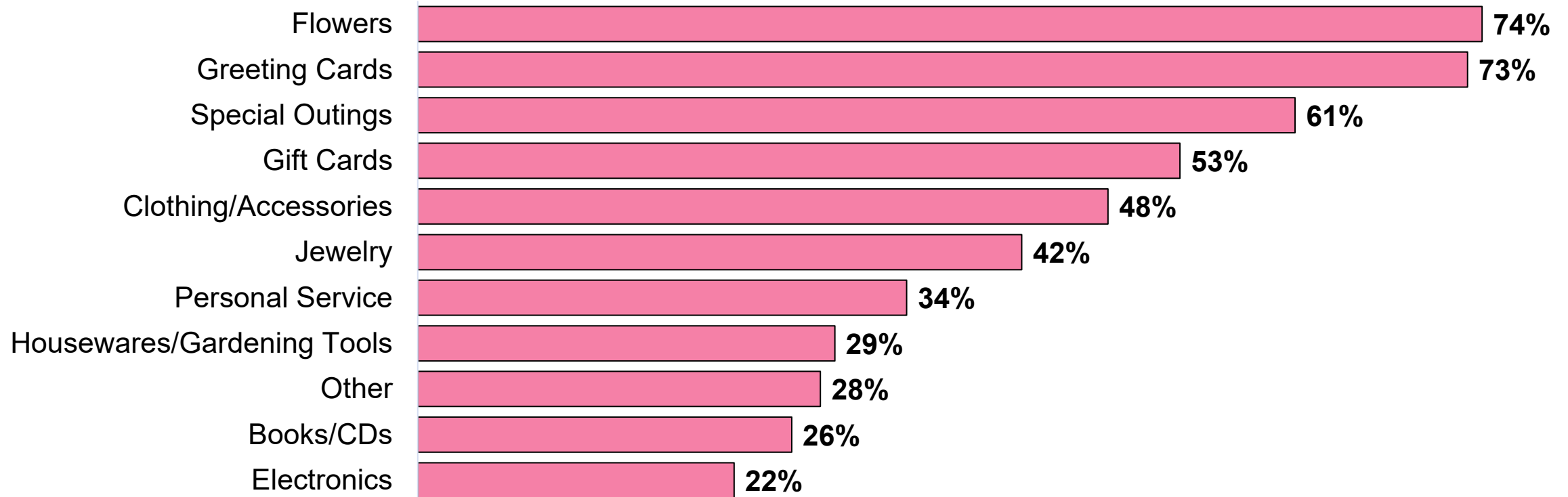
# Flowers, Greeting Cards, and Special Outings Remain Top Gift Categories

Top 3 Gift Categories  
2025



# Mother's Day Top Gift Categories

What Are Consumers Spending Their Money On?



# Online and Department Stores Are The Top Places To Shop for Mother's Day



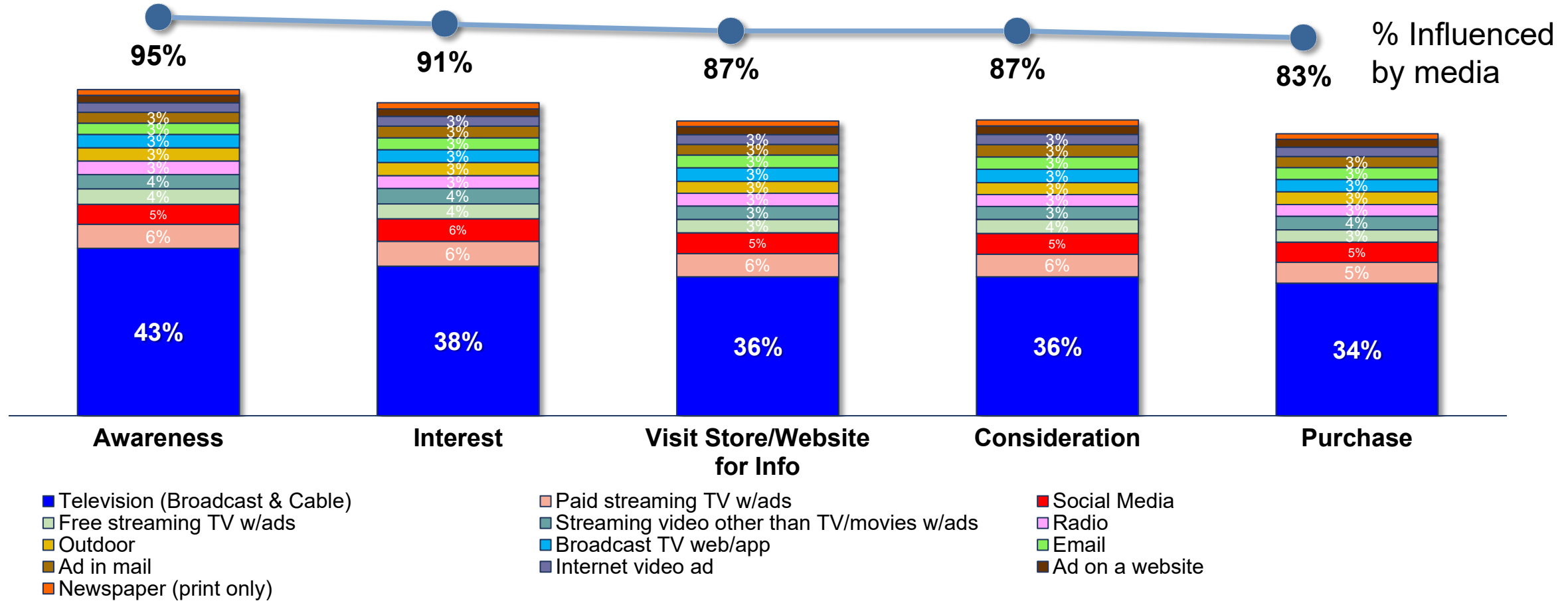
Source: NRF's Annual 2025 Mother's Day Spending Survey (n = 7,948) | 3/31/2025-4/7/2025

# **TV Advertising is Imperative to Influence Mother's Day Shoppers**



**TVB**

# What Influenced Consumers Most: Television

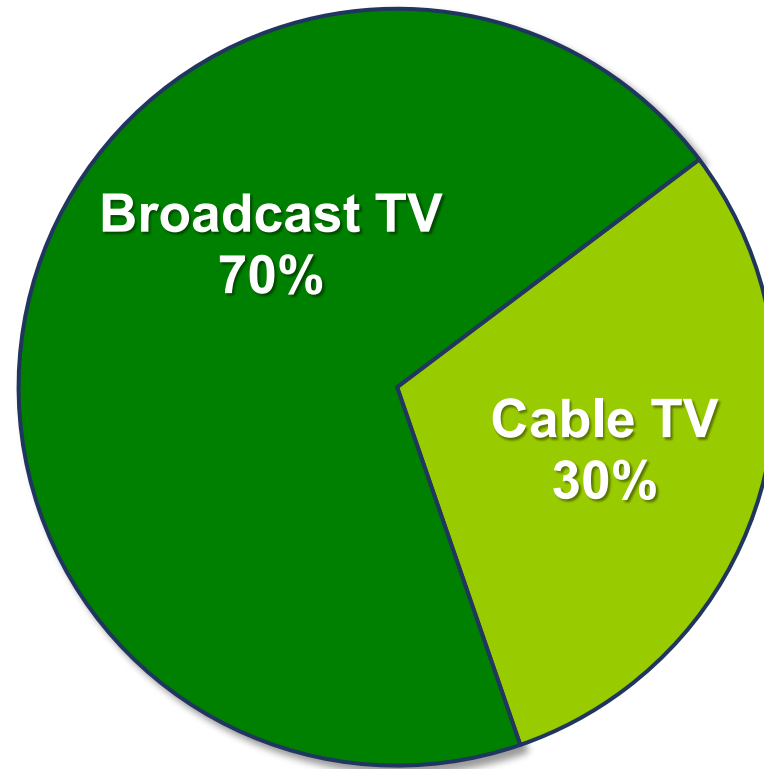


Source: GfK/NIQ TVB Purchase Funnel 2025 A18+  
 QA4/QA5/QA6/QA7/QA8 Most important for media with at least 1 funnel stage at 2%+ shown; 2%, 1%, & 0% not shown/labeled



# Of Those that Cited TV as the Most Important in Awareness Phase, 7 Out of 10 Picked Broadcast TV

## All 6 Categories:



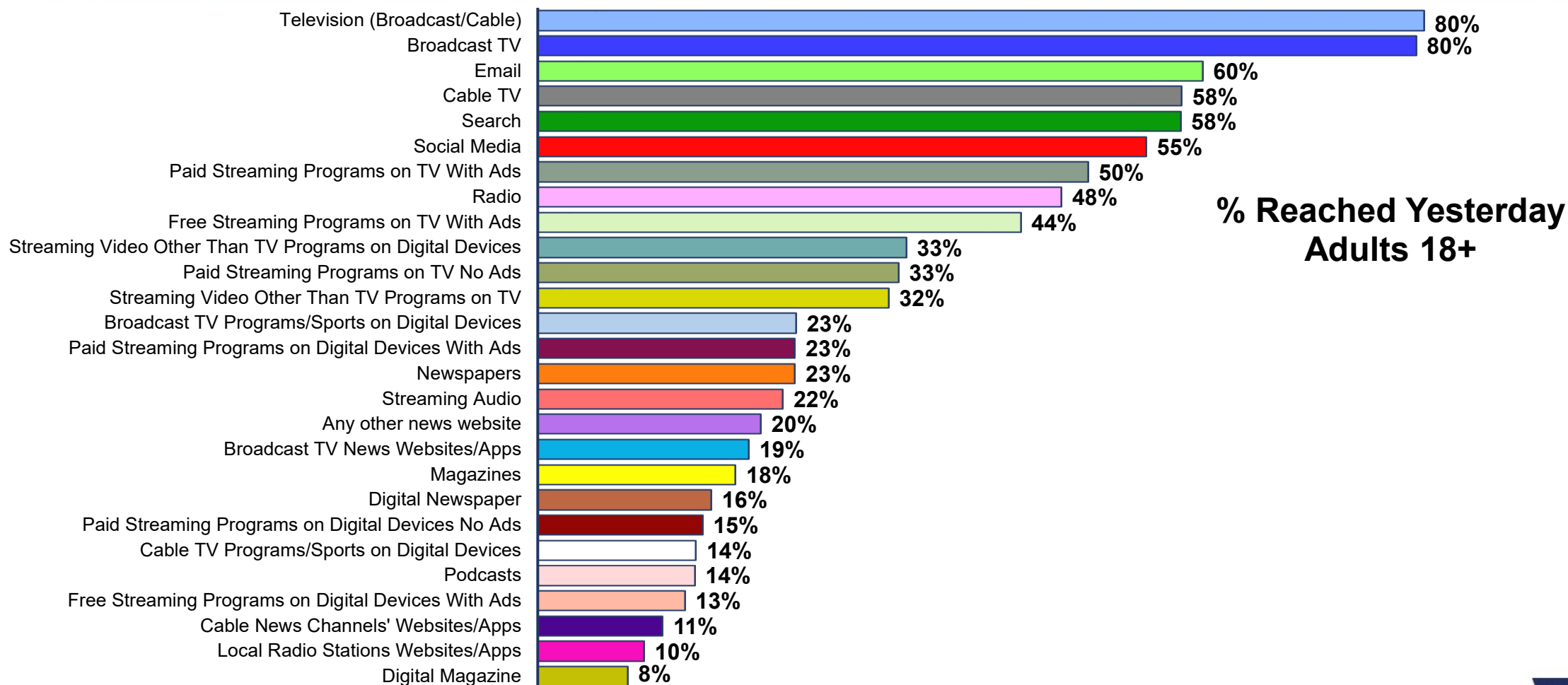
Source: GfK/NIQ TVB Purchase Funnel 2025 A18+

QA4 "Thinking about the ads you saw/heard for the categories, which advertising media made you most aware of the category?"

How to read: Of the 43% who chose television as most important, 70% chose broadcast TV

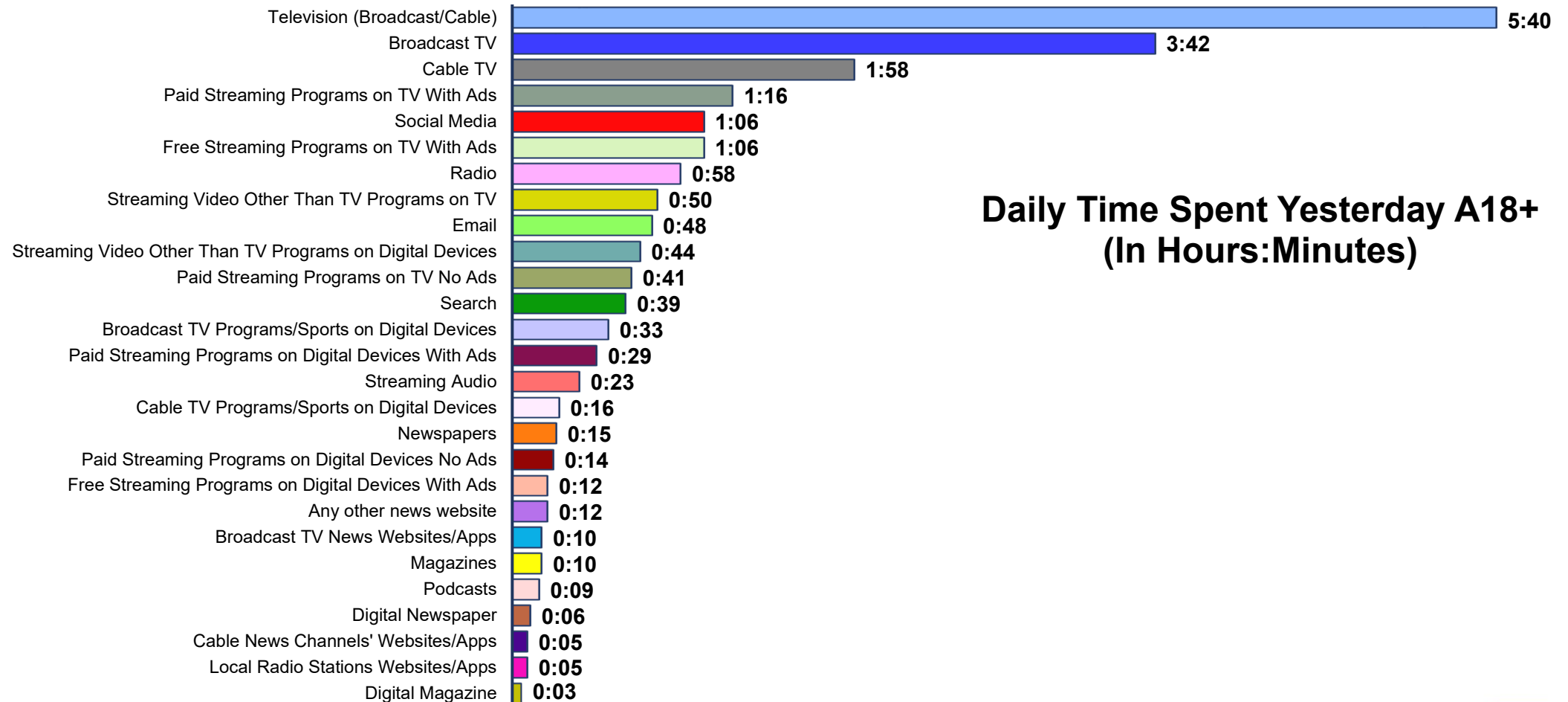
# TV Has Highest Reach of All Platforms

## Measured Broadcast Leads the Way



Source: GfK/NIQ TVB Media Comparisons Study 2025. M-S 4A-2A. Persons 18+. Digital platforms such as email, social media, internet radio and websites, are totaled for any online device-PC, Smartphone and Tablets. Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports.

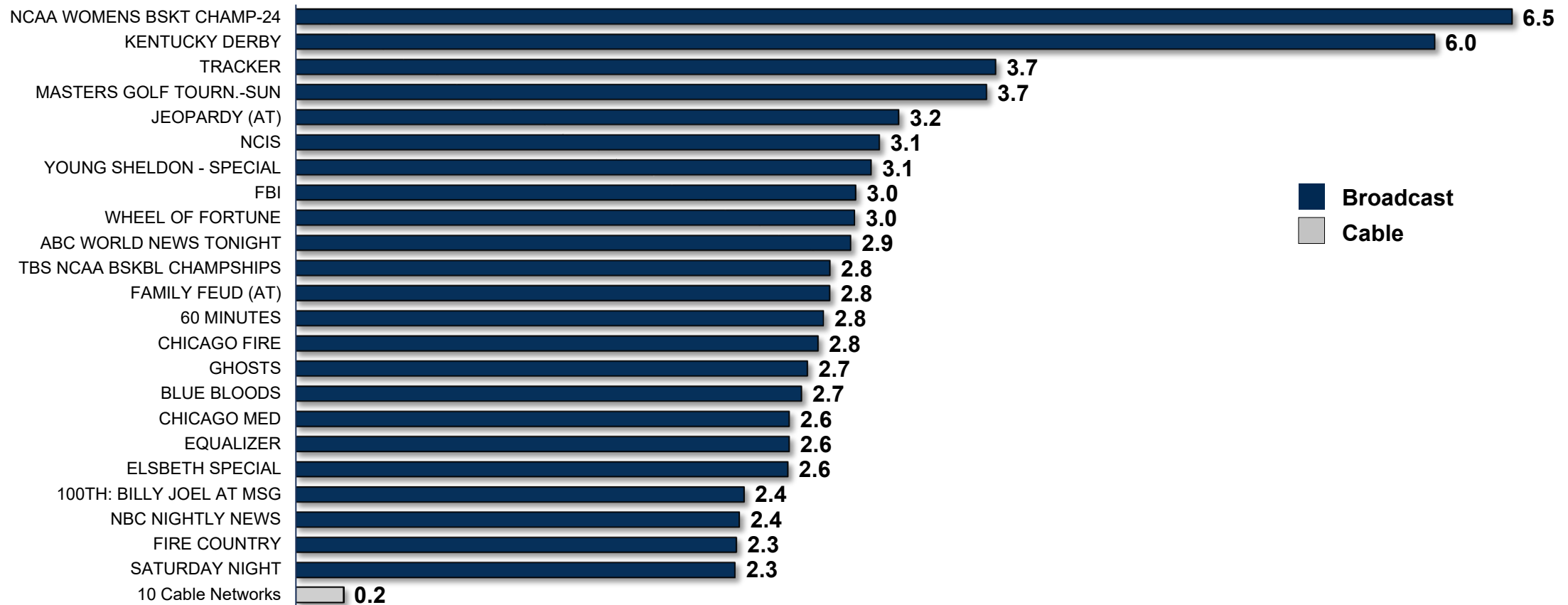
# People Spend the Most Time with Television



Source: GfK/NIQ TVB Media Comparisons Study 2025. M-S 4A-2A. Persons 18+. Digital platforms such as email, social media, internet radio and websites, are totaled for any online device-PC, Smartphone and Tablets. Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports.

# Broadcast Delivers Top Rated Programs

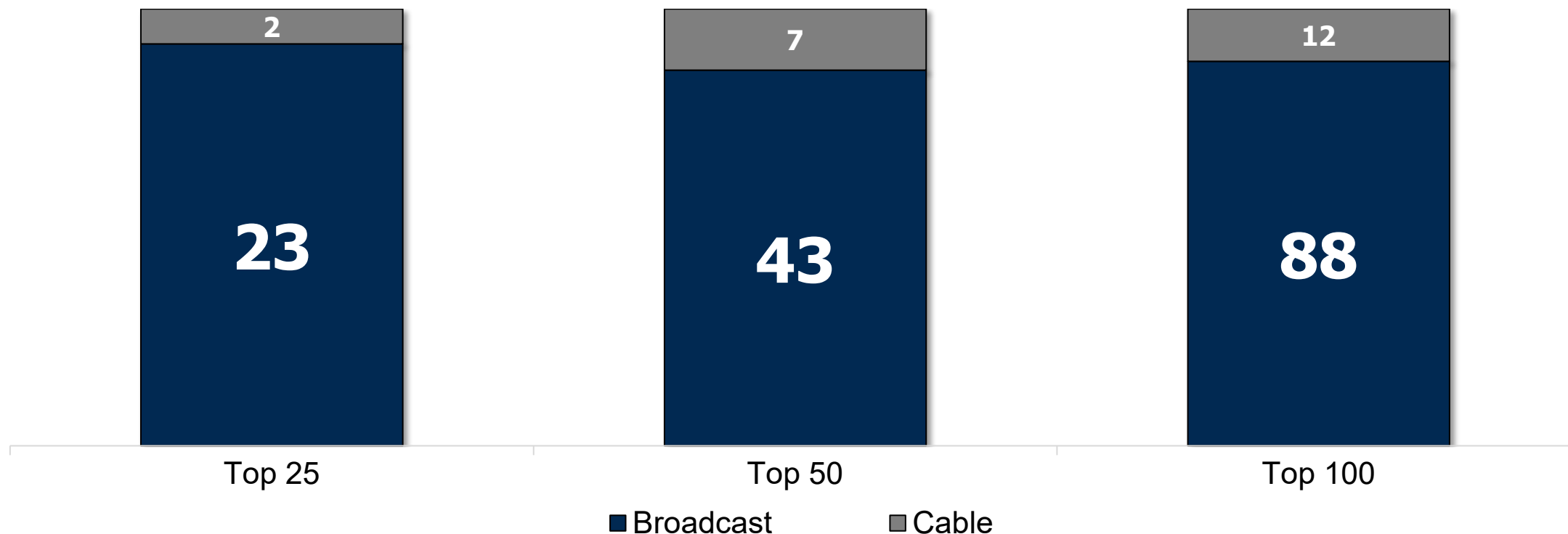
## Adults 18+ Live+1 Ratings



Source: Nielsen NPower 04/01/2024-05/12/2024 Adults 18+ Live+1 Ratings; Broadcast Includes all Networks and Syndication.  
10 Cable Networks based on Adults 18+ Live+1 Ratings.

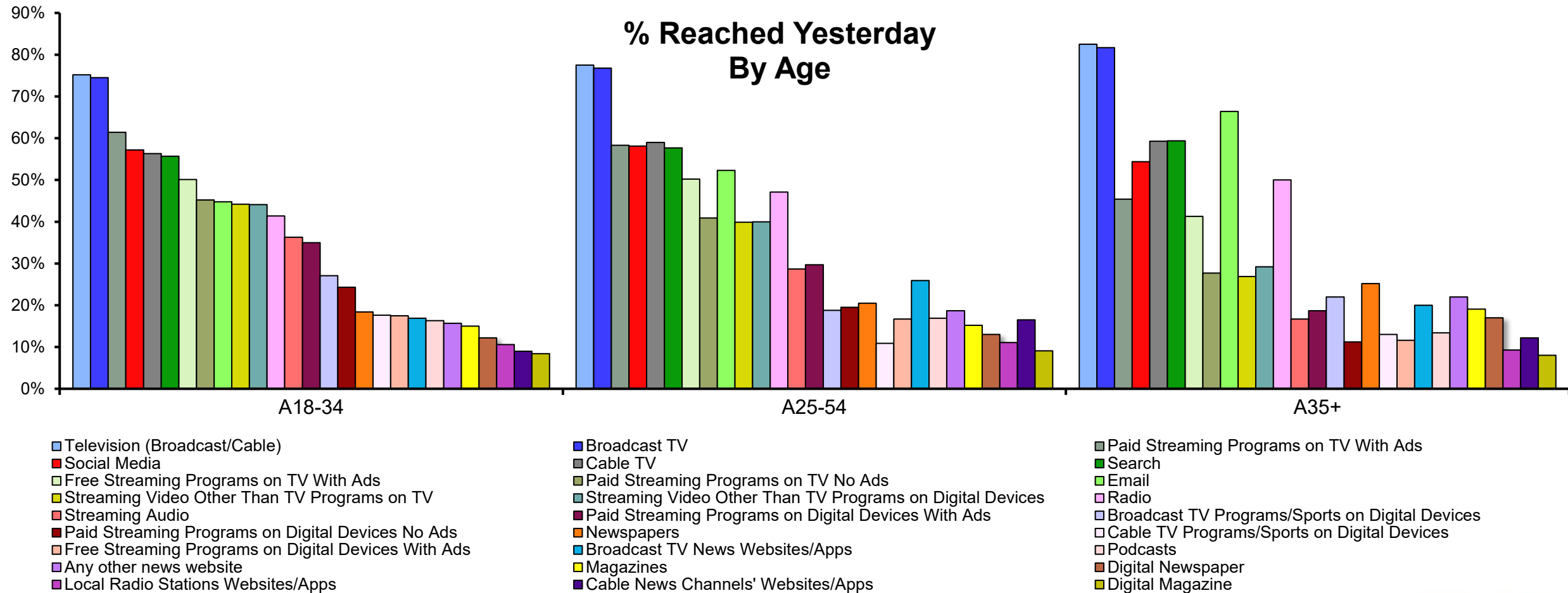
# Broadcast TV Dominates the Top-Rated Programs

# Of Top Rated Programs



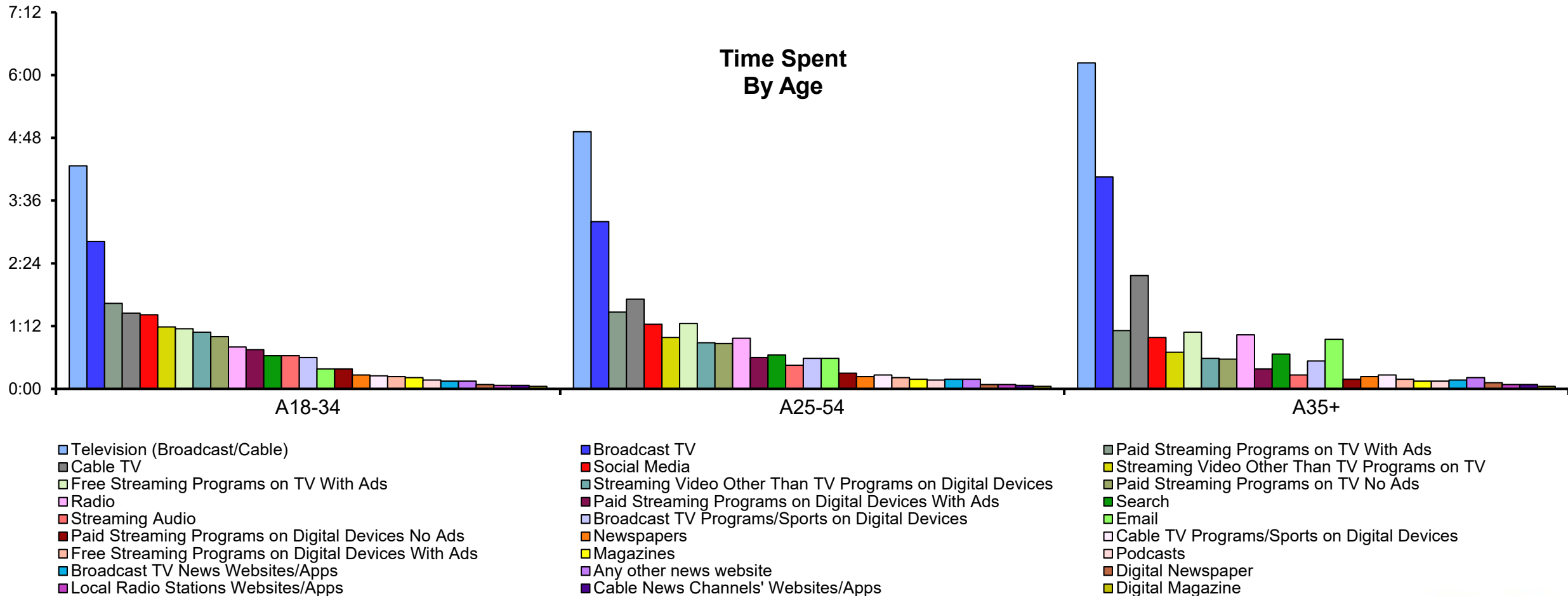
Source: Nielsen NPower, 04/01/2024-05/12/2024, Adults 18+ Live+1 Ratings. Broadcast Includes all Networks and Syndication.

# TV Has The Highest Reach for All Ages



Source: GfK/NIQ TVB Media Comparisons Study 2025. M-S 4A-2A. Digital platforms such as email, social media, internet radio and websites, are totaled for any online device-PC, Smartphone and Tablets. Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports.

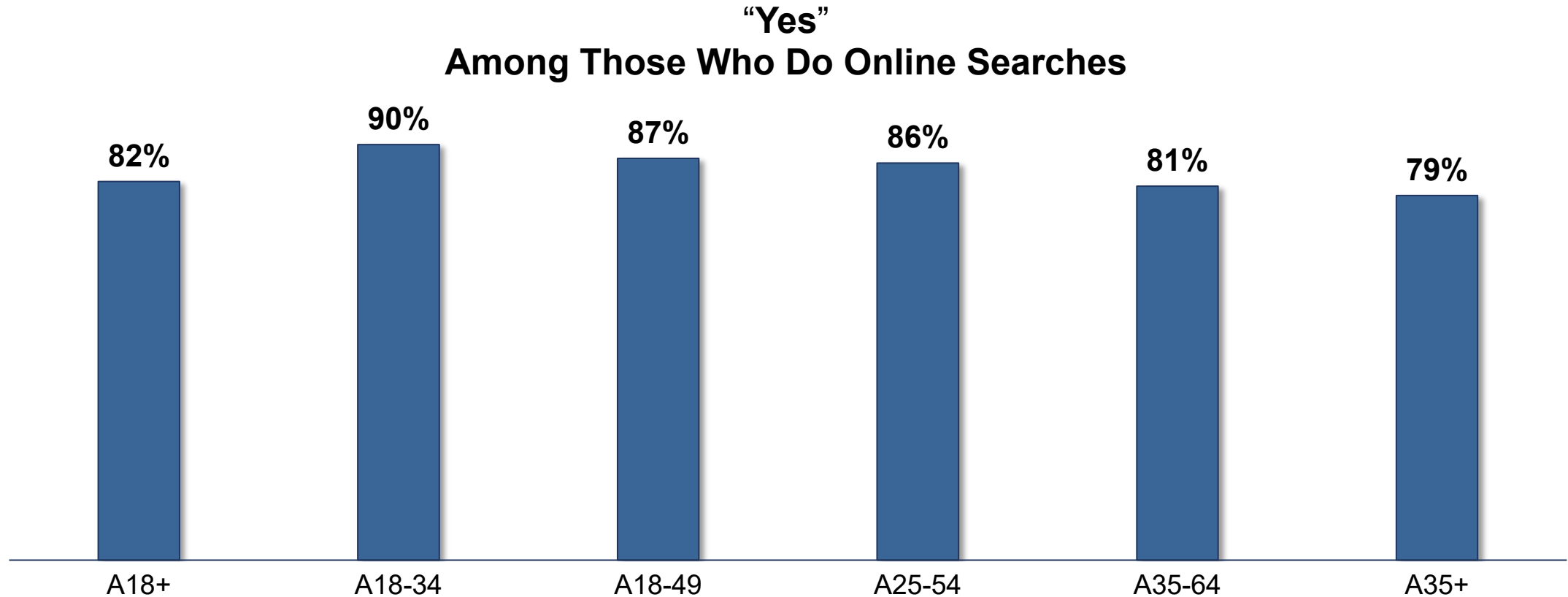
# The Difference in Time Spent for TV Versus Other Media is Dramatic, for All Age Groups



Source: GfK/NIQ TVB Media Comparisons Study 2025. M-S 4A-2A. Digital platforms such as email, social media, internet radio and websites, are totaled for any online device-PC, Smartphone and Tablets. Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports.



# “Have TV ads influenced your search selections?”



Source: GfK/NIQ TVB Purchase Funnel 2025; A18+, A18-34, A18-49, A25-54, A35-64, A35+  
QA10 “When doing an online search, how often, if at all, have TV ads you have seen influenced you in some ways in your search?”  
(Yes = combination of Every time, Most of the time & Sometimes) Among those who do online searches.

# **Advertisers Can Reach Audiences Through Local TV in a Reliable and Personalized Way**



**TVB**

# Availability of Brand/Product

Not all retailers are **fully distributed** in the U.S.

**Product usage** is different by state or market

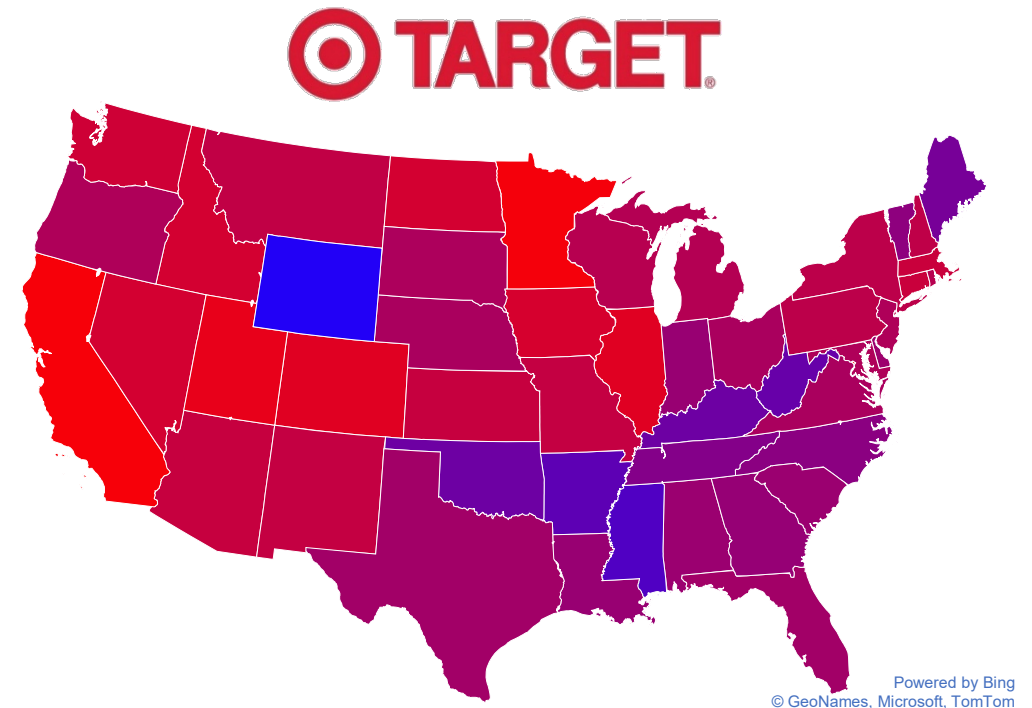
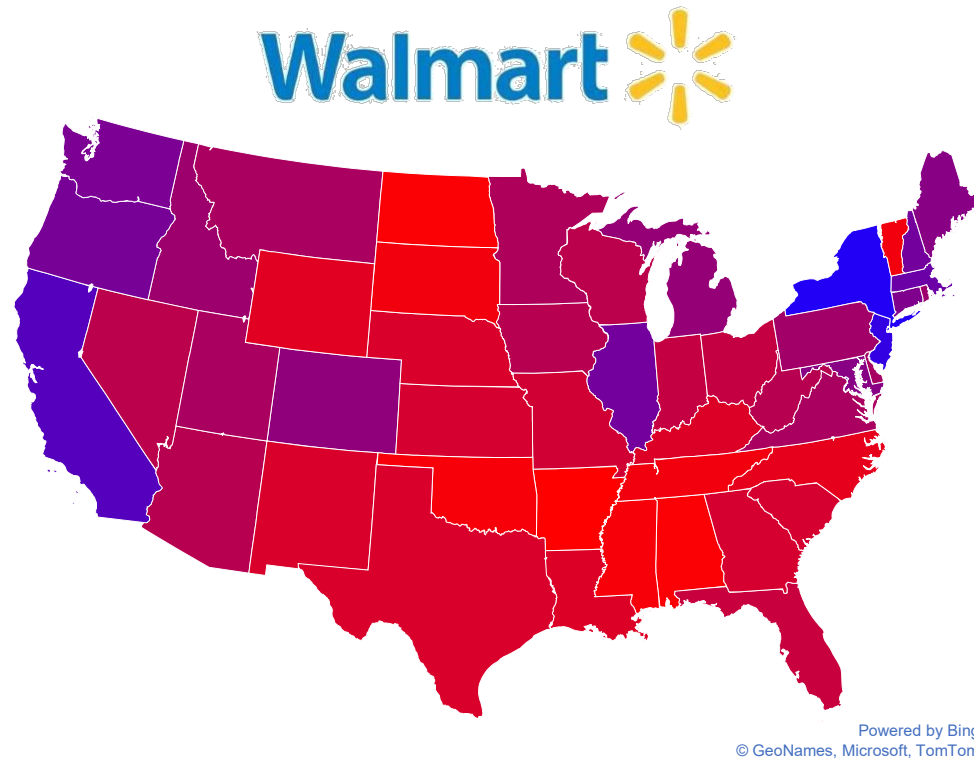
Brands, Retail Stores, Restaurants, and Automotive Dealers have varied **concentrations** in different regions of the U.S.


# Capitalize on Local Sales Strength

Every brand has **geographic areas of opportunity** – where advertising is most likely to produce sales

Geographic targeting with local TV focuses on **high response areas** and delivers **high-potential customers**

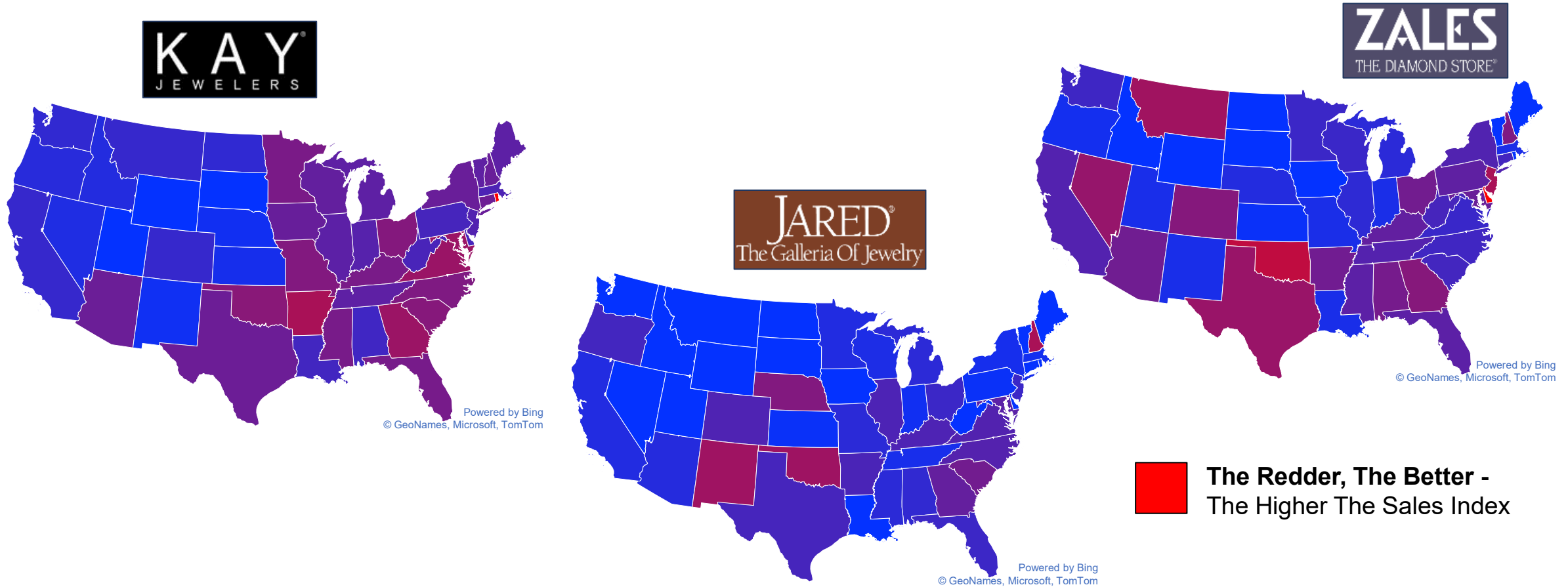
# One Size Does NOT Fit All



 **The Redder, The Better -**  
The Higher The Sales Index

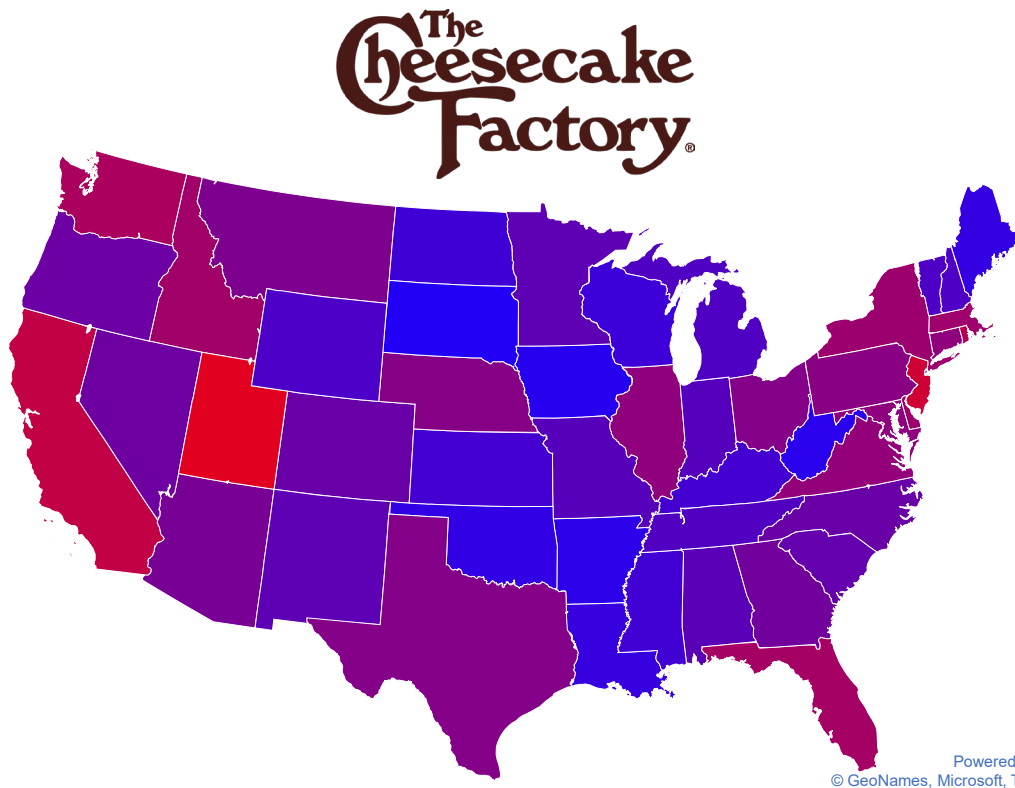
Source: MRI-Simmons 2025 Winter USA study weighted by Adult 18+ population. Shopped in past 3 months: Walmart, Target.

# Jewelry Shopping Across the U.S Varies by Market

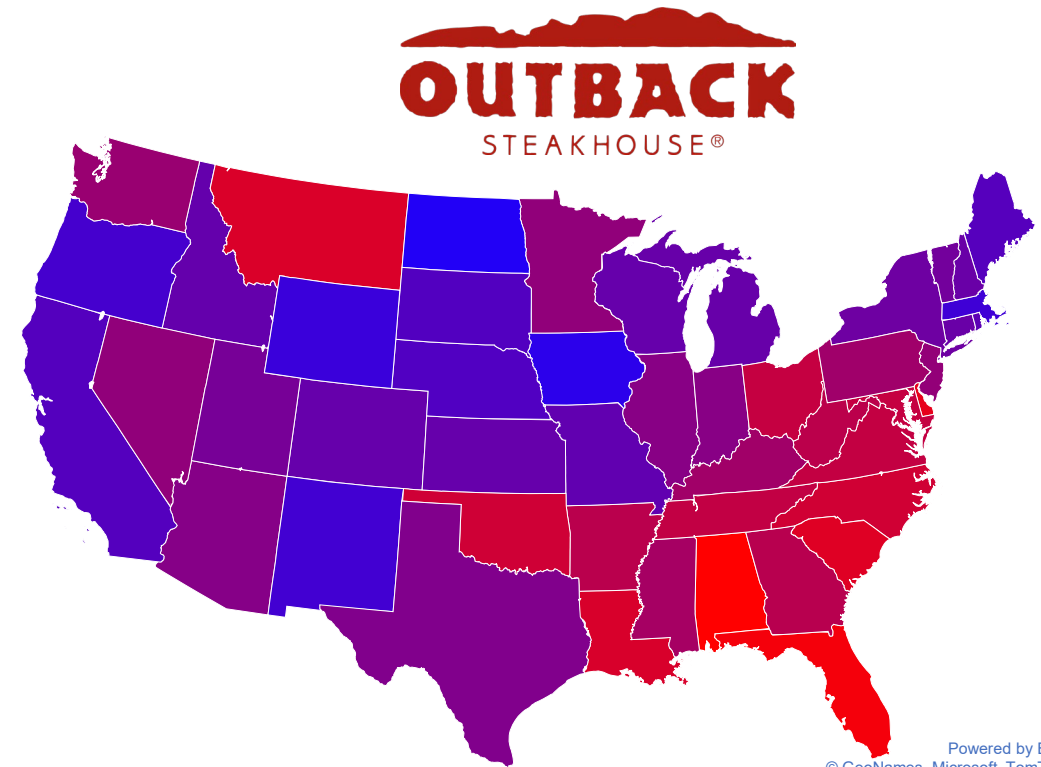


Source: MRI-Simmons 2025 Winter USA study weighted by Adult 18+ population. Shopped in past 3 months: Kay Jewelers, Jared, Zales.


# Target Adults Who Enjoy Dining Out With Local Broadcast



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Powered by Bing  
© GeoNames, Microsoft, TomTom

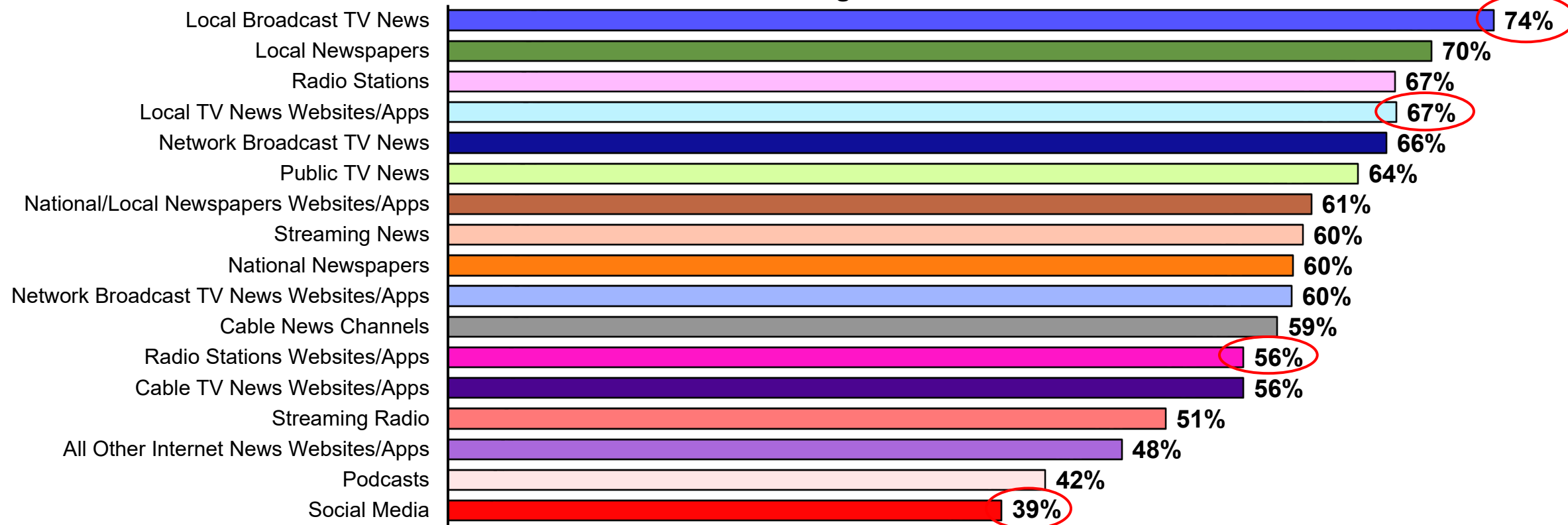
 **The Redder, The Better -**  
The Higher The Sales Index

Source: MRI-Simmons 2025 Winter USA study weighted by Adult 18+ population. Bought at in the last 6 months: The Cheesecake Factory, Outback Steakhouse.



# Local Broadcast Television News: #1 For Trust

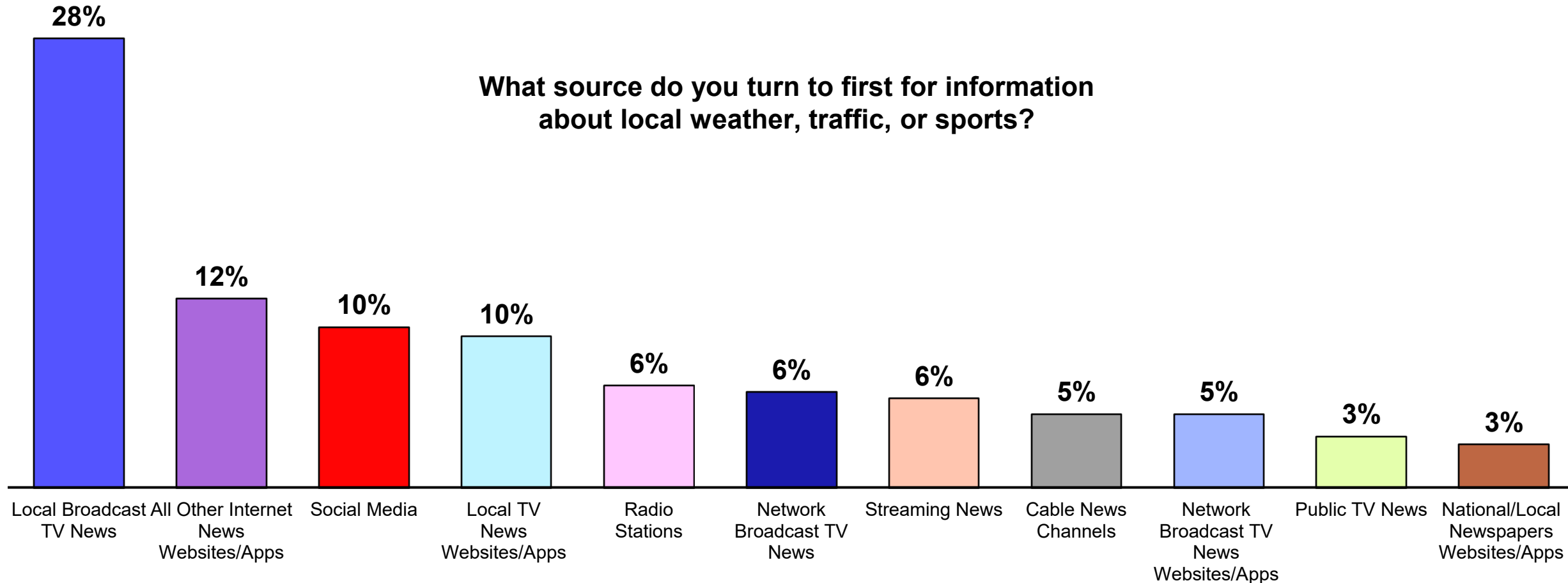
I trust the News that I see/hear on this media source:  
*Percent Agree*



Source: GfK/NIQ TVB Media Comparisons Study 2025. Persons 18+. Agree Strongly or Agree Somewhat.

QO9 - For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the News that I see/hear on this media source. Streaming news includes programs like ABC News Live, NBC News Now, Live Now from Fox on Roku, Tubi, etc.

# The Primary Source For Local Traffic, Weather & Sports: Local Broadcast Television News



Source: GfK/NIQ TVB Media Comparisons Study 2025. Persons 18+. Includes only those who chose a media. QO6 - What source do you turn to first for information about local weather, traffic, or sports? Cable News Websites/apps, National Newspapers, Streaming Radio & Podcasts were under 2% each. Streaming news includes programs like ABC News Live, NBC News Now, Live Now from Fox on Roku, Tubi, etc.

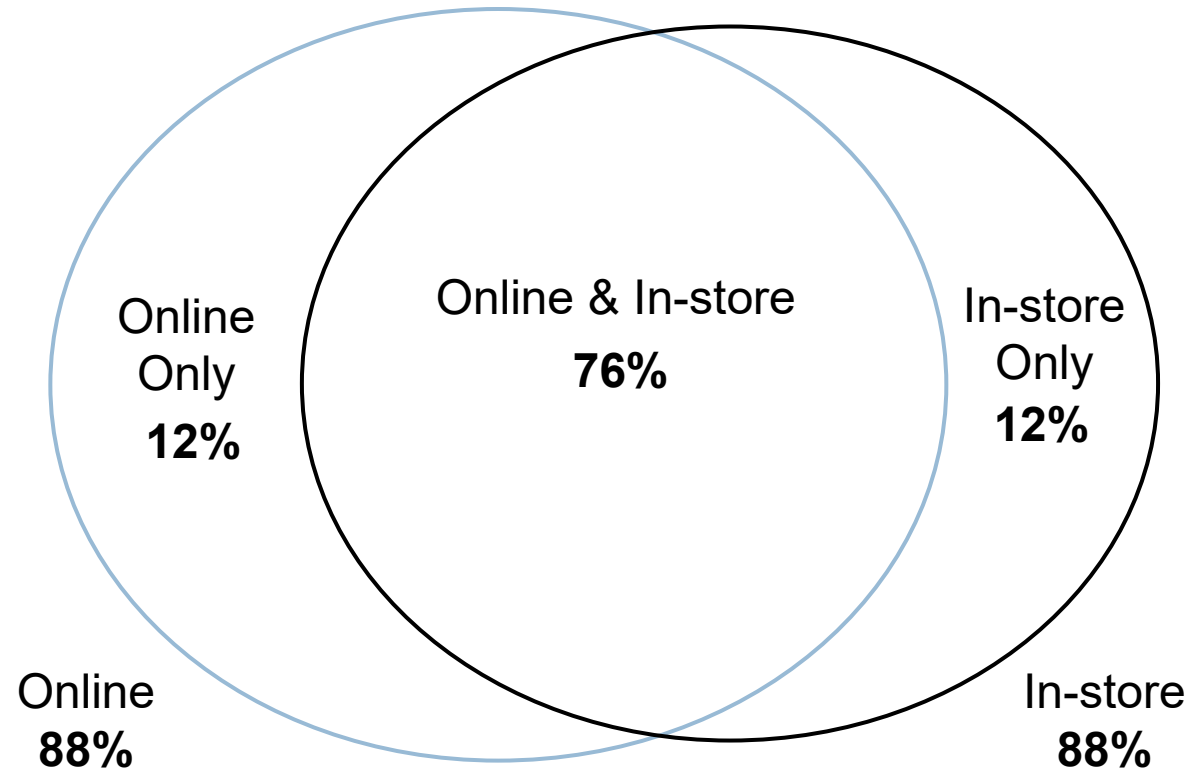
**Regardless of How  
Consumers Shop,  
TV Advertising is Key**



**TVB**

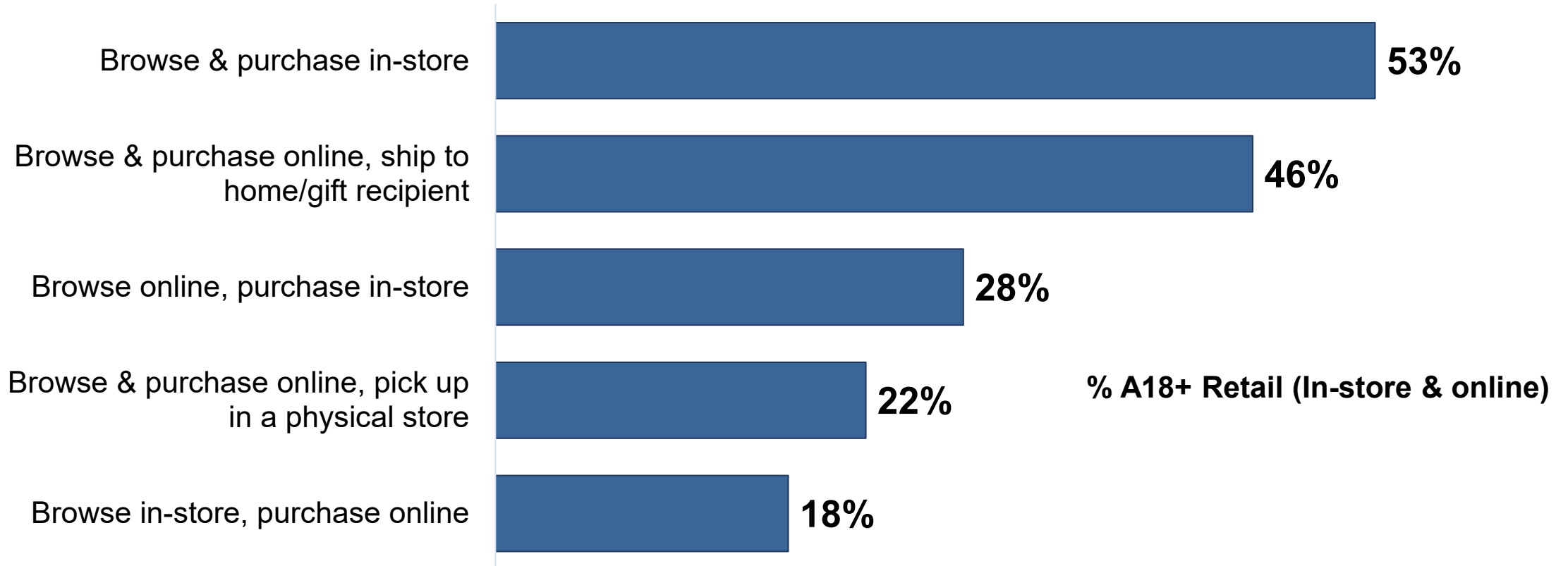
# 76% of Retail Consumers Shopped Both In-Store & Online During The Holiday Season

**Retail Online = Online Only + Online & In-store**  
**Retail In-Store = In-Store Only + Online & In-store**



# Shopping Activity At Retail Locations

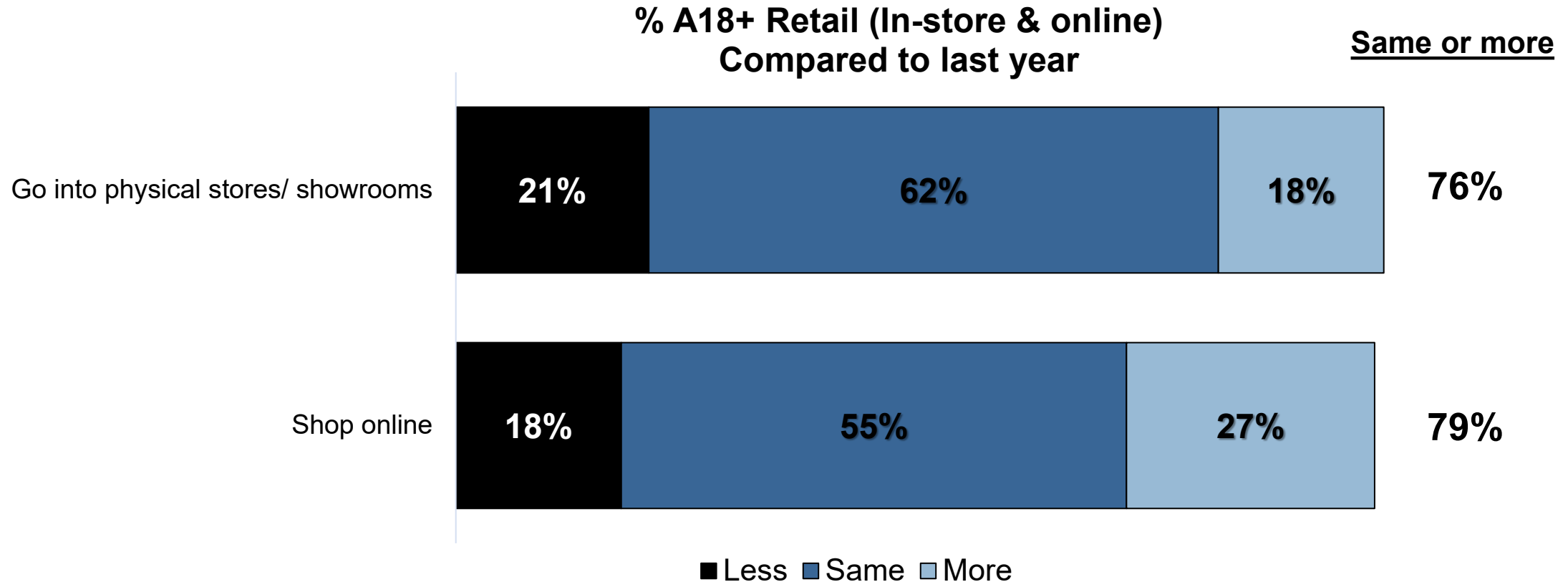
**Over half of respondents browsed AND purchased in-store.**



Source: GfK/NIQ TVB Purchase Funnel 2025 Retail Category A18+

C-3: "Now, please think about the holiday season. Have you purchased, or do you plan to purchase from the following?" Respondents could select more than one response.

# “Are You Currently, Or Planning to Do More, Less, or The Same?”

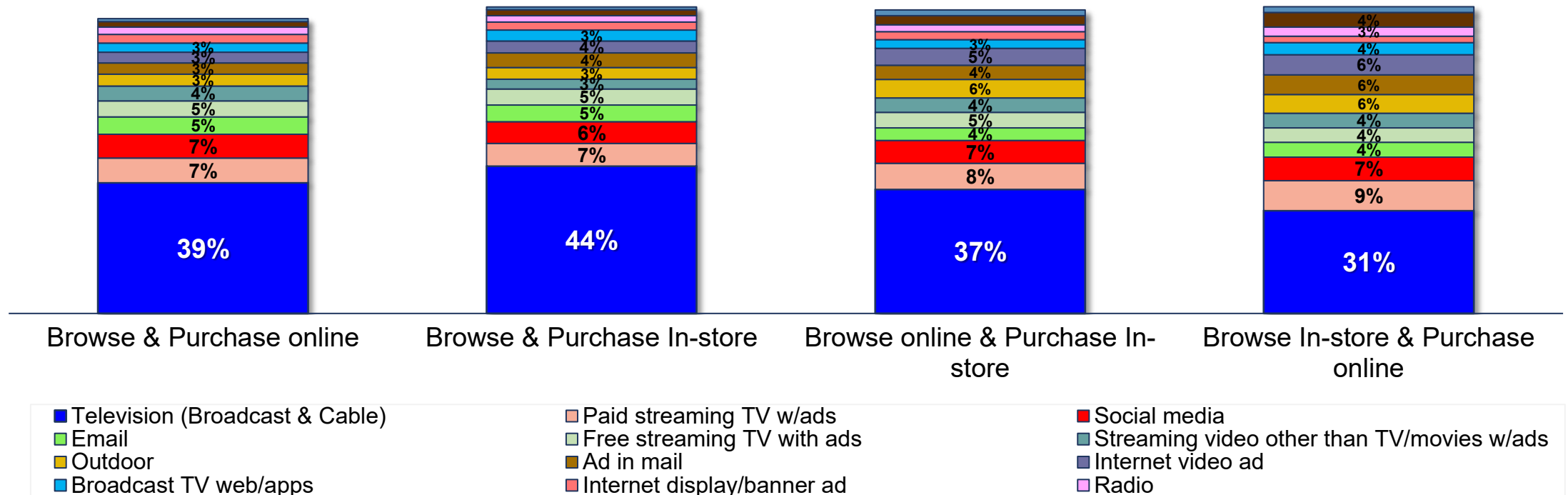


Source: GfK/NIQ TVB Purchase Funnel 2025 Retail Category A18+

CI-1: “For each of the following, are you currently or planning to do more, less or the same compared to what you did a year ago?” Among those for whom the questions were applicable.

# What Influenced Consumers Most For Retail: Awareness

% A18+ Retail (In-store & online)

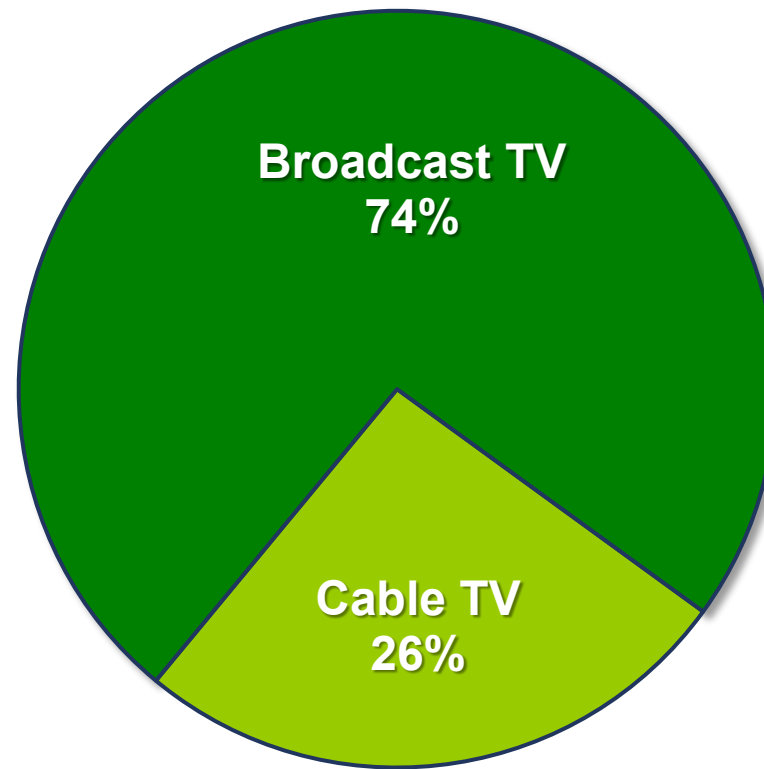


Source: GfK/NIQ TVB Purchase Funnel 2025 Retail Category A18+  
QA4 Most important for media with at least 1 funnel stage at 2%+ shown; 2%, 1%, & 0% not shown/labeled.



# Of Those that Cited TV as the Most Important in the Awareness Phase, 74% Picked Broadcast TV

% A18+ Retail (In-store & online)



Source: GfK/NIQ TVB Purchase Funnel 2025 Retail Category A18+

QA4 "Thinking about the ads you saw/heard for the categories, which advertising media made you most aware of the Category?"

How to read: Of the 40% who chose television as most important for awareness, 74% chose broadcast TV.

# “Have TV ads influenced your search selections?”



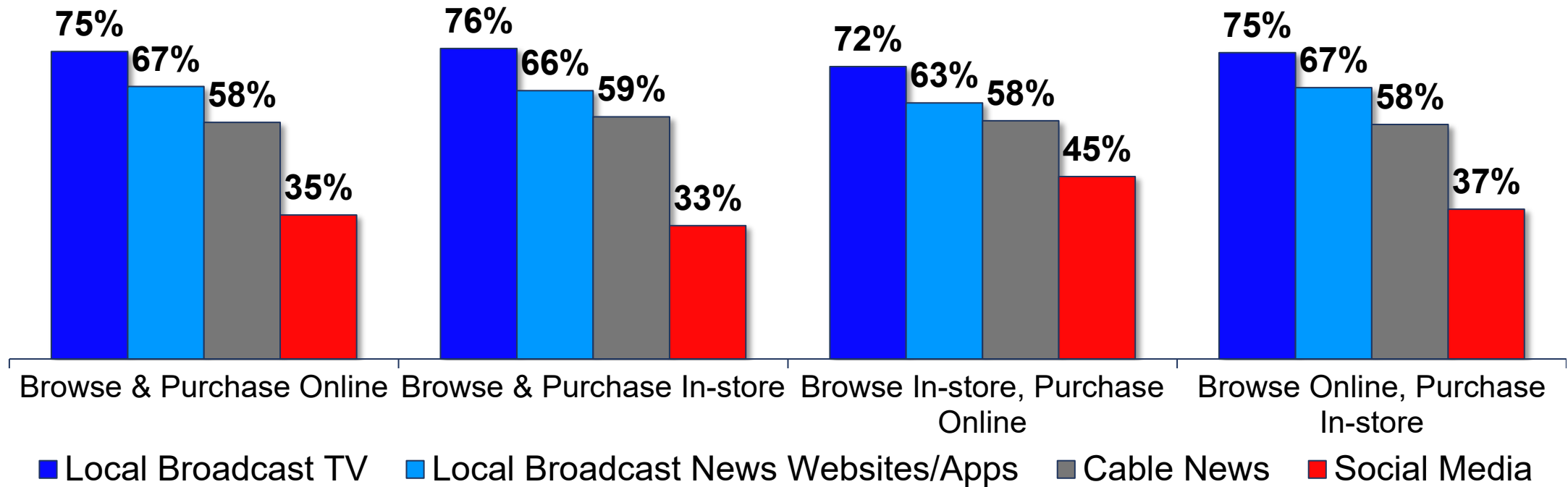
Source: GfK/NIQ TVB Purchase Funnel 2025 Retail Category A18+

QA10 “When doing an online search, how often, if at all, have TV ads you have seen in this Category influenced you in some ways in your search?” (Yes = combination of Every time, Most of the time & Sometimes) Among those who do online searches.

# Regardless of Physical Retail Methods, Shoppers Highly Trust Local TV Assets

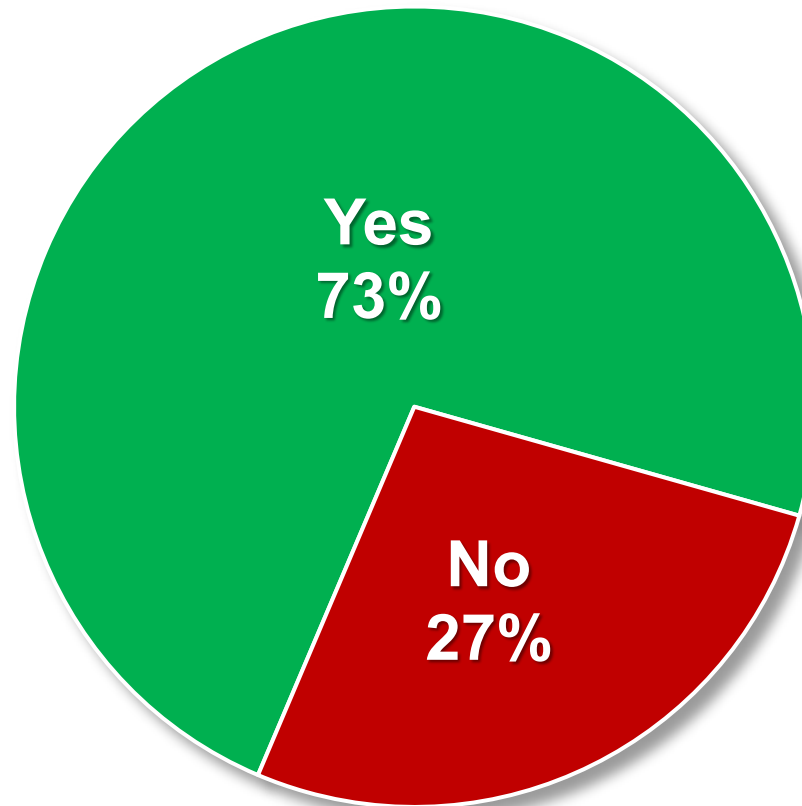
**“I trust the news I see/hear on this media source.”**

**Retail (In-store & online)  
% A18+ Agreeing**



# “When Visiting a Television Station’s Website or App, do you View the Ads?”

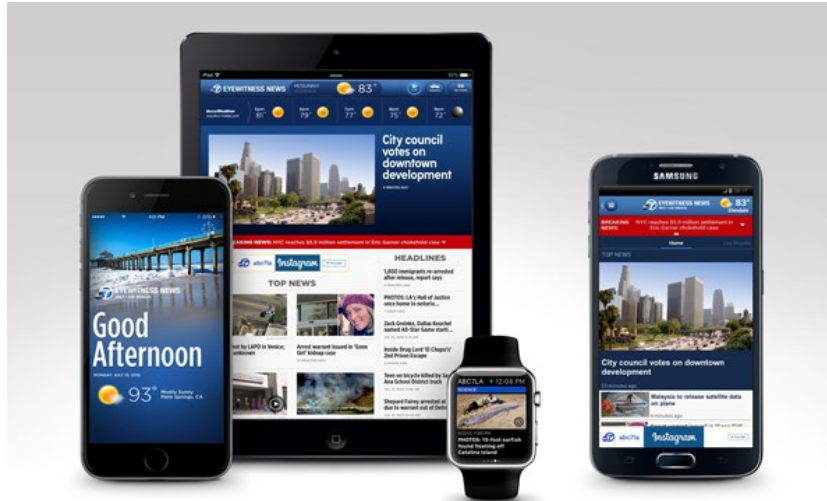
% A18+ Retail (In-store & online)



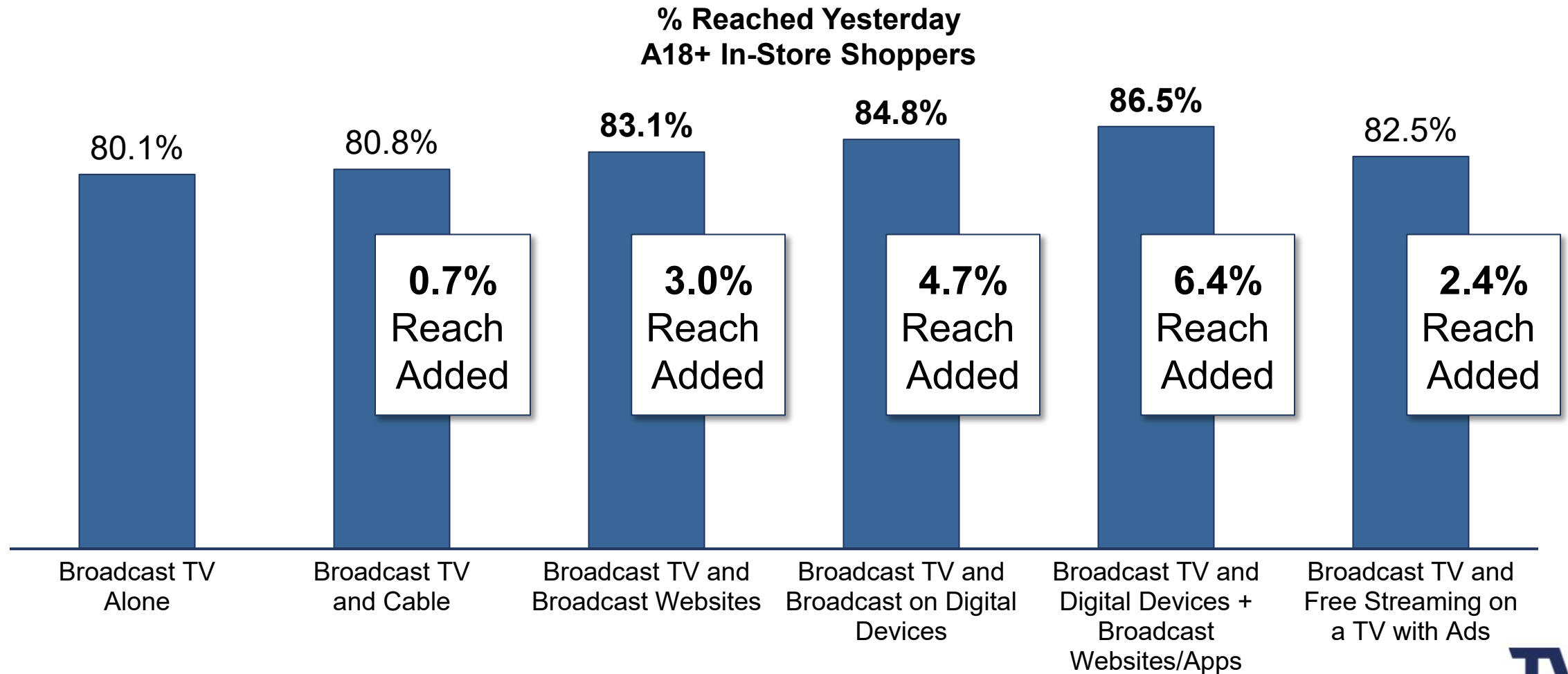
Source: GfK/NIQ TVB Purchase Funnel 2025 Retail Category A18+

C2 “How often do you look at the video ads on that local television station’s website or app?” (Yes = combination of Every time, Most of the time & Sometimes).

# Broadcast TV Websites/Apps Provide Multi-platform Opportunities



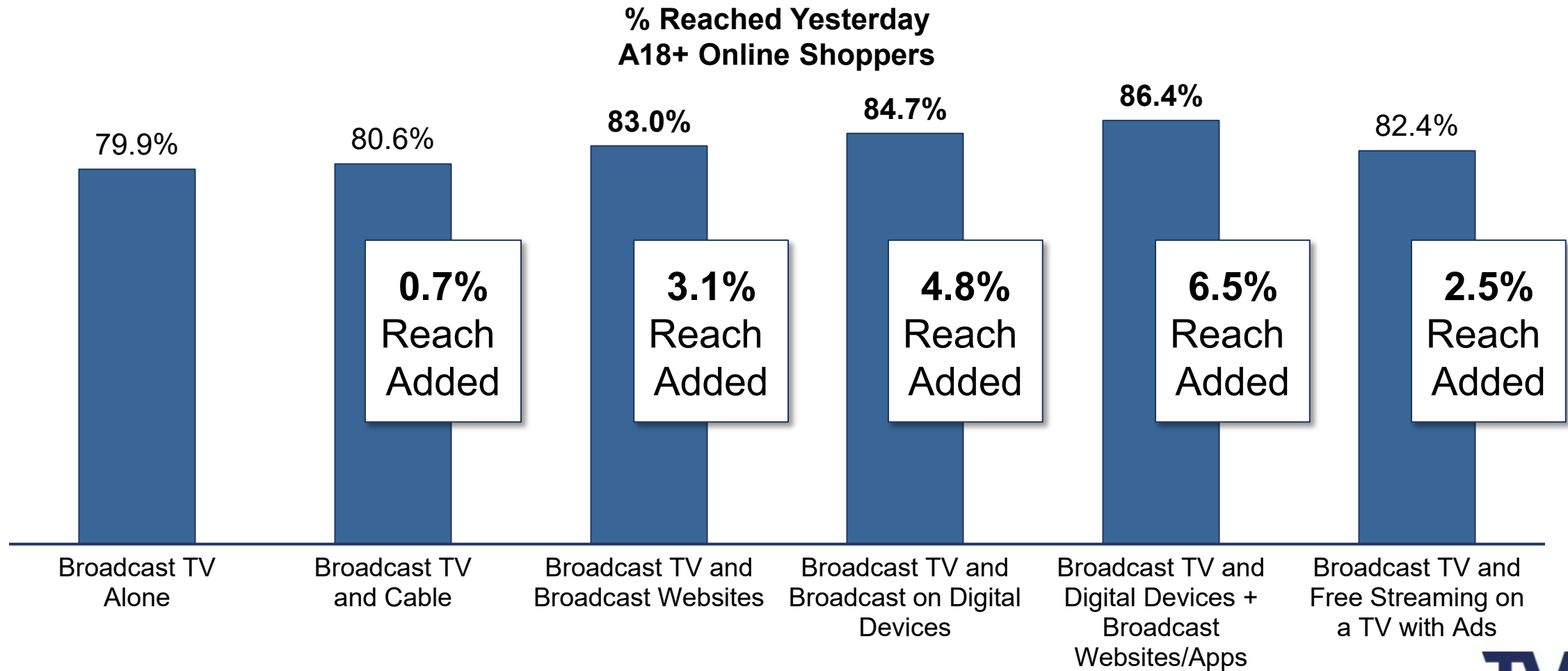
# Broadcast Websites & Broadcast TV on A Digital Device Added More Reach to Broadcast TV Than Cable for In-Store Shoppers



Source: GfK/NIQ TVB Media Comparisons Study 2025. M-S 4A-2A. Persons 18+ Shopped in-store in the past year.



# Broadcast Websites & Broadcast TV on A Digital Device Added More Reach to Broadcast TV Than Cable for Online Shoppers

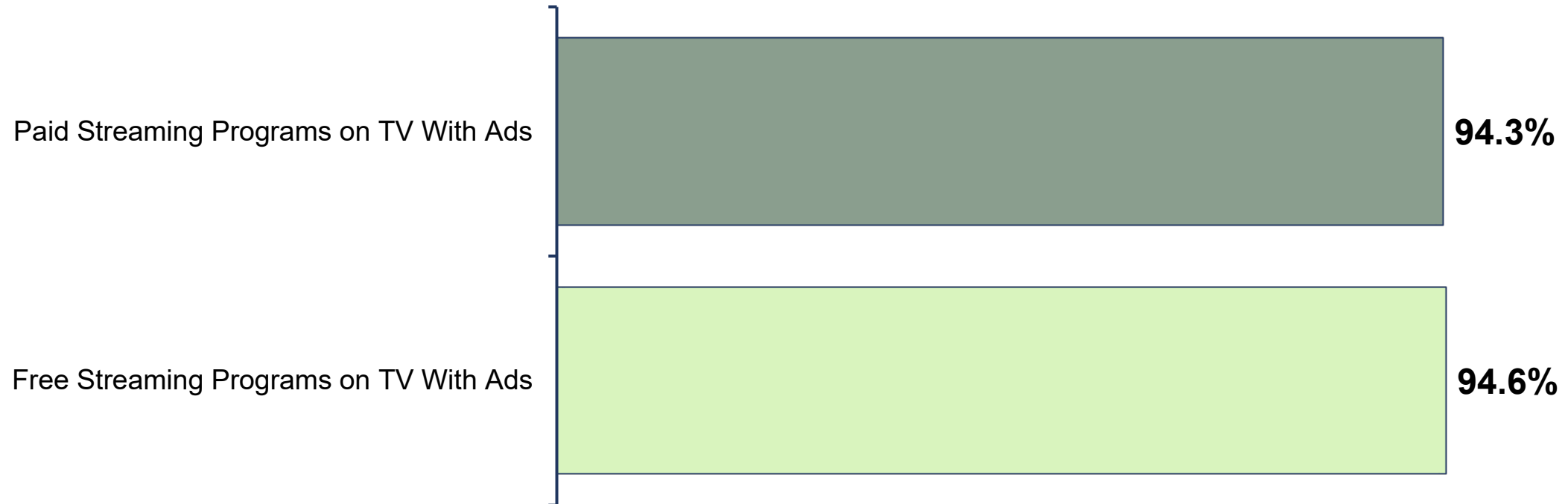


Source: GfK/NIQ TVB Media Comparisons Study 2025. M-S 4A-2A. Persons 18+ Shopped Online in the past year.



# If They Are Streaming with Ads, They Are Reached by Broadcast as Well

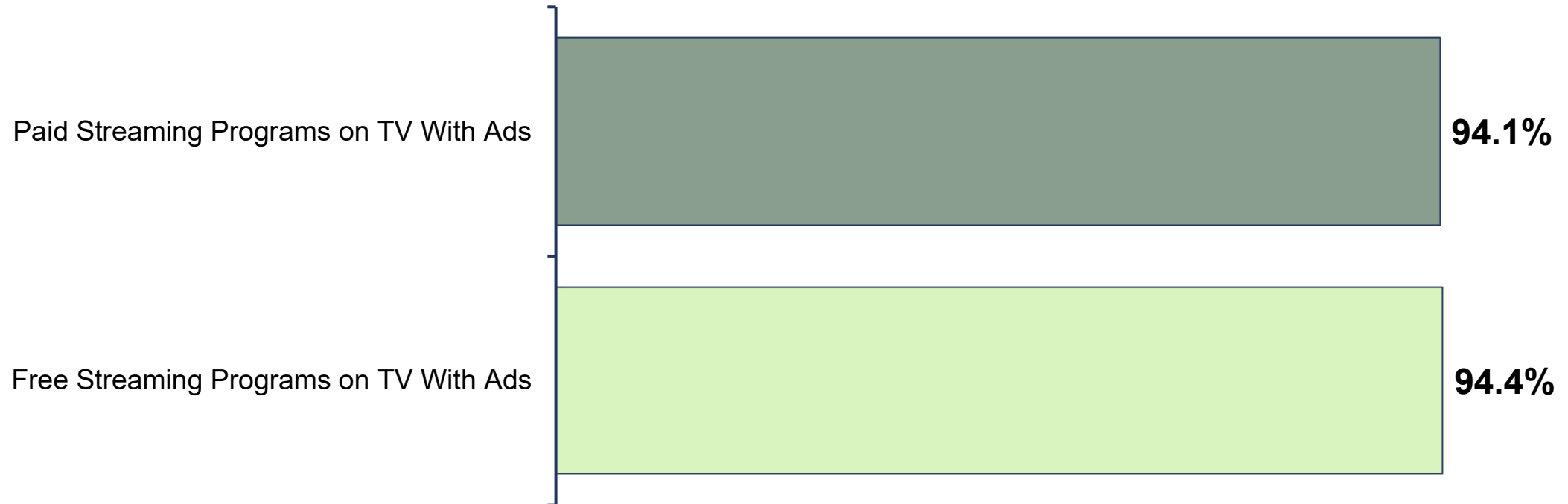
## A18+ In-Store Shoppers Percent of Each That Are Reached by Broadcast TV



**To be read as:** Broadcast reaches 95% of those that view free ad-supported streaming programs on TV.

# If They Are Streaming with Ads, They Are Reached by Broadcast as Well

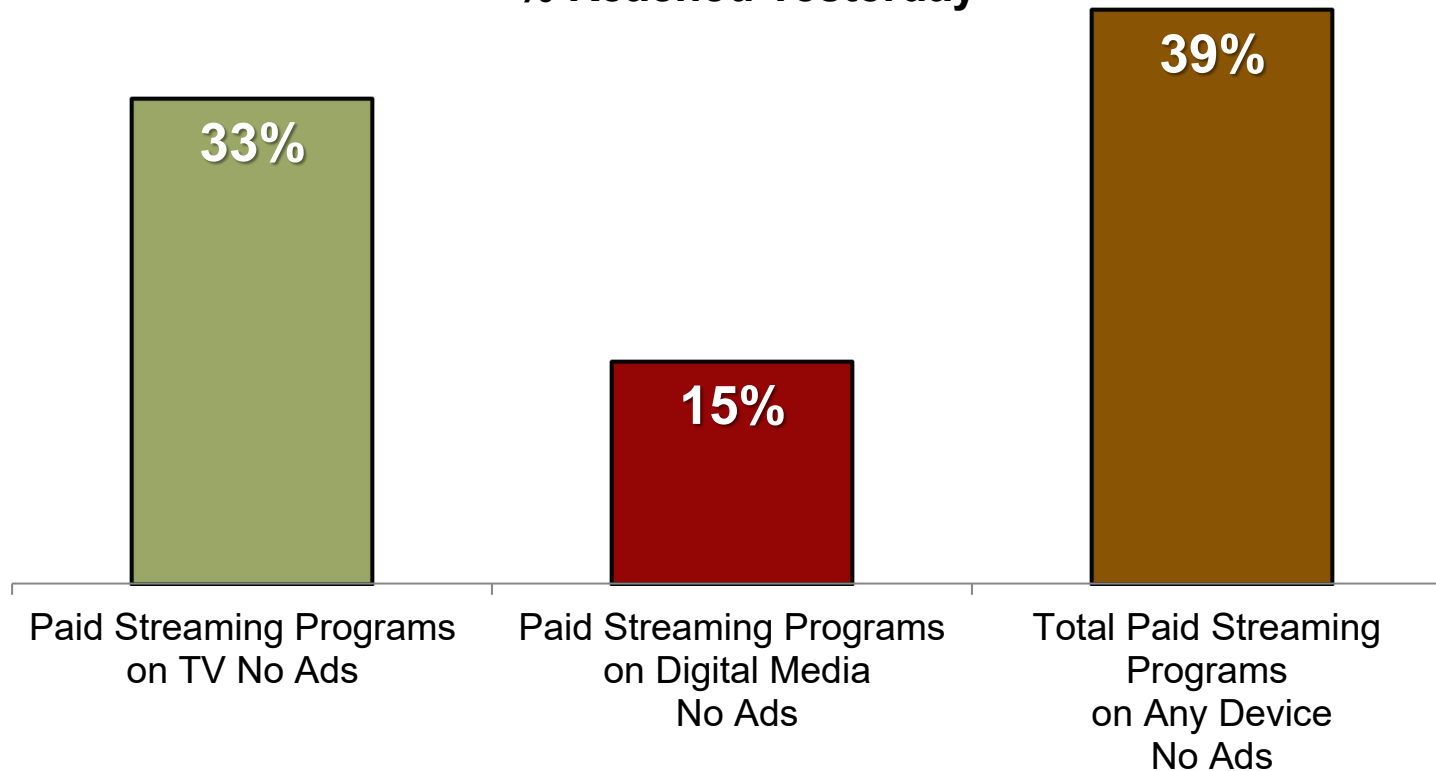
## A18+ Online Shoppers Percent of Each That Are Reached by Broadcast TV



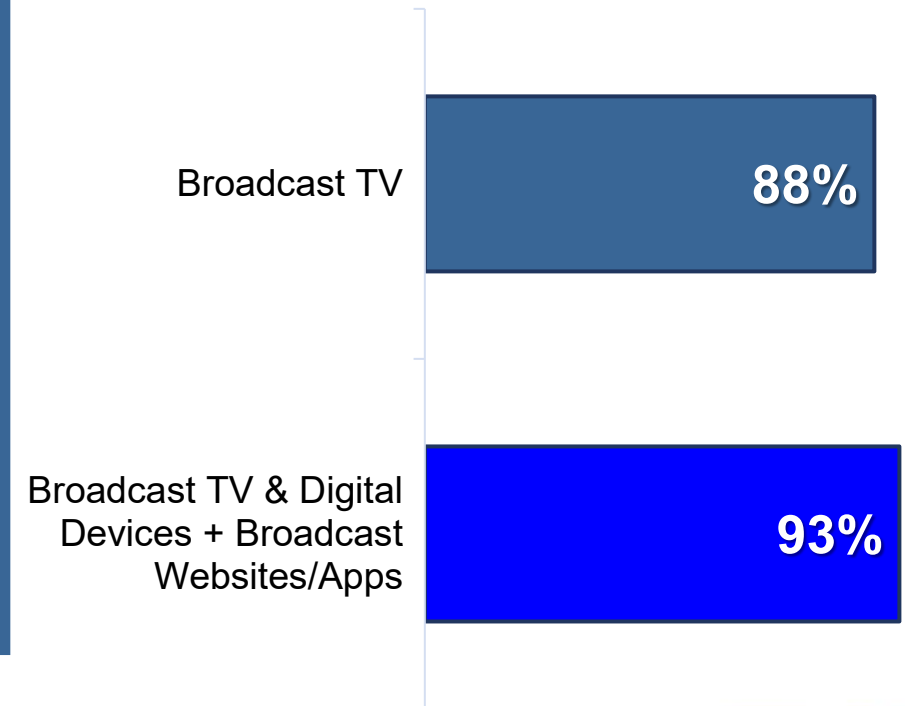
**To be read as:** Broadcast reaches 94% of those that view free ad-supported streaming programs on TV.

# Streaming with NO Advertising: Advertisers Cannot Reach these Viewers But Broadcast Assets Can Reach Almost All of Them

**In-Store Shoppers  
% Reached Yesterday**



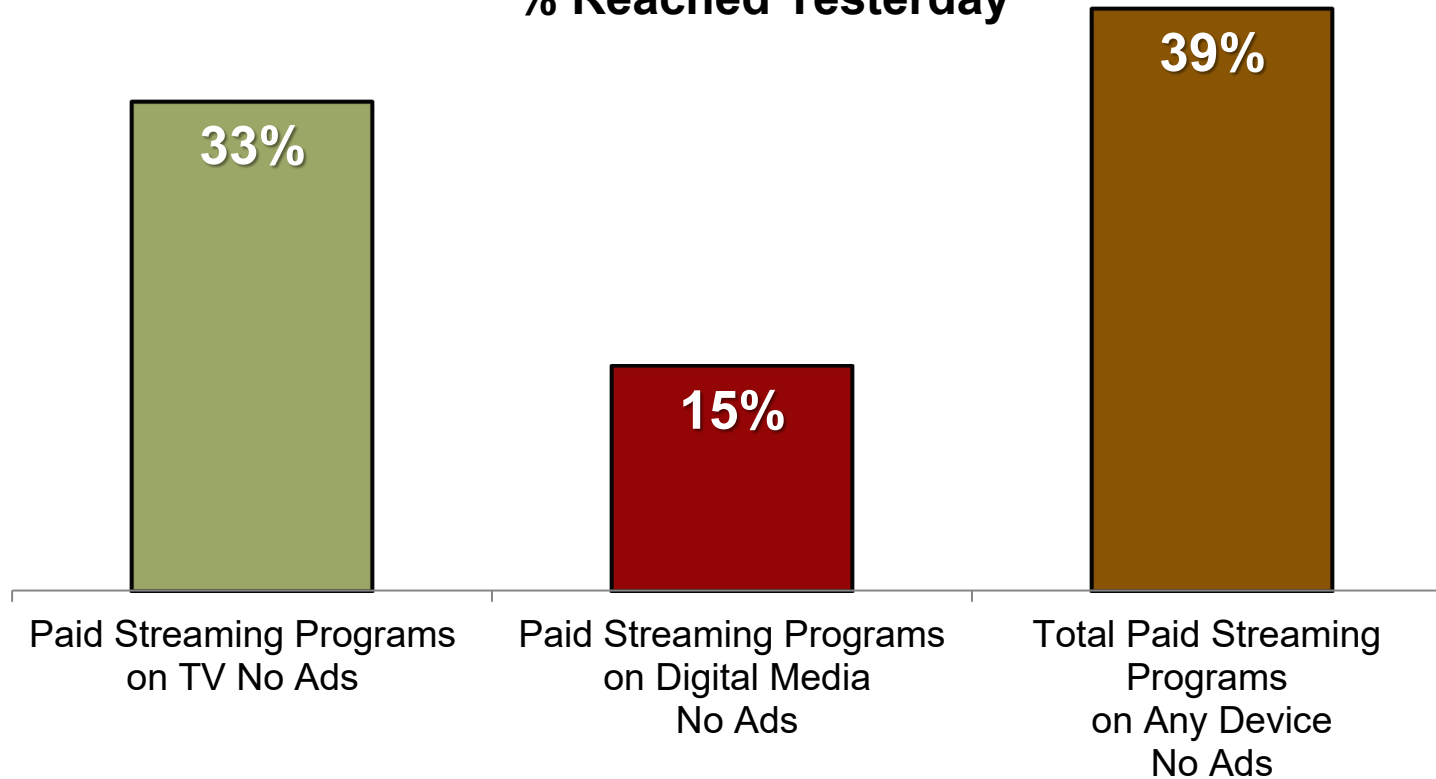
**In-Store Shoppers  
% Reach of Streamers with  
No Advertising**



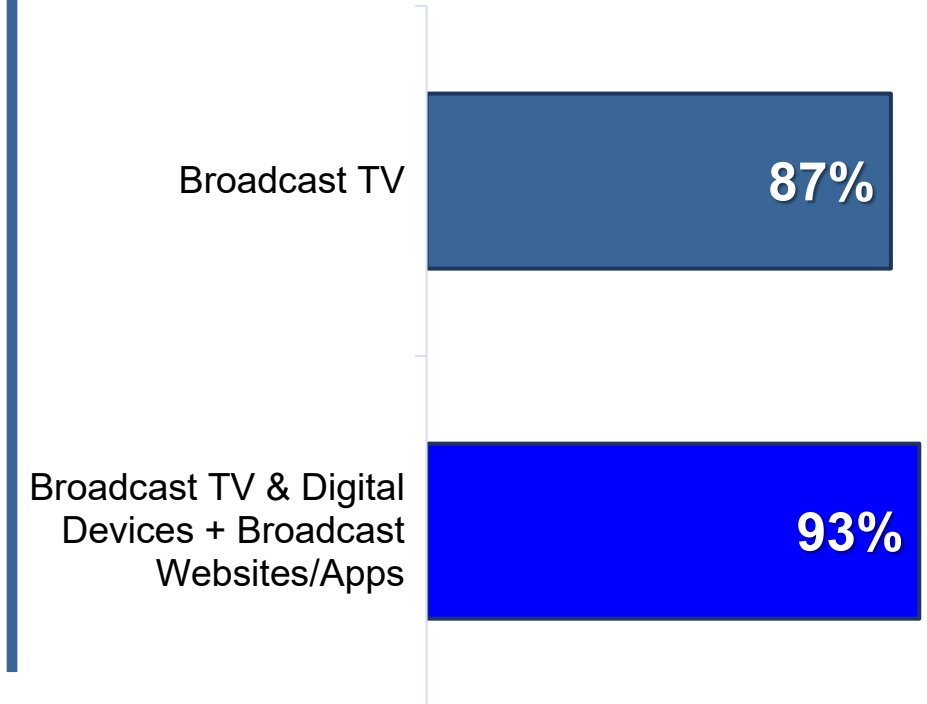
Source: GfK/NIQ TVB Media Comparisons Study 2025. M-S 4A-2A. Persons 18+ Shopped in-store in the past year.

# Streaming with NO Advertising: Advertisers Cannot Reach these Viewers But Broadcast Assets Can Reach Almost All of Them

**Online Shoppers  
% Reached Yesterday**



**Online Shoppers  
% Reach of Streamers with  
No Advertising**



Source: GfK/NIQ TVB Media Comparisons Study 2025. M-S 4A-2A. Persons 18+ Shopped Online in the past year.

# Key Mother's Day Takeaways

- The NRF expects 2025 to reach near record high spending at \$34.1 billion.
- TV advertising is imperative to influence Mother's Day shoppers.
- 8 out of 10 respondents said television influenced their search selections.
- Broadcast TV delivers top Mother's Day ratings and reach.
- Local TV allows advertisers to target their message in a trusted environment.
- Broadcast TV delivers both in-store and online shoppers.
- Online shoppers and in-store shoppers selected television as the most important influence.
- Broadcast TV assets can reach those who stream programming with ads and those who stream on ad-free platforms.

# Thank You!



TVB