



Local Media
Marketing Solutions

Mother's Day Report
2025



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Mother's Day 2025

Spending and Attitudes

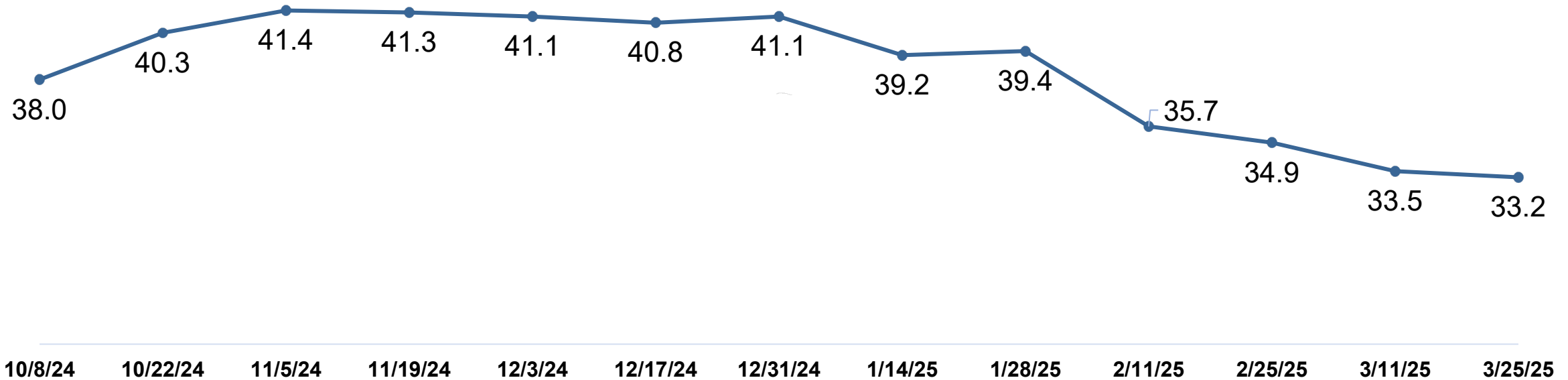


TVB

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)



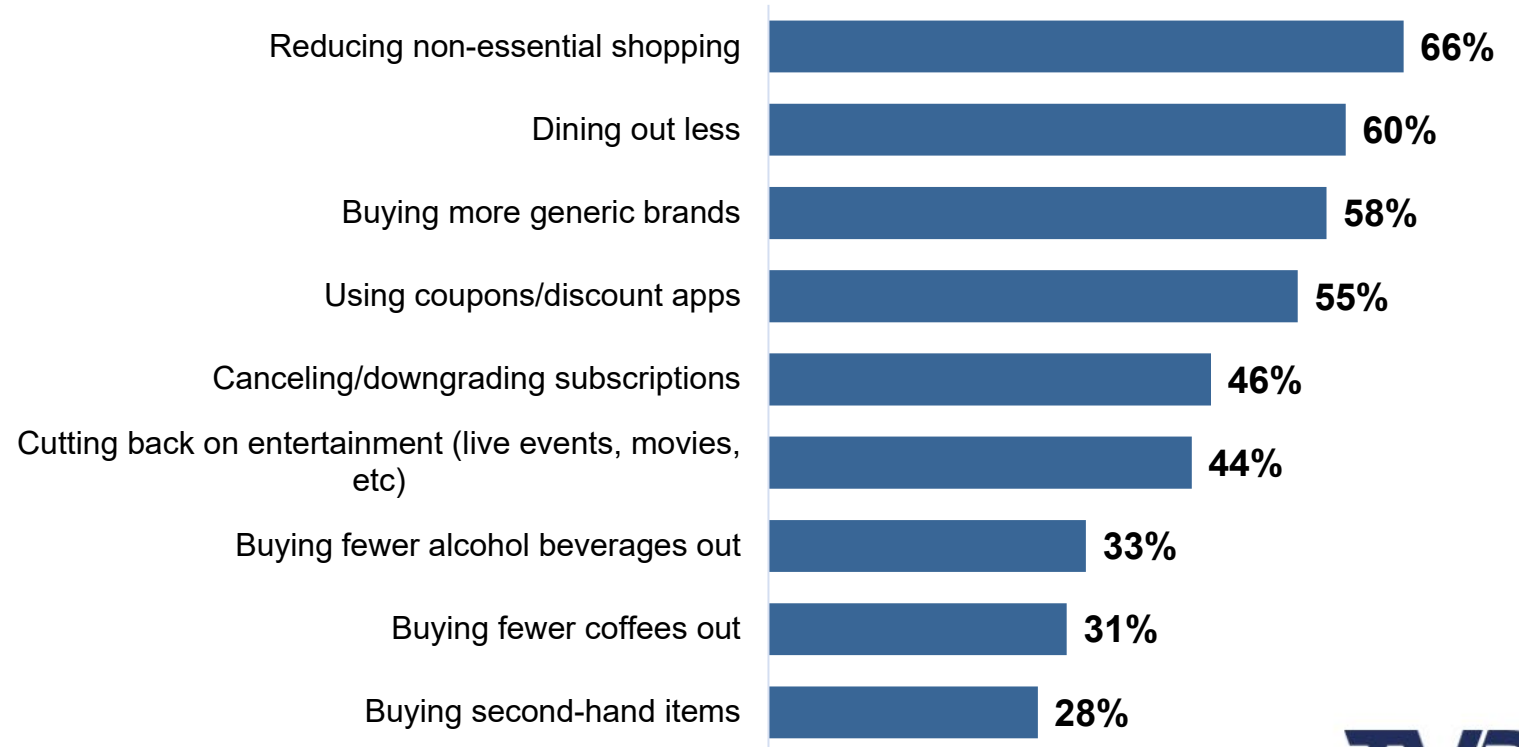
Source: Penta-CivicScience Economic Sentiment Index (n = 3,000) | Looking ahead six months, do you think the U.S. economy will get better, stay the same, or get worse? Over the next six months, do you think it will become easier or more difficult to find a new job? Over the next six months, do you expect your personal financial situation to get better, stay the same, or get worse? Given the current state of the economy, is now a good time or a bad time to make a major purchase like a new car or home improvements? Given the current state of your local market, is now a good or bad time to purchase a new home?

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)



Sources (from left to right): EY Future Consumer Index Report 2025 U.S Sample (n = 1,500)
Civic Science (n = 4,900) | 2/27/2025 to 3/4/2025 | Includes only those who have cut their expenses.

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

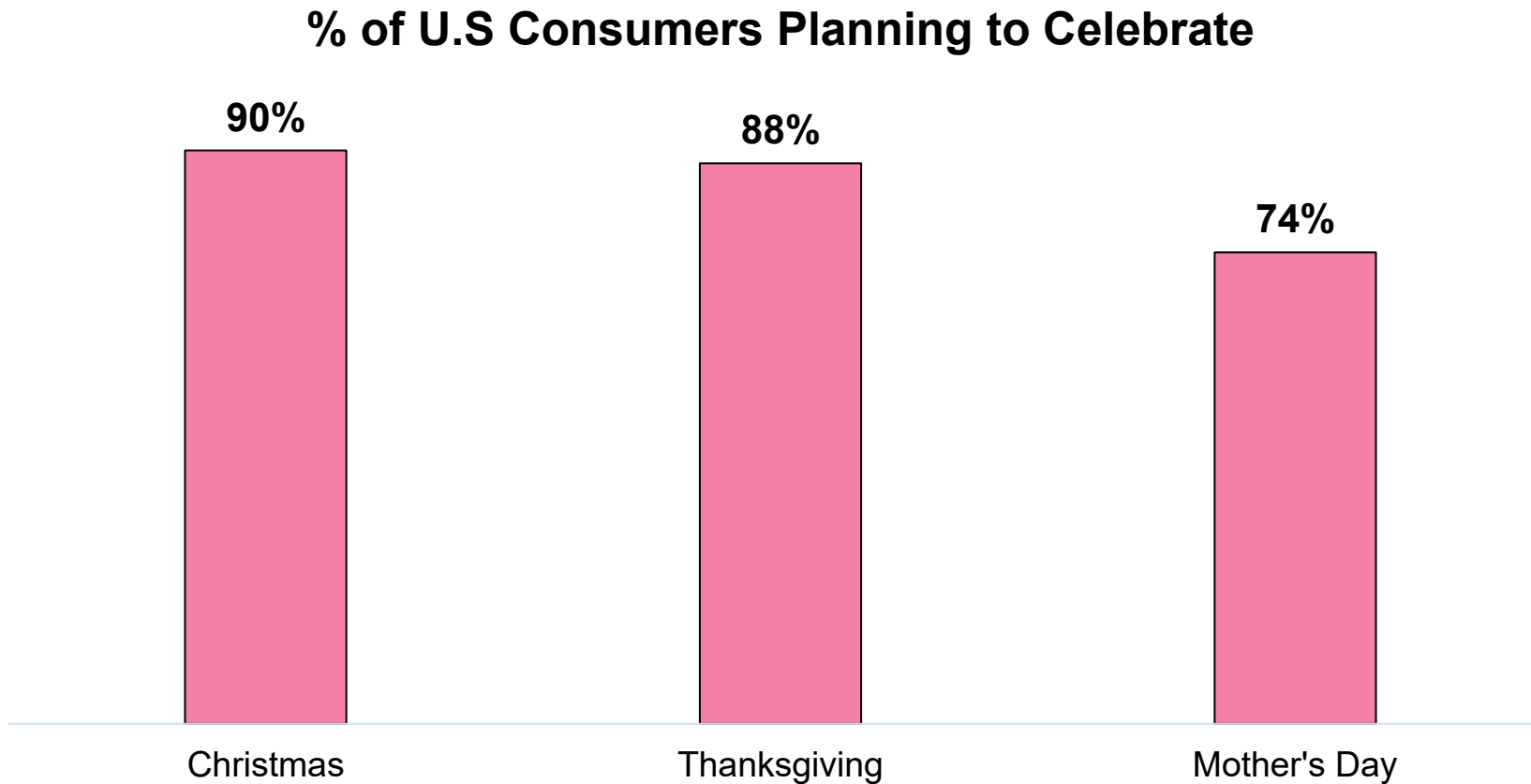
2025

2.7% - 3.7% forecasted retail sales growth

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

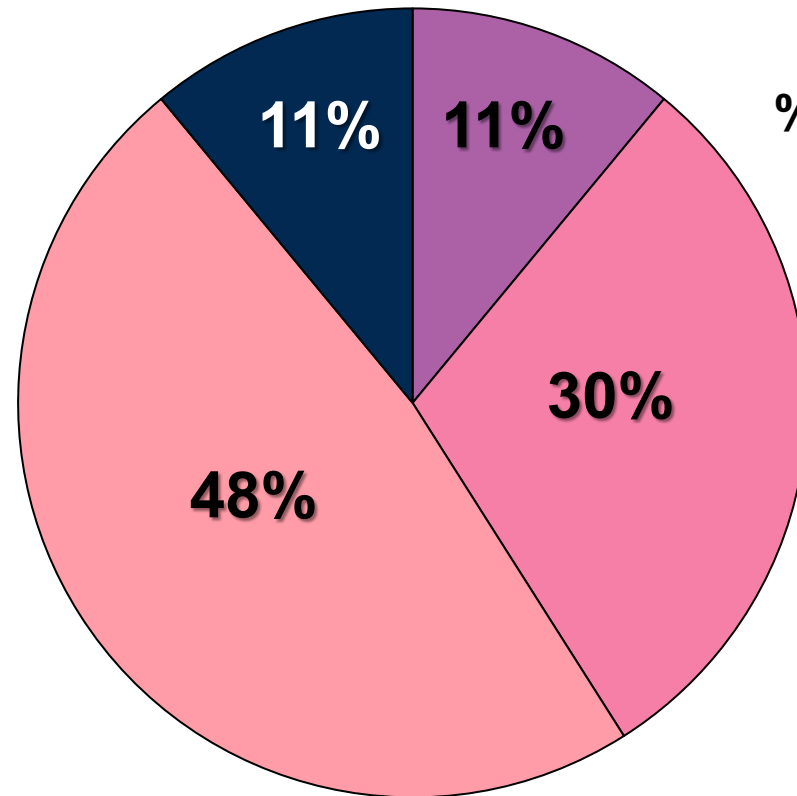
7%-9% sales growth forecasted in non-store and online sales

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



Source: Numerator 2025 Holiday Preview 1/21/2025 (n = 5,149) | Which of the following holidays do you think you'll celebrate this year (2025)? (Top 3 shown only).

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

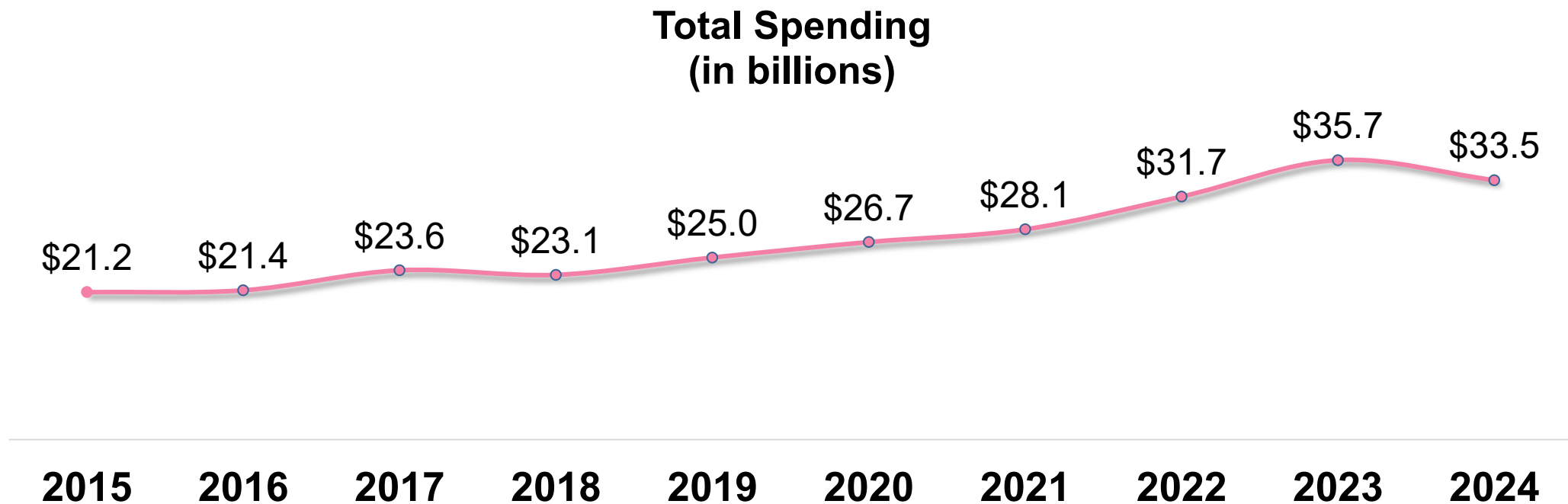


**Advanced Planning
% of Intended Mother's Day Celebrators**

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

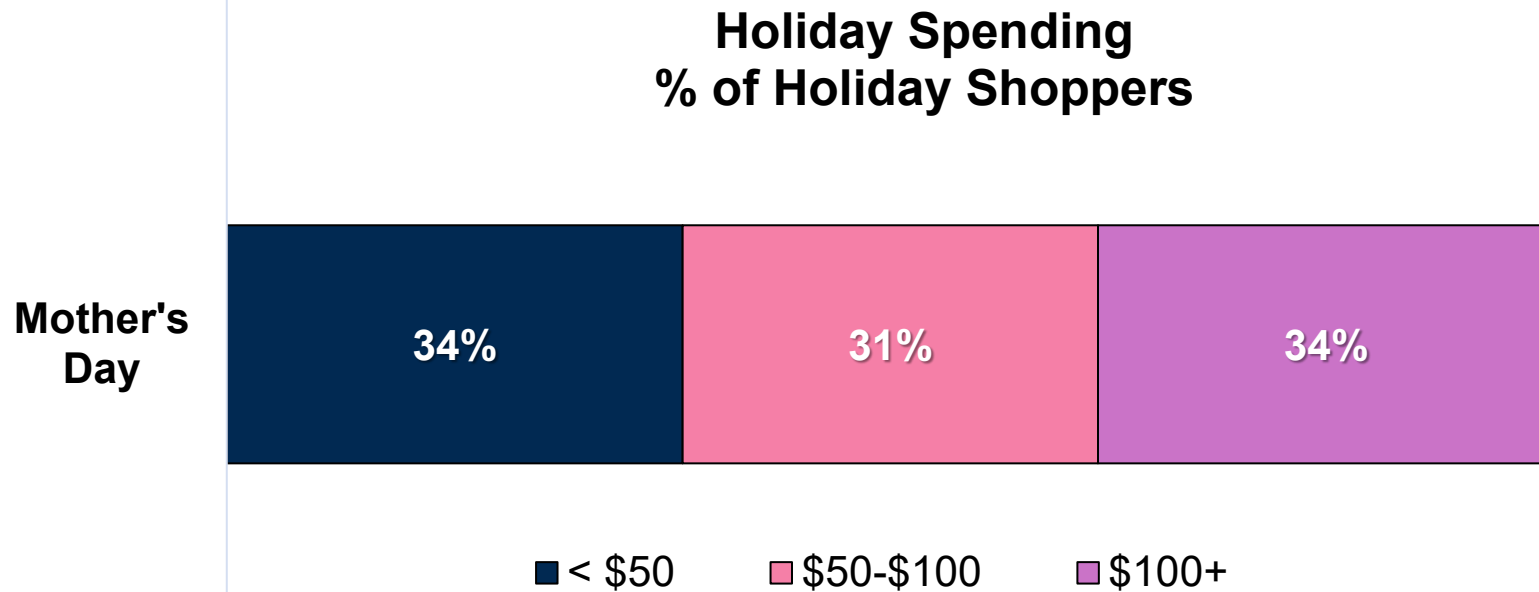
**Mother's Day =
May 11, 2025**

2024 Reached Near Record High Total Spending at \$33.5 Billion



Source: NRF's Annual 2024 Mother's Day Spending Survey.

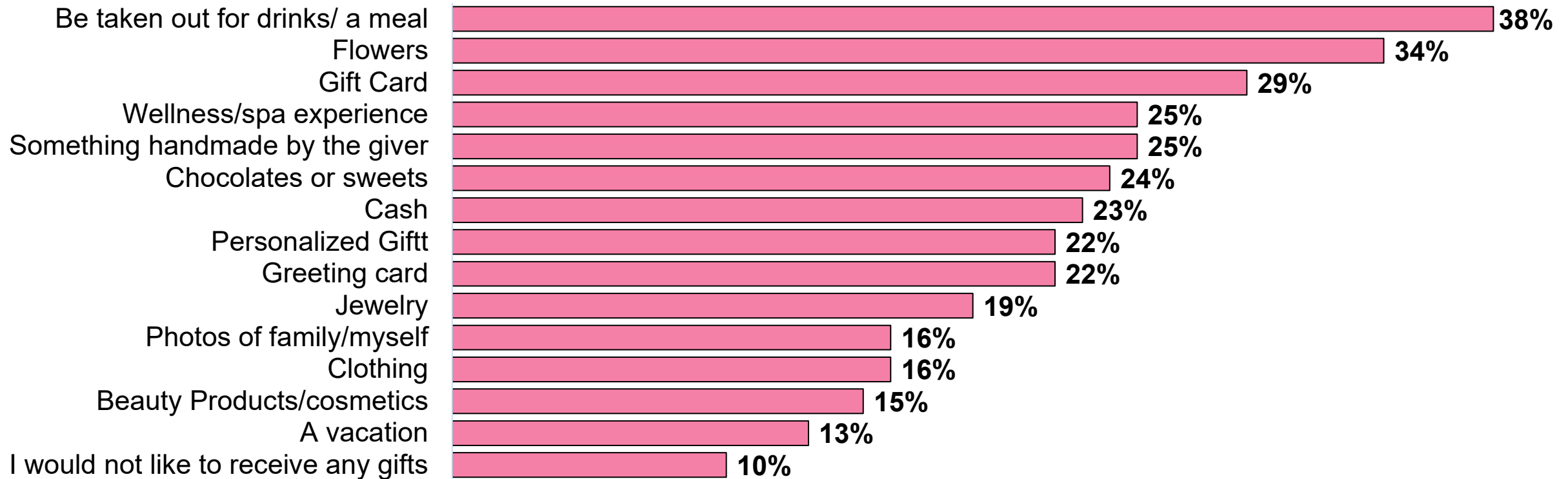
65% of Mother's Day Celebrators Intend on Spending \$50+, A Third \$100+



Source: Numerator 2025 Holiday Preview 1/21/2025 (n= 5,149) How much do you expect to spend on items for [holiday]?

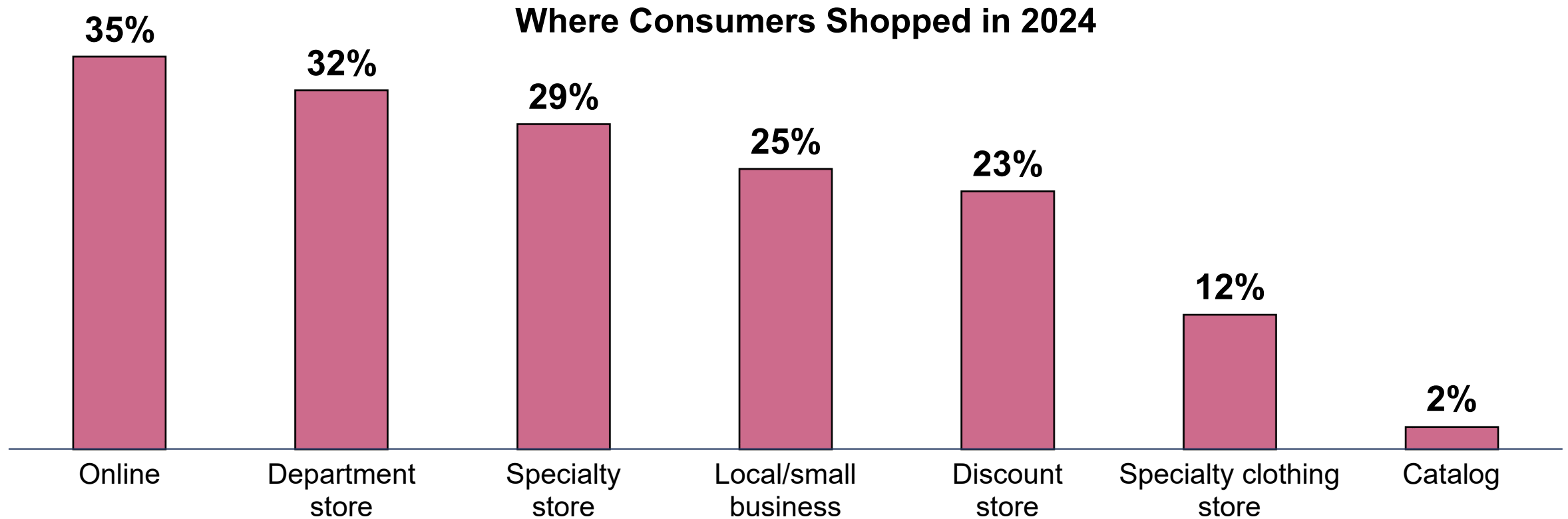
Mother's Day Top Gift Categories

**“Which of the following would you like to receive as a Mother's Day gift?
Please select all that apply.”**



Source: YouGov Self-Serve Survey | 4/4/2025-4/5/2025 | Respondents include 500 American Mothers. Data is weighted by age, gender, race, political affiliation, education level, and region to be nationally representative of American moms.

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



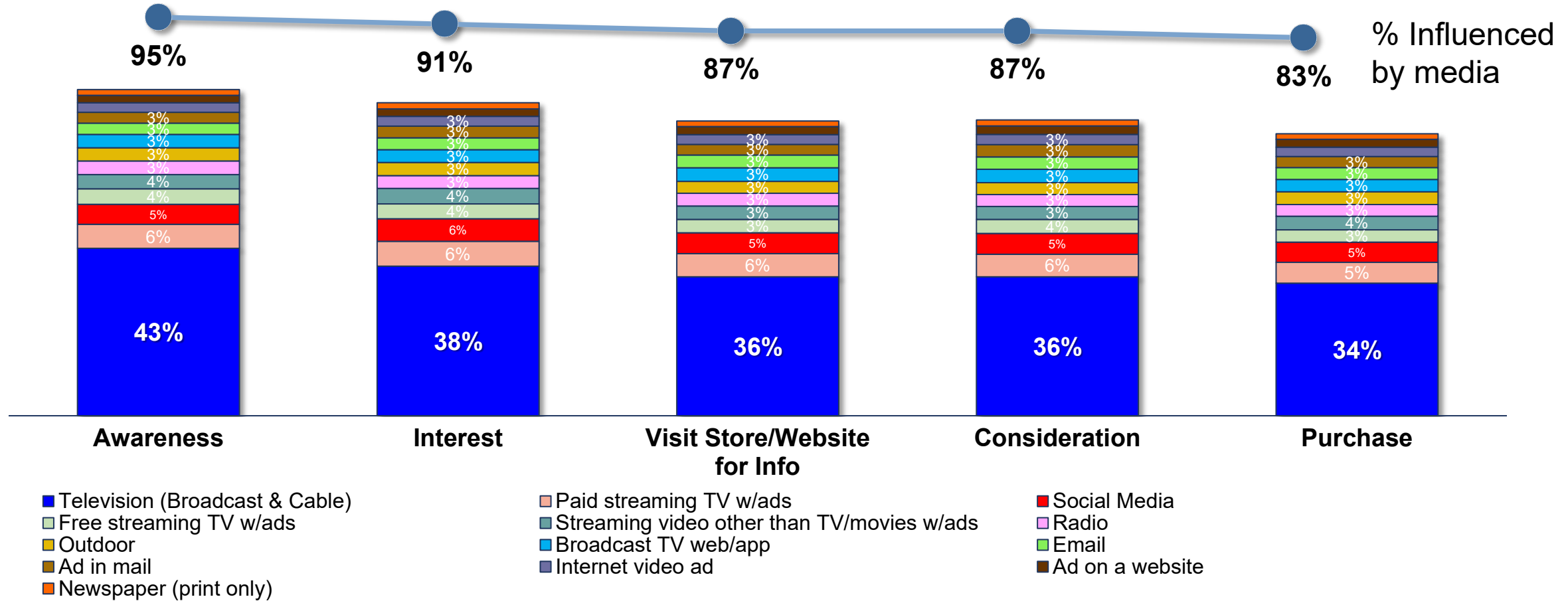
Source: NRF's Annual 2024 Mother's Day Spending Survey.

TV Advertising is Imperative to Influence Mother's Day Shoppers



TVB

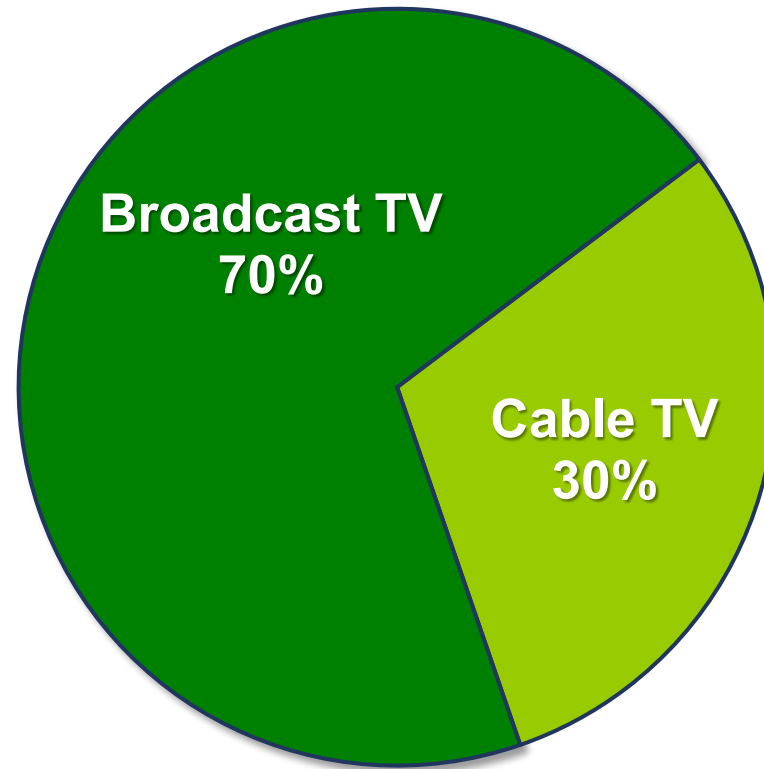
What Influenced Consumers Most: Television



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:



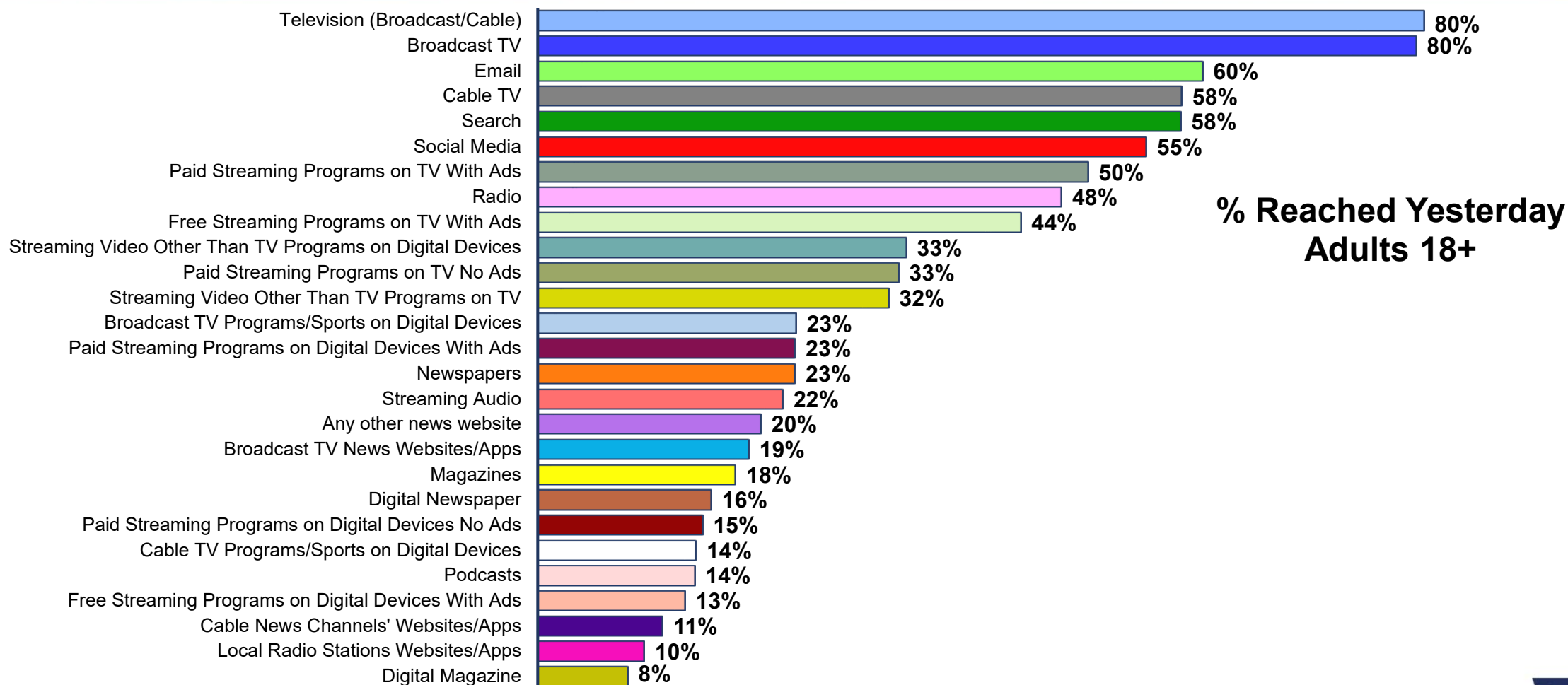
Source: GfK/NIQ TVB Purchase Funnel 2025 A18+

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

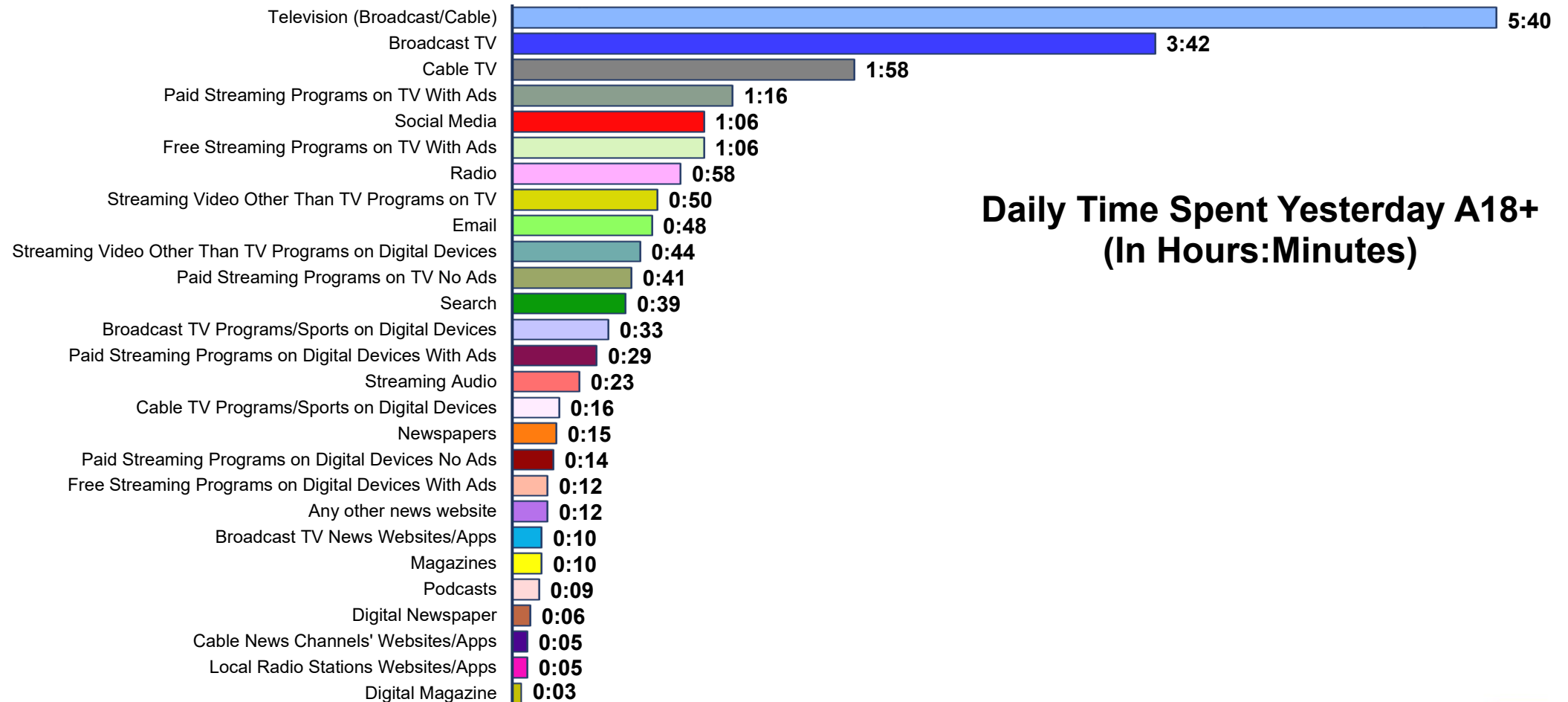
TV Has Highest Reach of All Platforms

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.

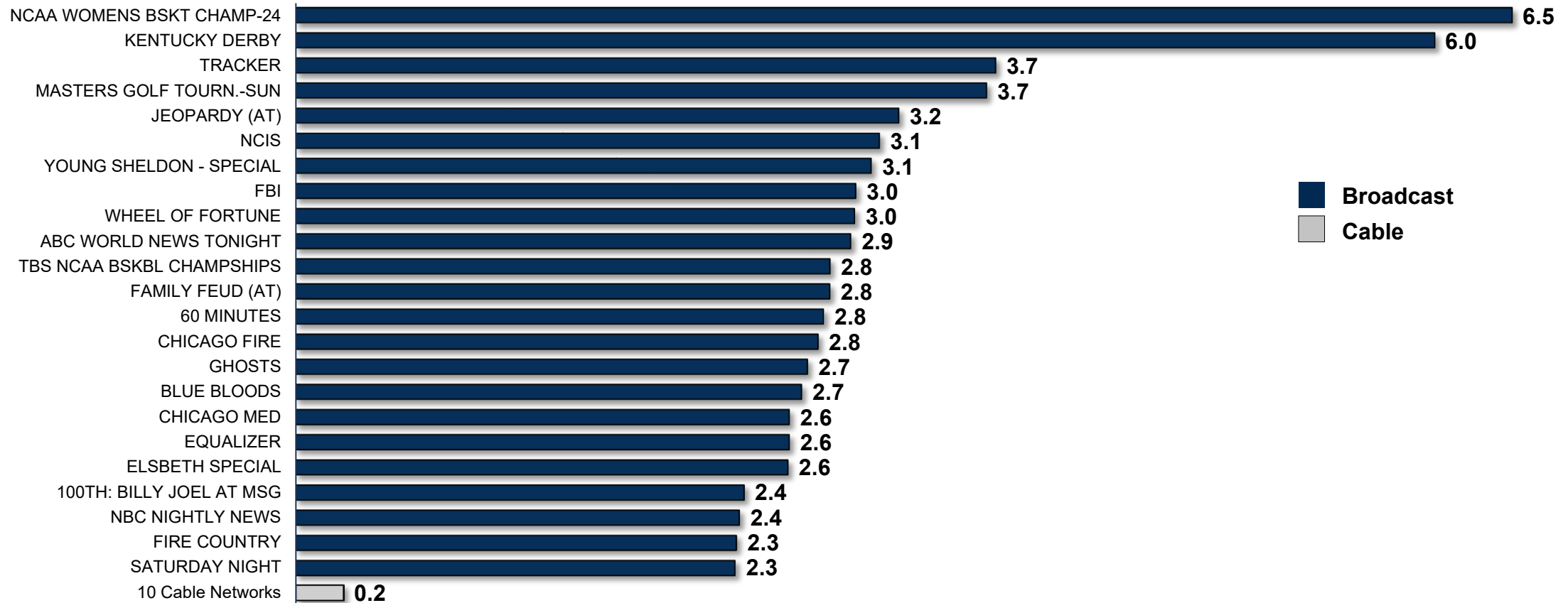
People Spend the Most Time with Television



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

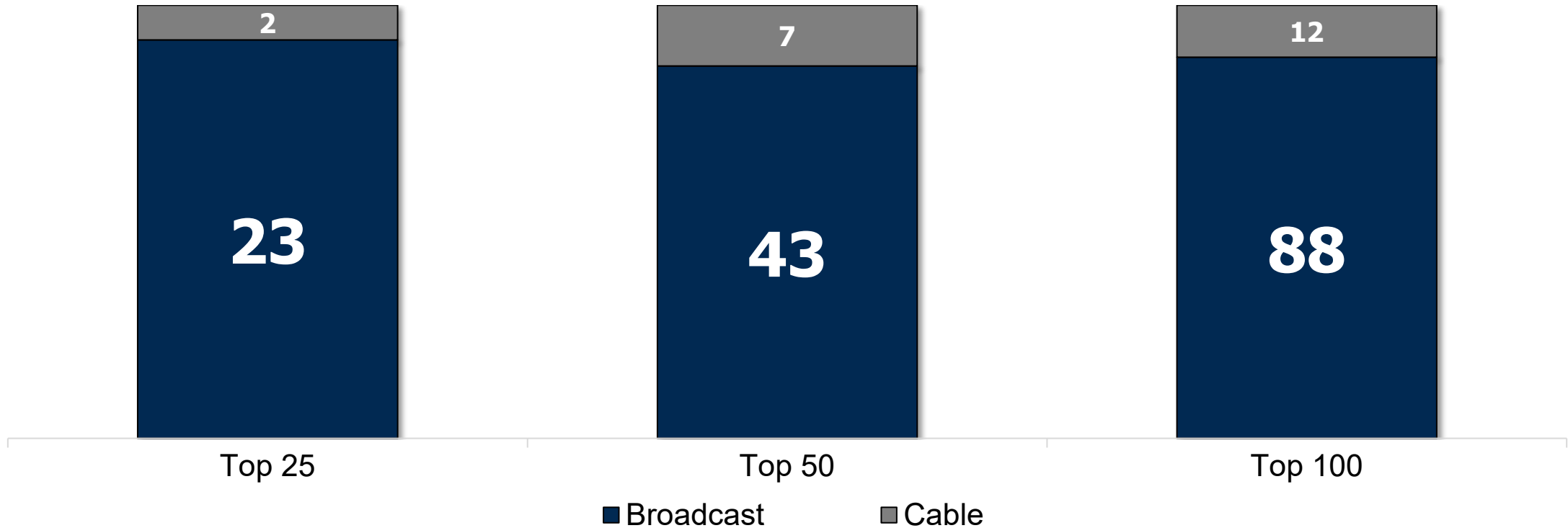
Adults 18+ Live+1 Ratings



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.

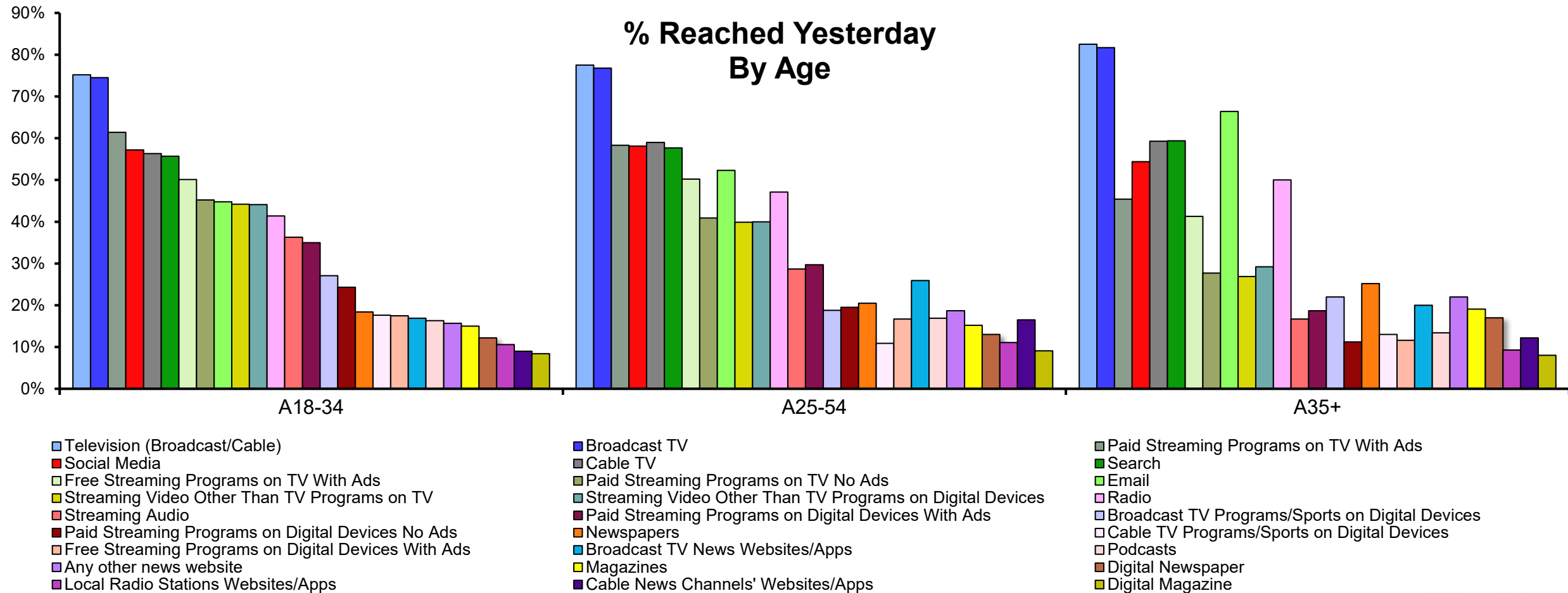
Broadcast TV Dominates the Top-Rated Programs

Of Top Rated Programs



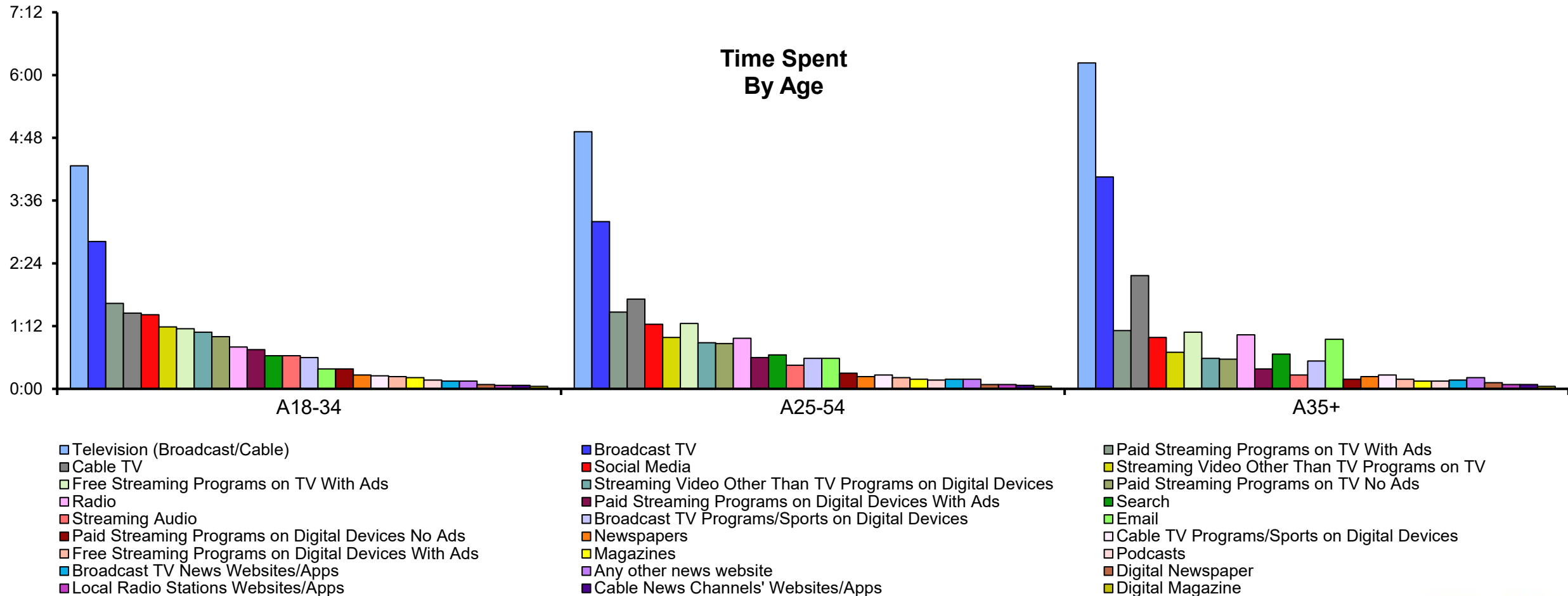
Source: Nielsen NPower, 04/01/2024-05/12/2024, Adults 18+ Live+1 Ratings. Broadcast Includes all Networks and Syndication.

TV Has The Highest Reach for All Ages



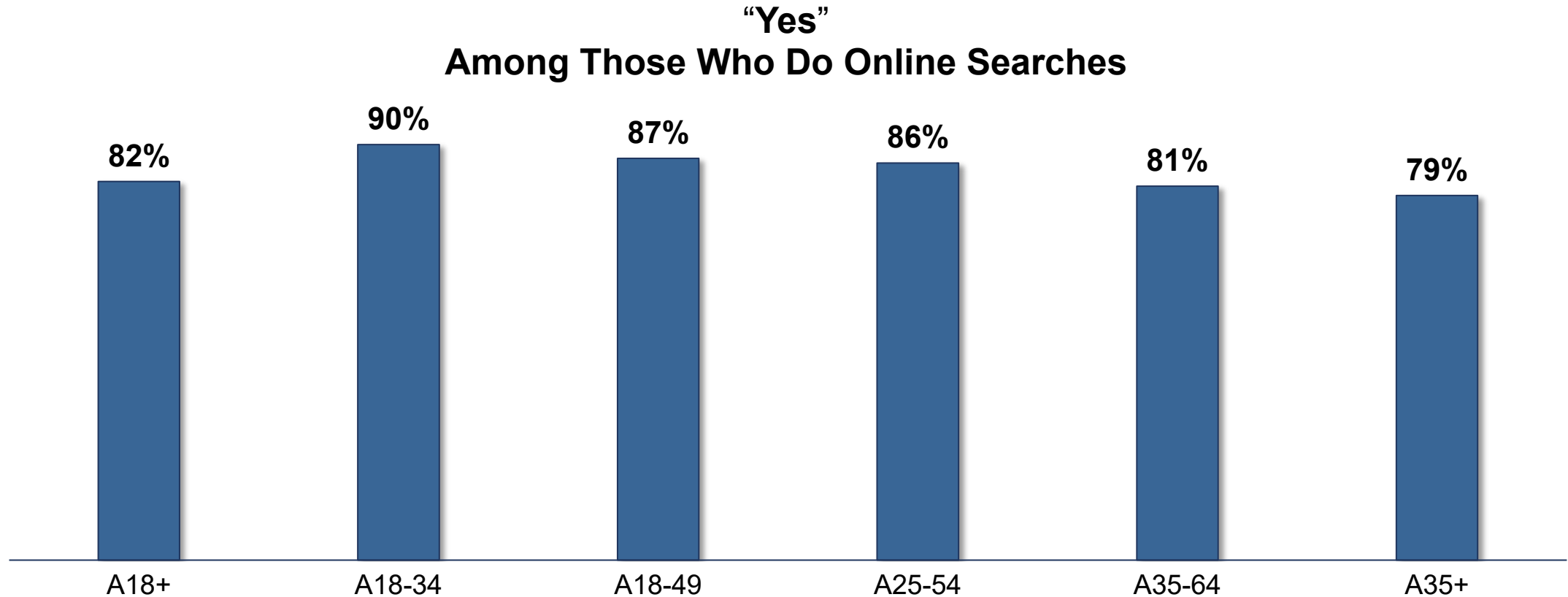
Source: GfK/NIQ TVB Media Comparisons Study 2025. M-S 4A-2A. Digital platforms such as email, social media, internet radio and websites, are totaled for any online device-PC, Smartphone and Tablets. Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports.

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

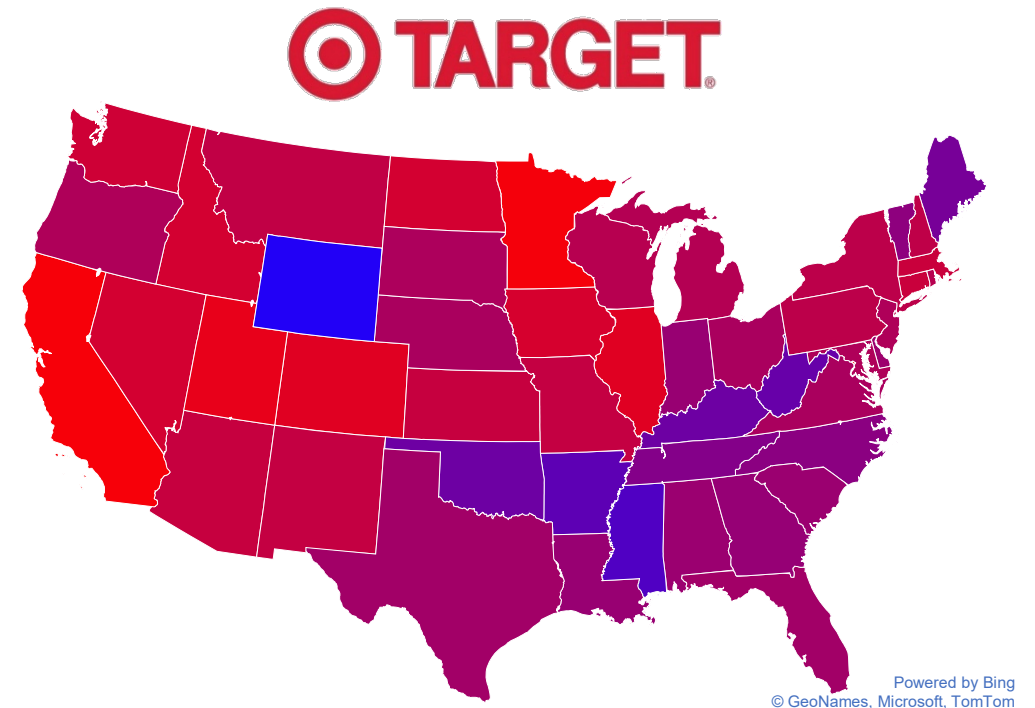
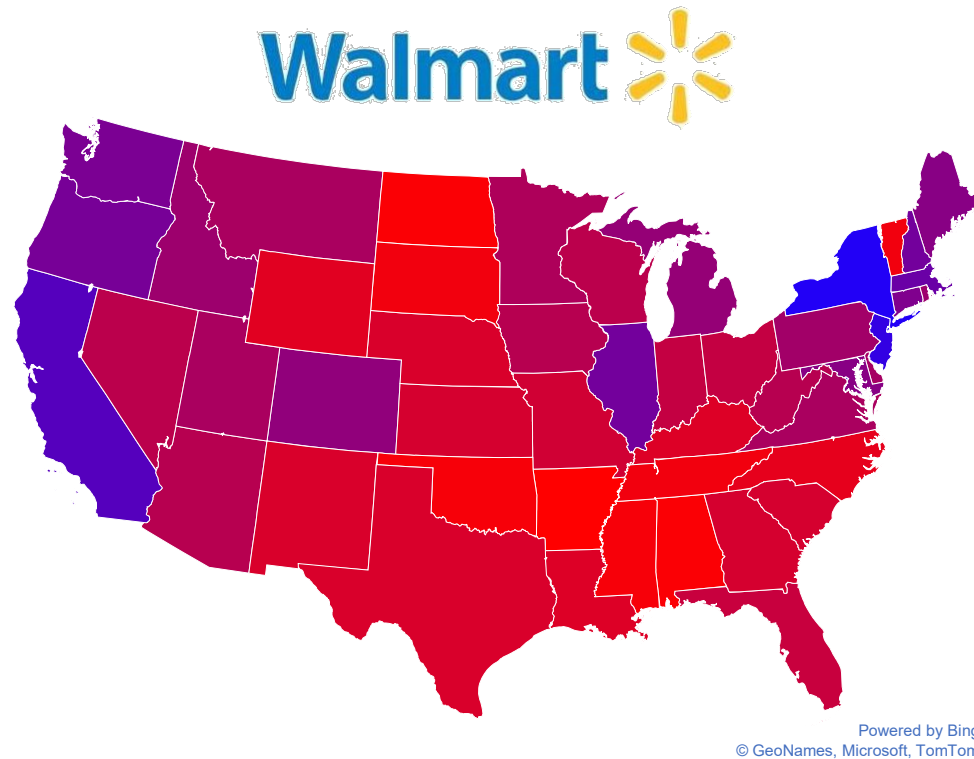
Brands, Retail Stores, Restaurants, and Automotive Dealers have varied **concentrations** in different regions of the U.S.


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**

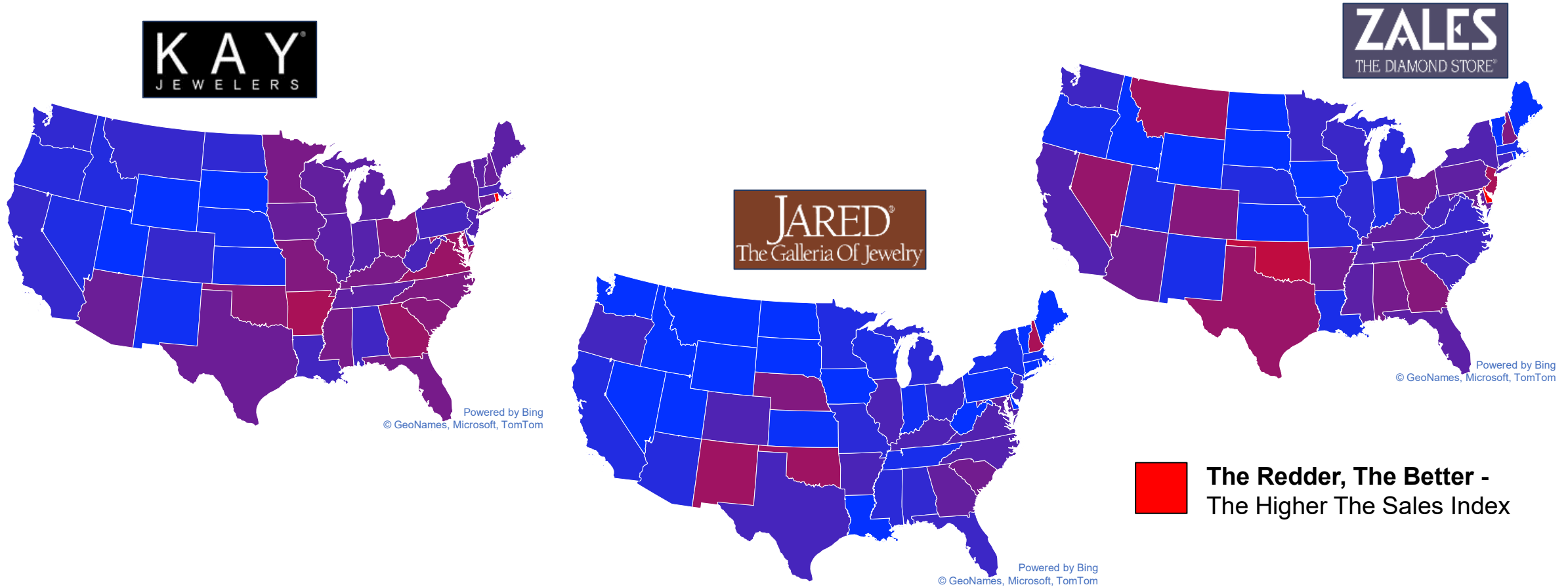
One Size Does NOT Fit All



 The Redder, The Better -
The Higher The Sales Index

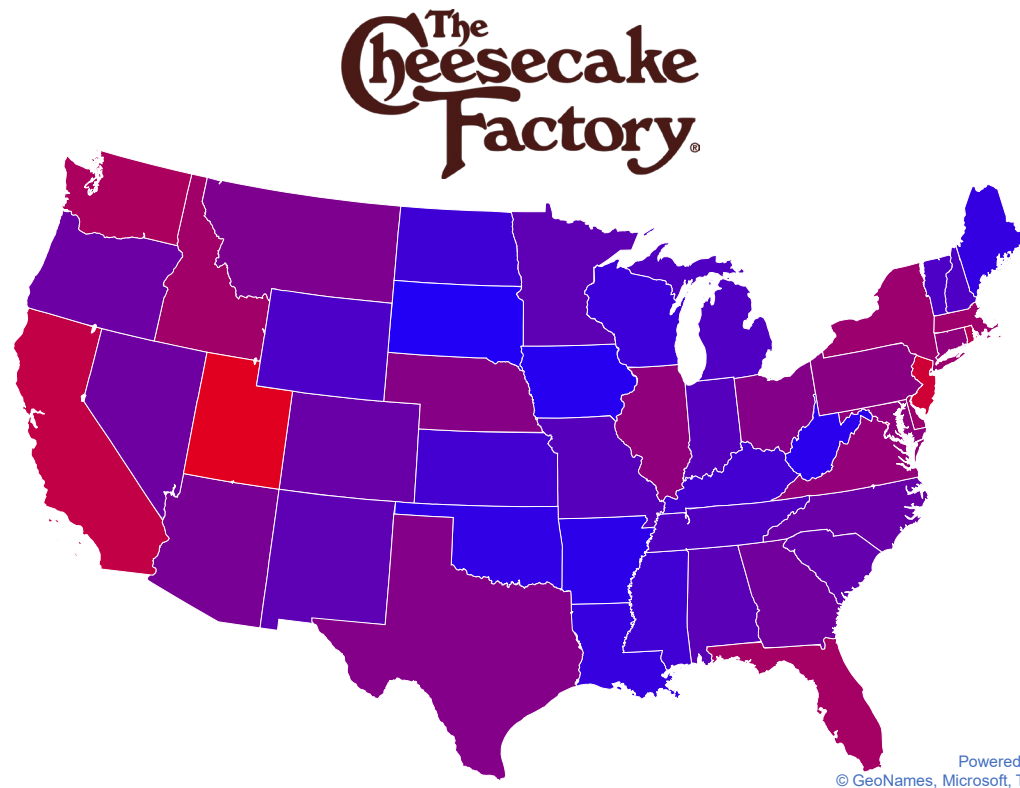
Source: MRI-Simmons 2025 Winter USA study weighted by Adult 18+ population. Shopped in past 3 months: Walmart, Target.

Jewelry Shopping Across the U.S Varies by Market

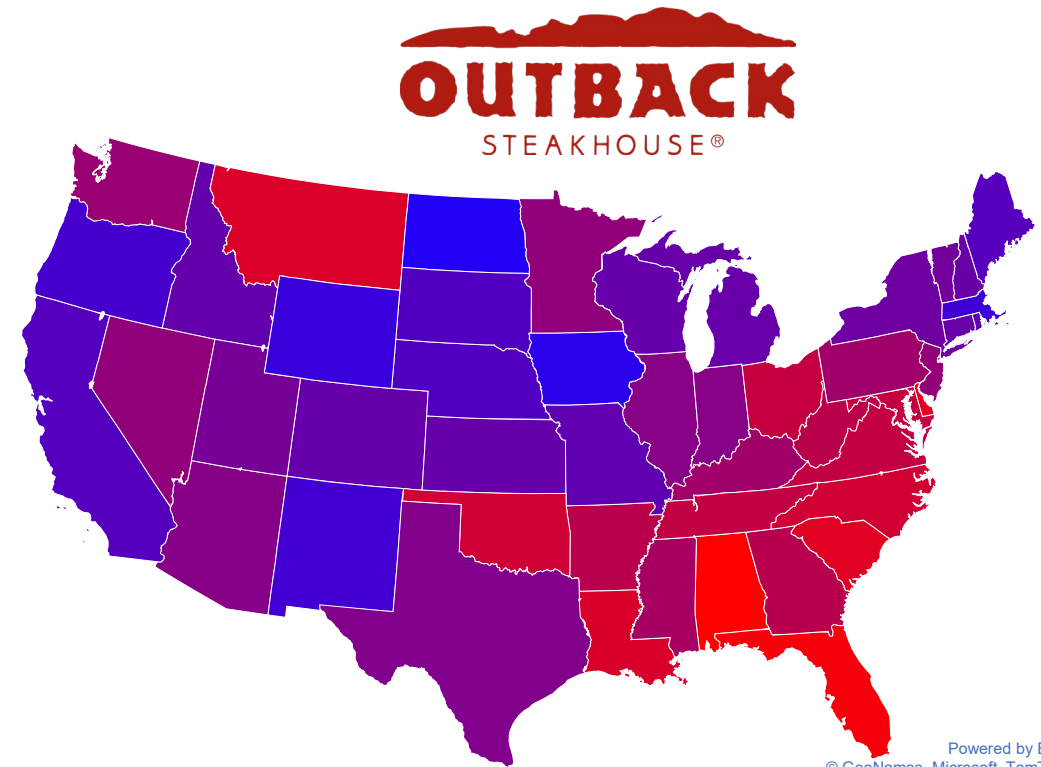


Source: MRI-Simmons 2025 Winter USA study weighted by Adult 18+ population. Shopped in past 3 months: Kay Jewelers, Jared, Zales.


Target Adults Who Enjoy Dining Out With Local Broadcast



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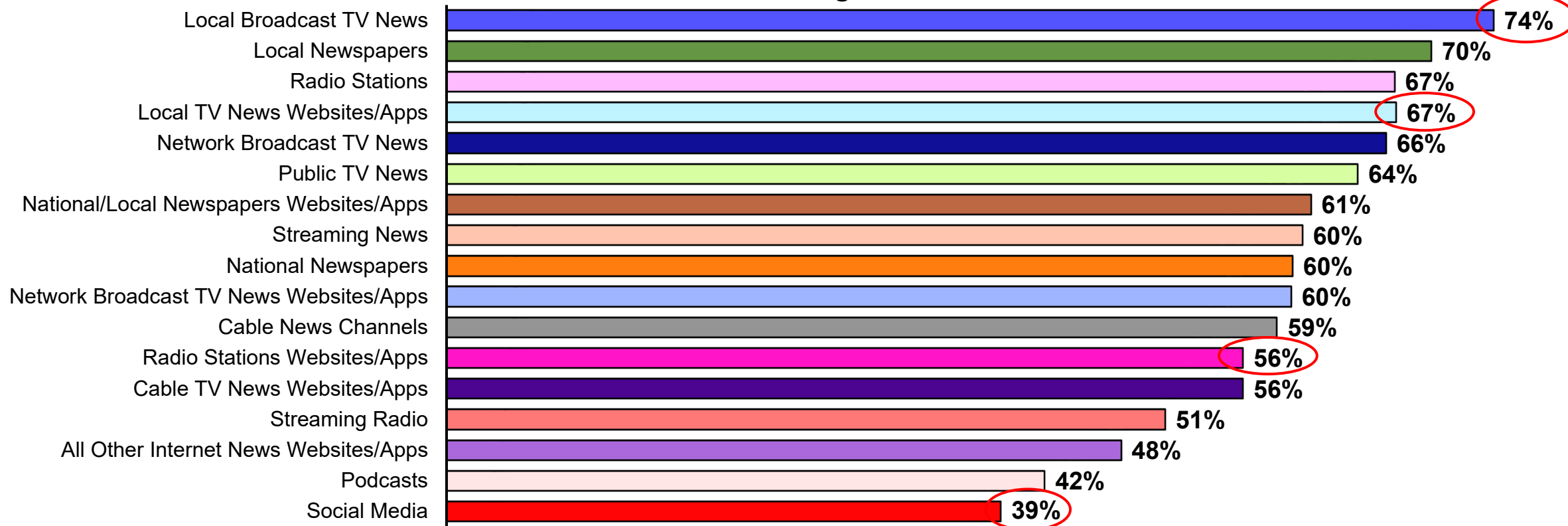
Powered by Bing
© GeoNames, Microsoft, TomTom

 **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

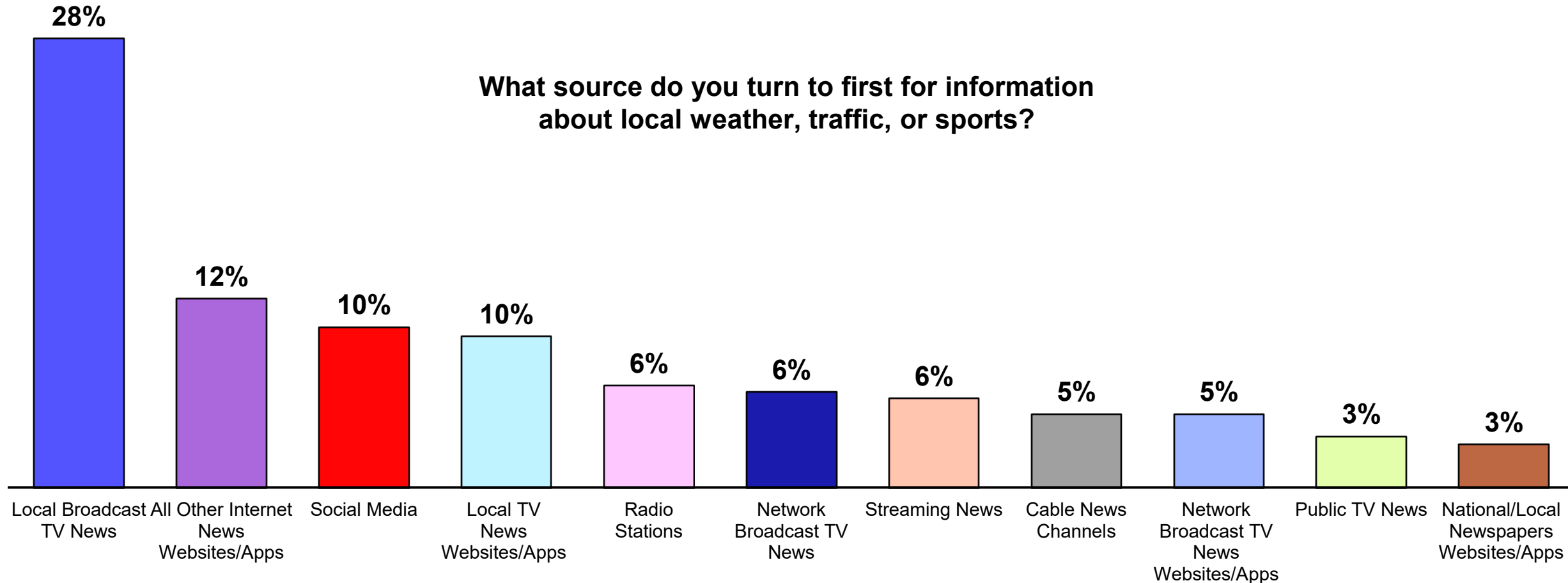
I trust the News that I see/hear on this media source:
Percent Agree



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.

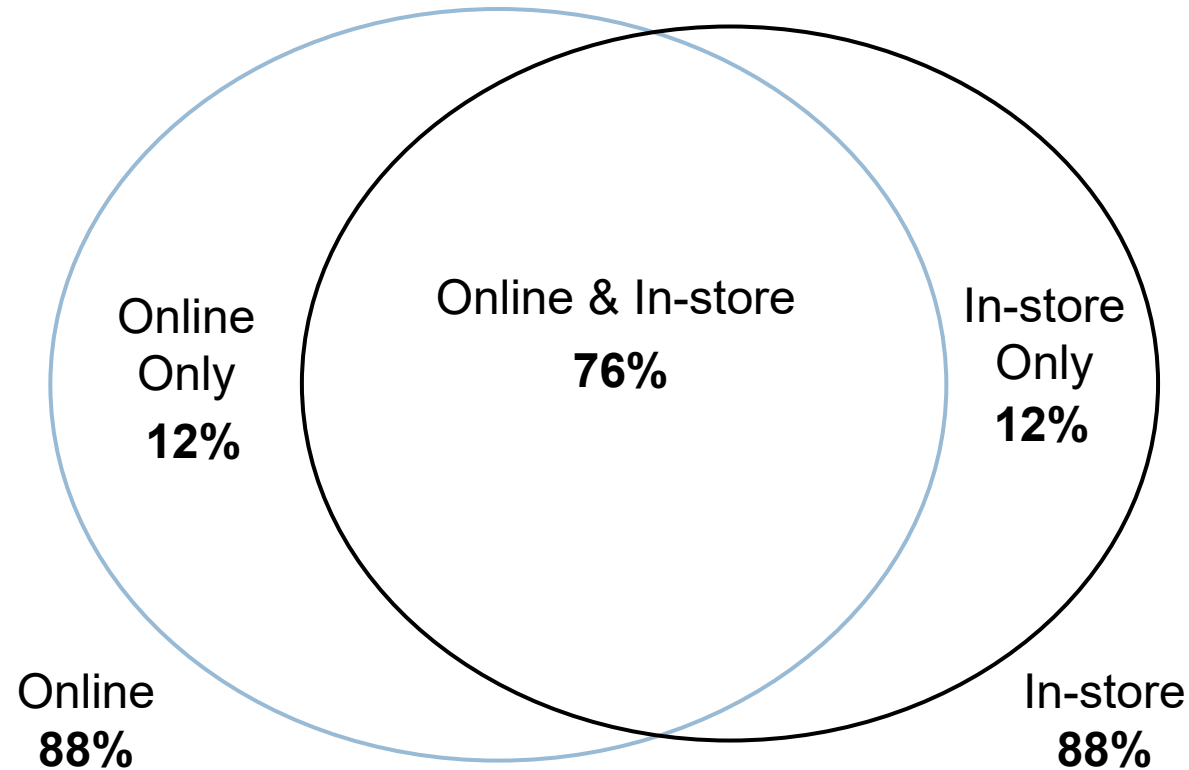
**Regardless of How
Consumers Shop,
TV Advertising is Key**



TVB

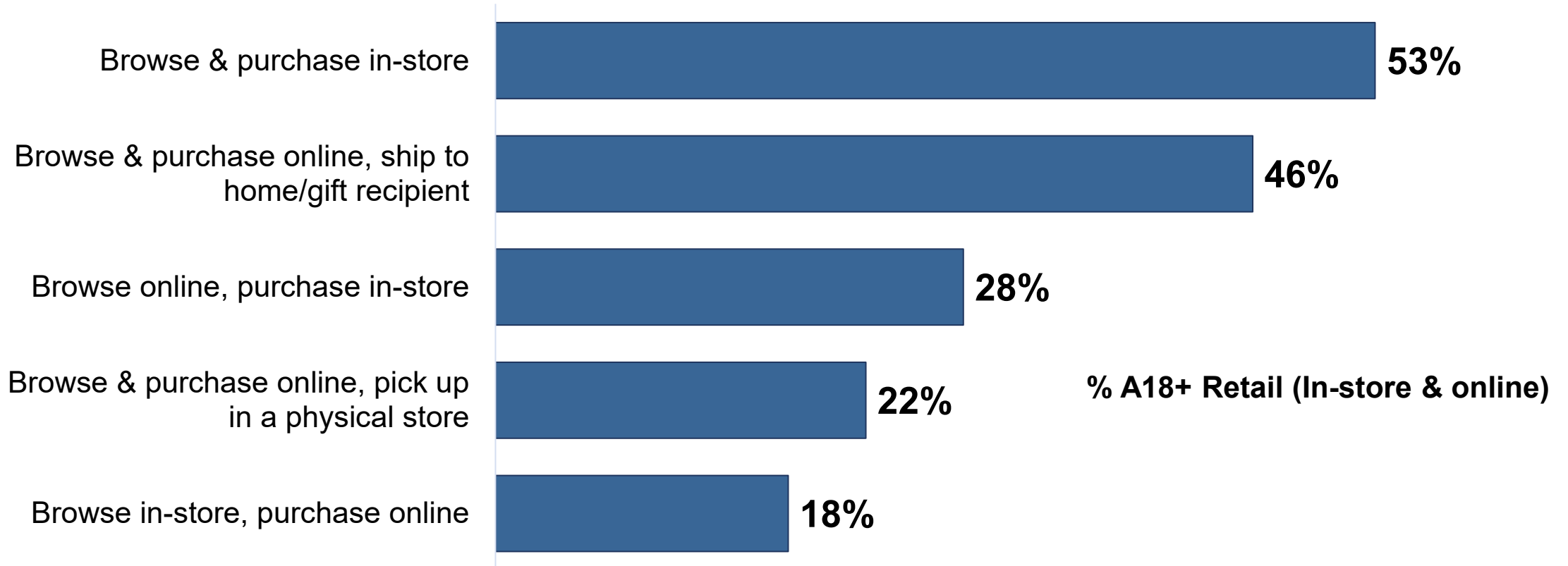
76% of Retail Consumers Shopped Both In-Store & Online During The Holiday Season

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



Shopping Activity At Retail Locations

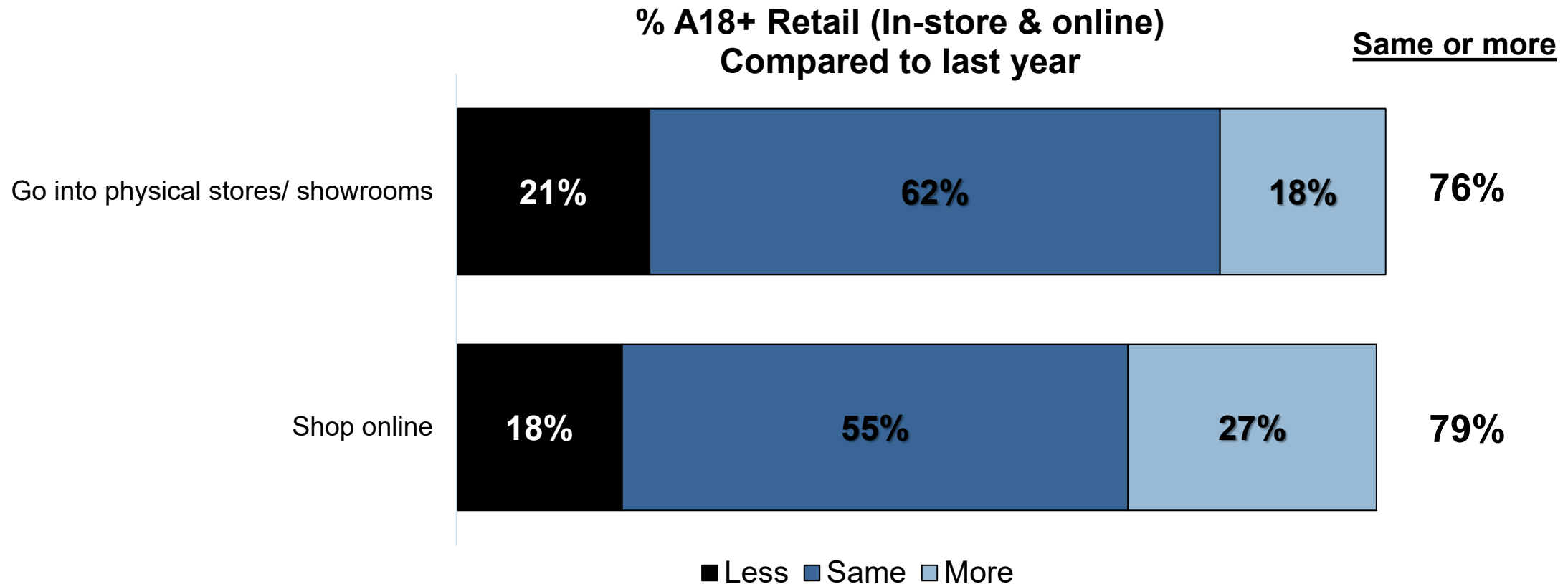
Over half of respondents browsed AND purchased in-store.



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?”

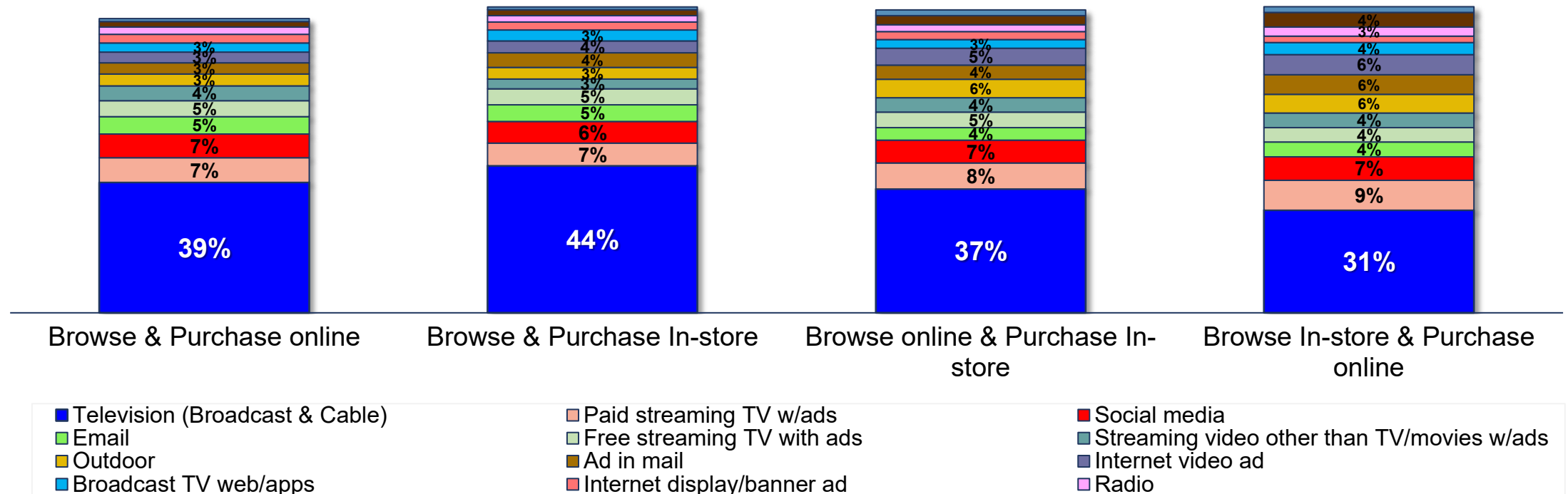


Source: GfK/NIQ TVB Purchase Funnel 2025 Retail Category A18+

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

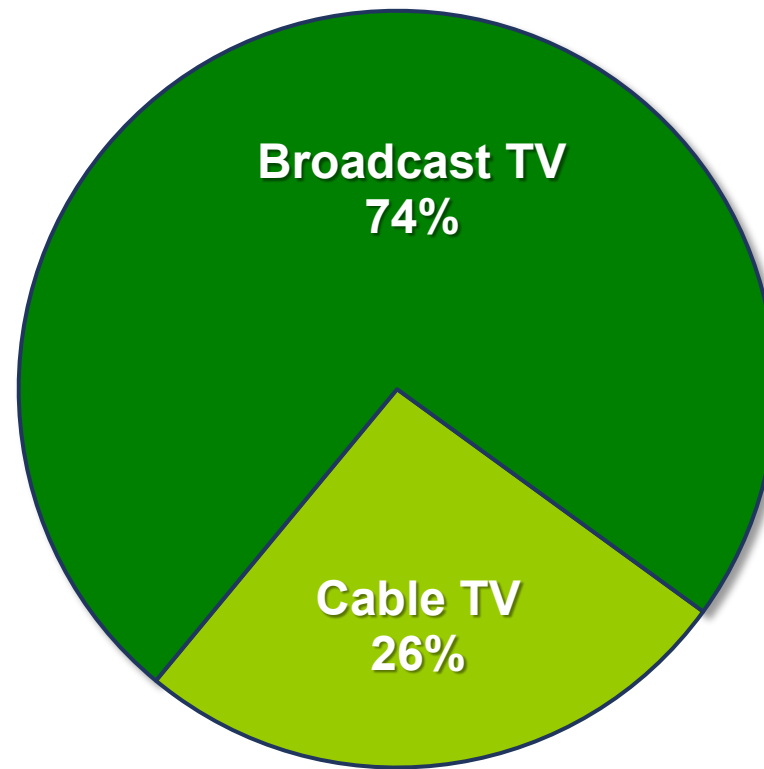
% A18+ Retail (In-store & online)



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?”



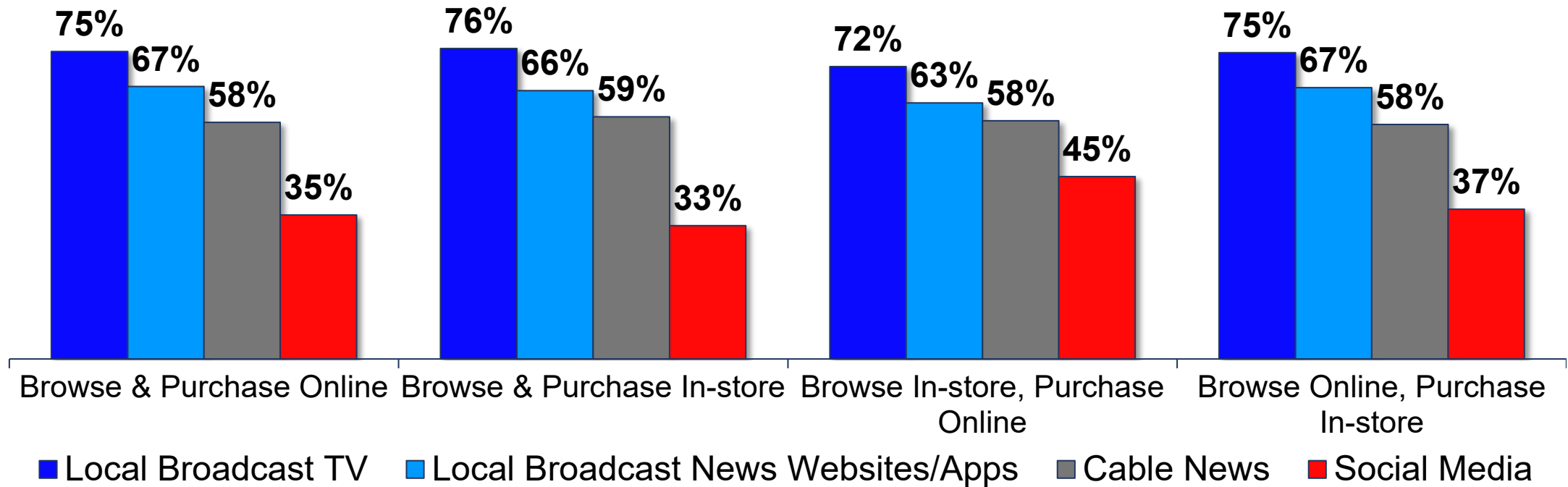
Source: GfK/NIQ TVB Purchase Funnel 2025 Retail Category A18+

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

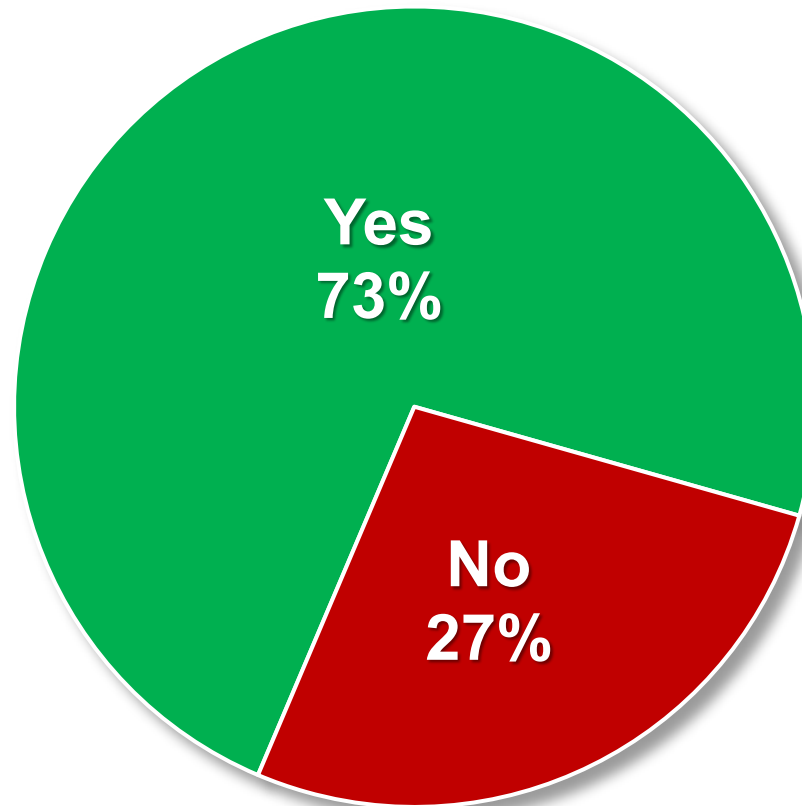
“I trust the news I see/hear on this media source.”

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



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

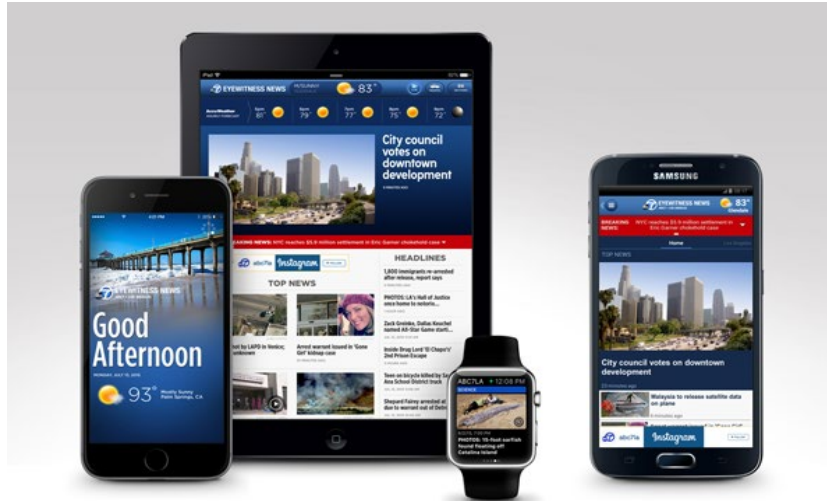
% A18+ Retail (In-store & online)



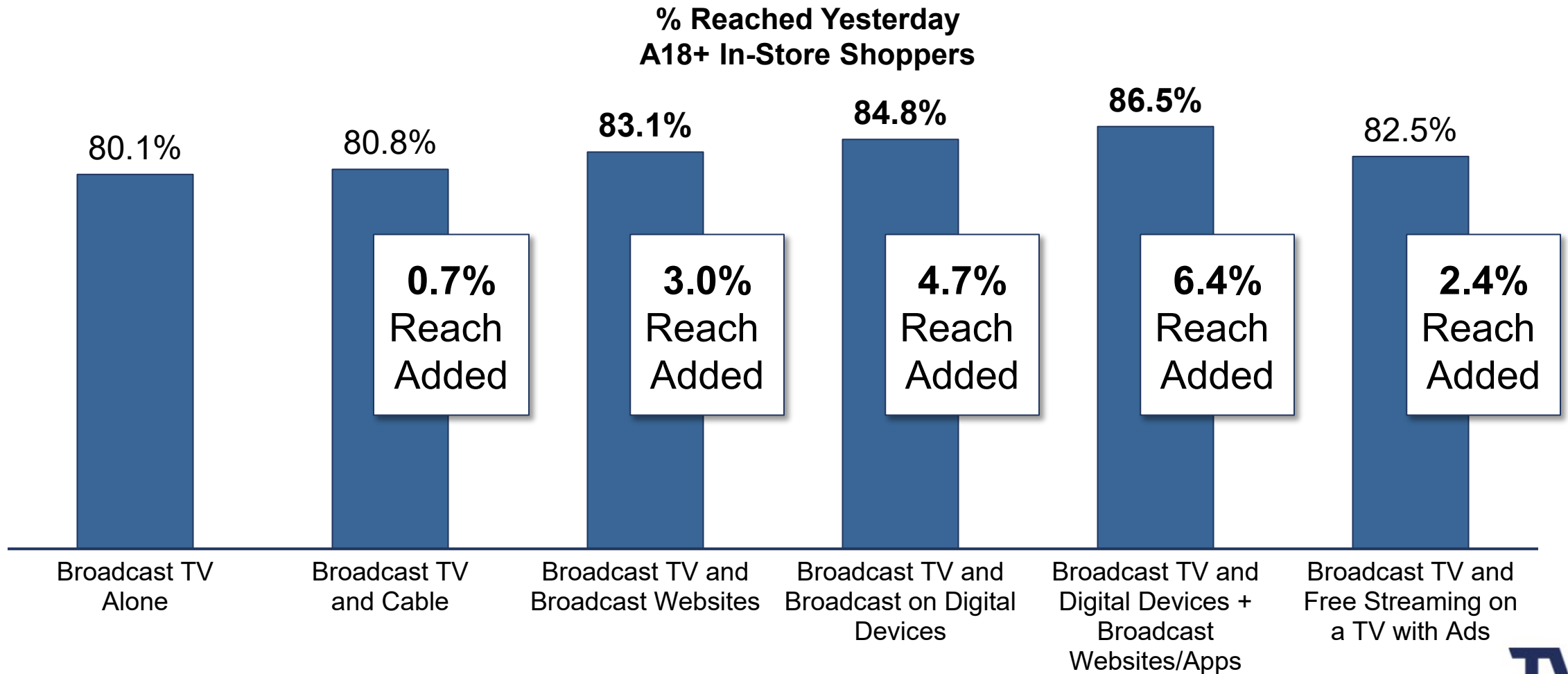
Source: GfK/NIQ TVB Purchase Funnel 2025 Retail Category A18+

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

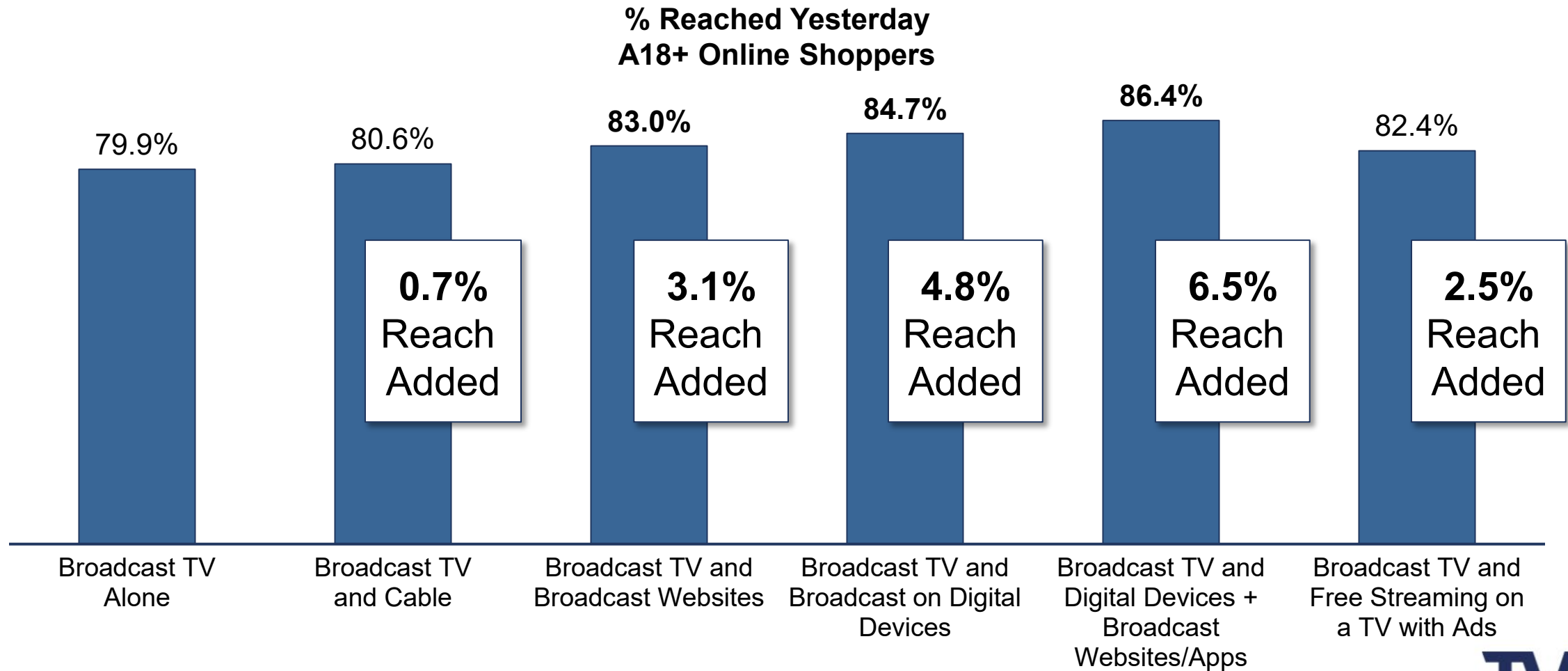


Broadcast Websites & Broadcast TV on A Digital Device Added More Reach to Broadcast TV Than Cable for In-Store Shoppers



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

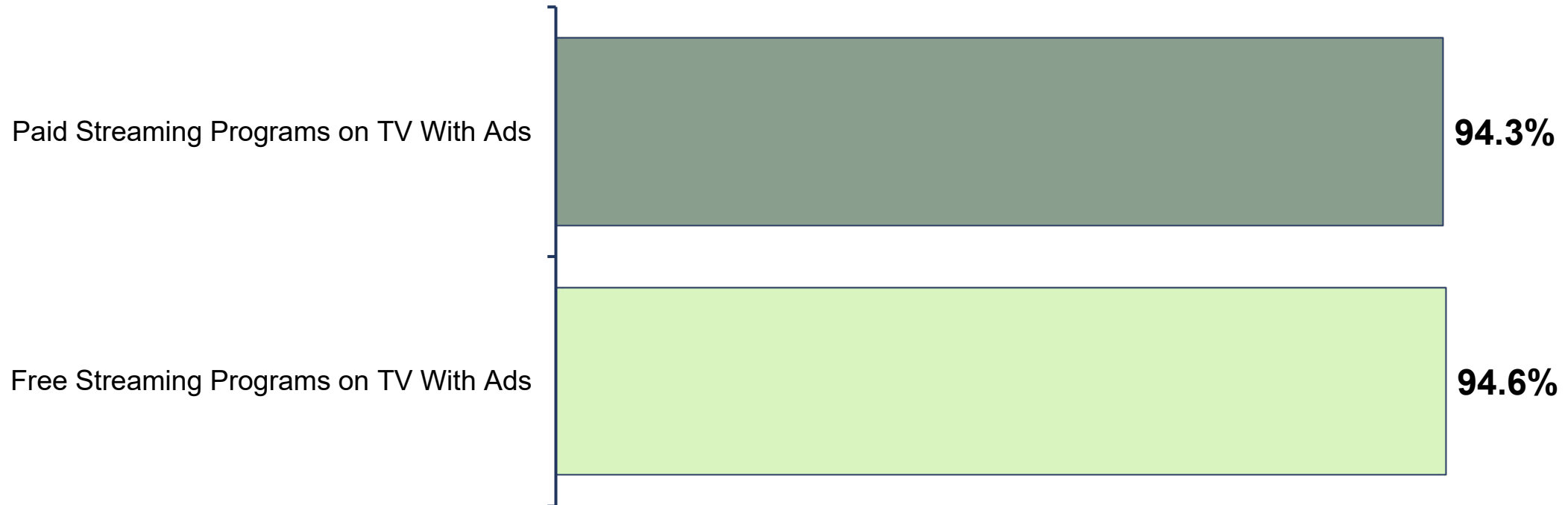
Broadcast Websites & Broadcast TV on A Digital Device Added More Reach to Broadcast TV Than Cable for Online Shoppers



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

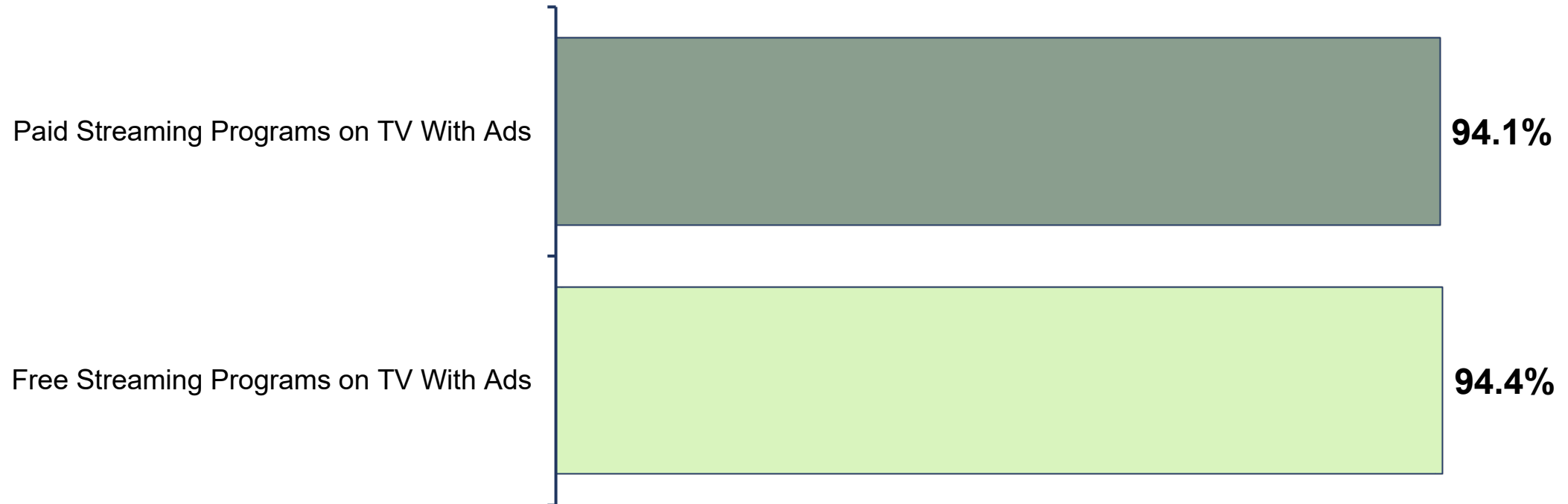
A18+ In-Store Shoppers Percent of Each That Are Reached by Broadcast TV



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

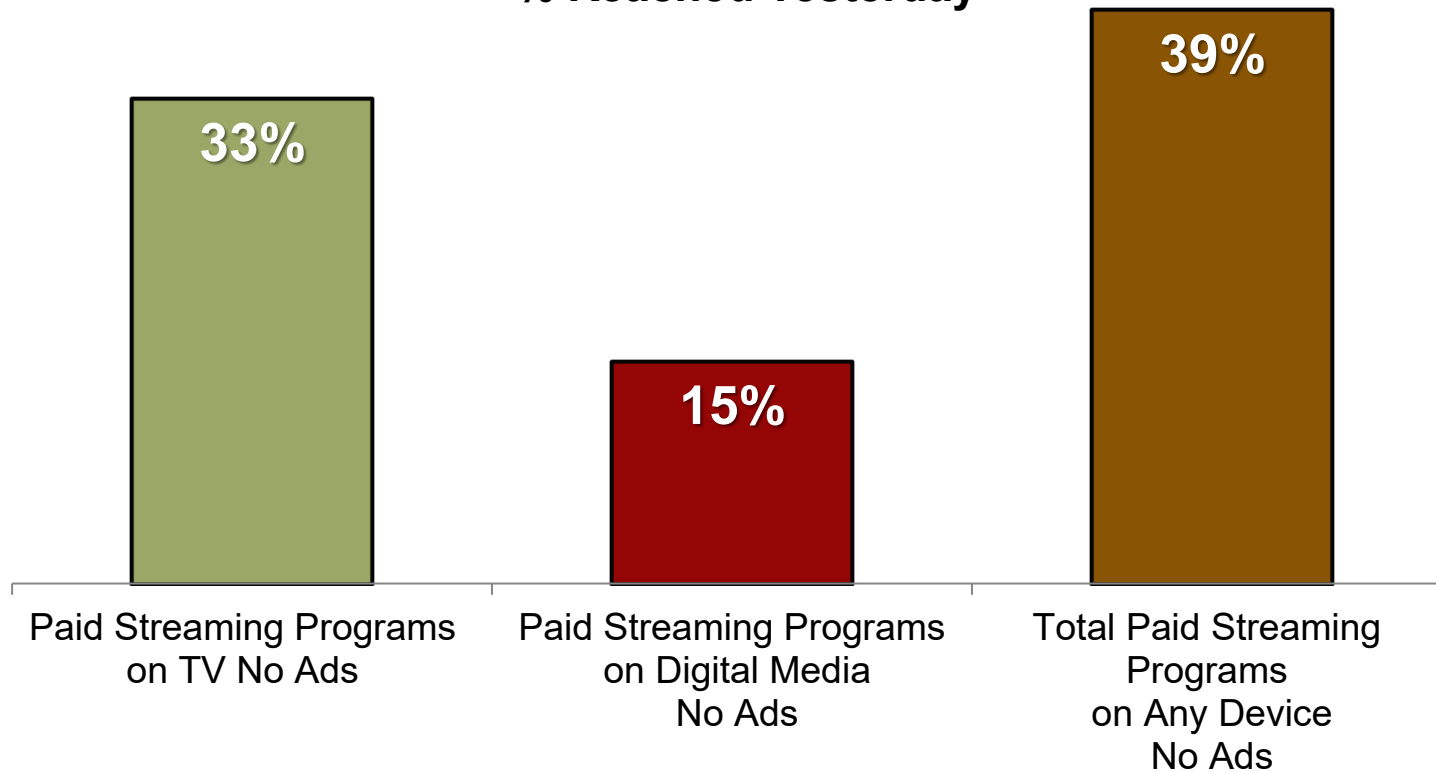
A18+ Online Shoppers Percent of Each That Are Reached by Broadcast TV



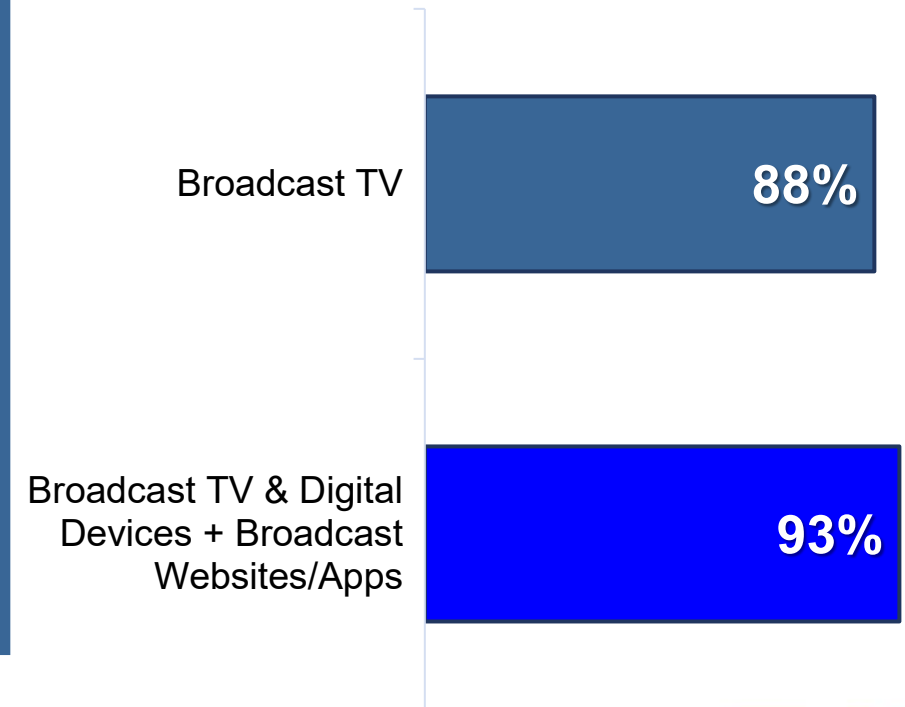
To be read as: Broadcast reaches 94% of those that view free ad-supported streaming programs on TV.

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

**In-Store Shoppers
% Reached Yesterday**



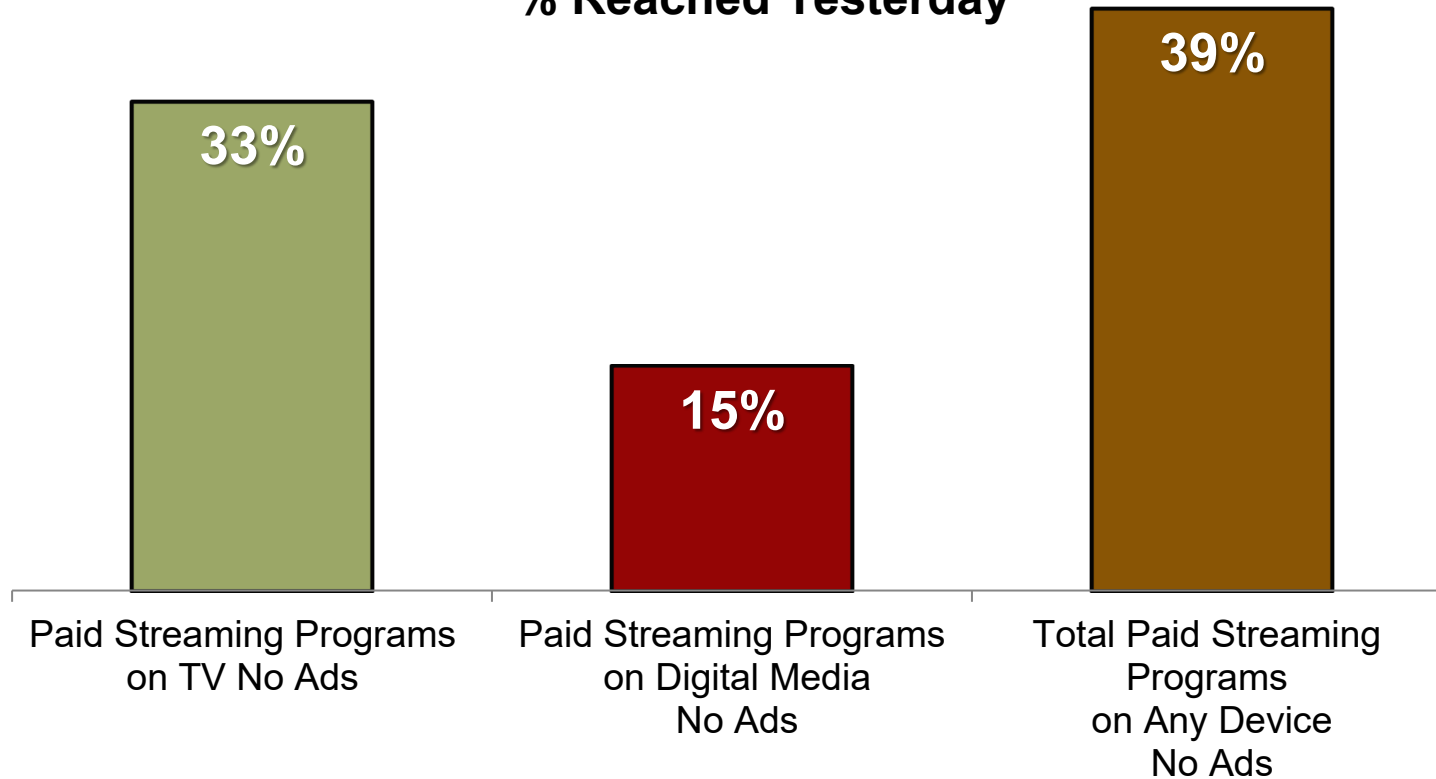
**In-Store Shoppers
% Reach of Streamers with
No Advertising**



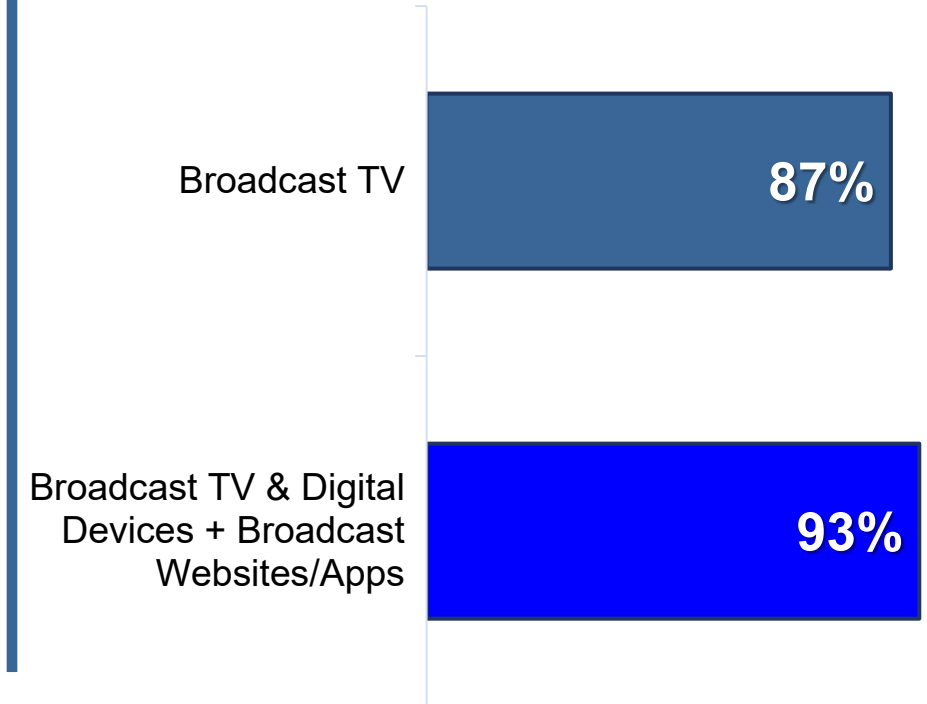
Source: GfK/NIQ TVB Media Comparisons Study 2025. M-S 4A-2A. Persons 18+ Shopped in-store in the past year.

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

- Despite low consumer sentiment, the NRF predicts 2025 to be a strong retail year with an annual sales growth forecast between \$5.42 trillion and \$5.48 trillion.
- 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