



# Halloween 2025

**TV/B** Local  
Media  
Marketing  
Solutions

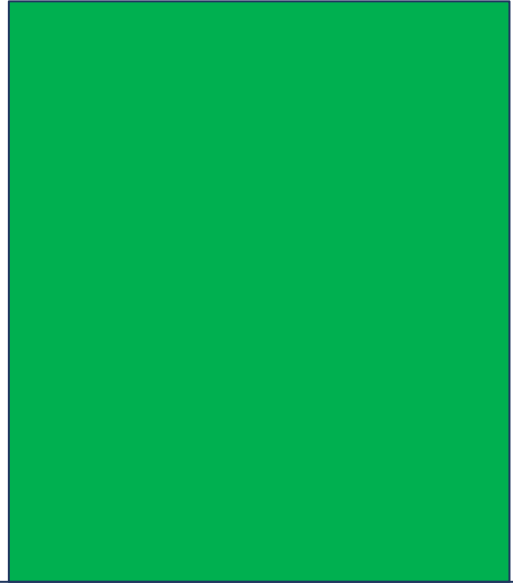
# Content

- Broadcast TV plays a key role for reach and time spent ([9](#))
- Despite economic uncertainty, retail shopping expected to have a strong year ([18](#))
- Local broadcast assets are key in reaching retail shoppers ([23](#))
- Not every market has the same needs! ([34](#))
- *Appendix: Studies' methodology* ([39](#))

# Overall Spending Over \$13 Billion For Halloween In 2025

In Billions

\$13.1



Total Spending

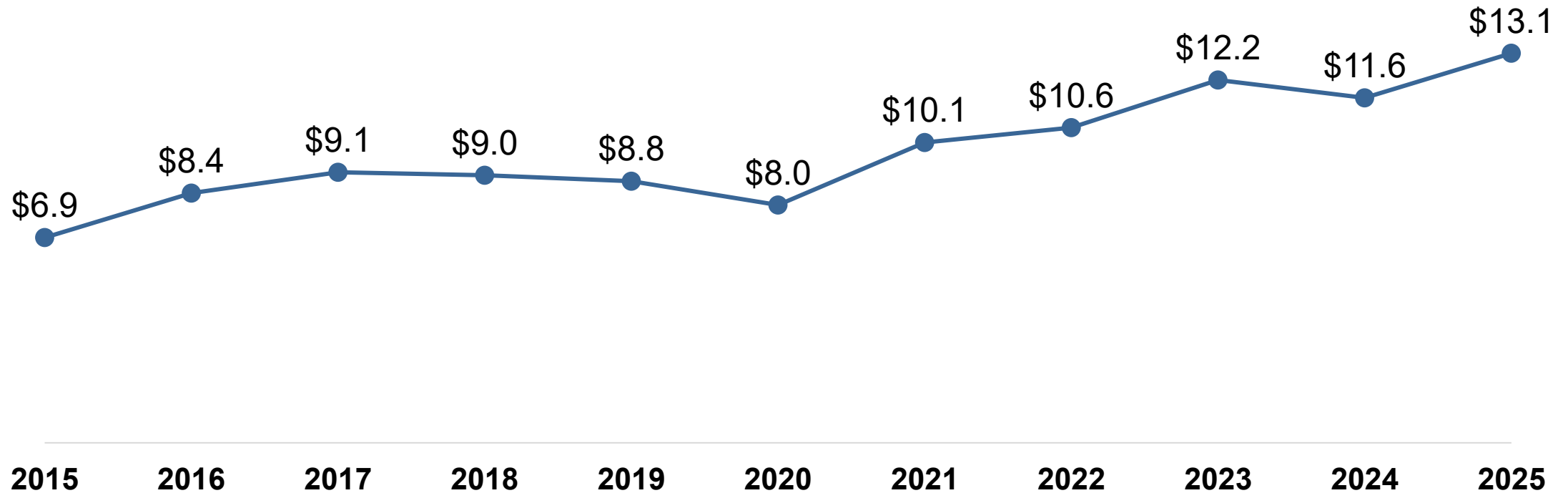


3 Source: NRF's 2025 Halloween Spending Survey, conducted by Prosper Insights & Analytics

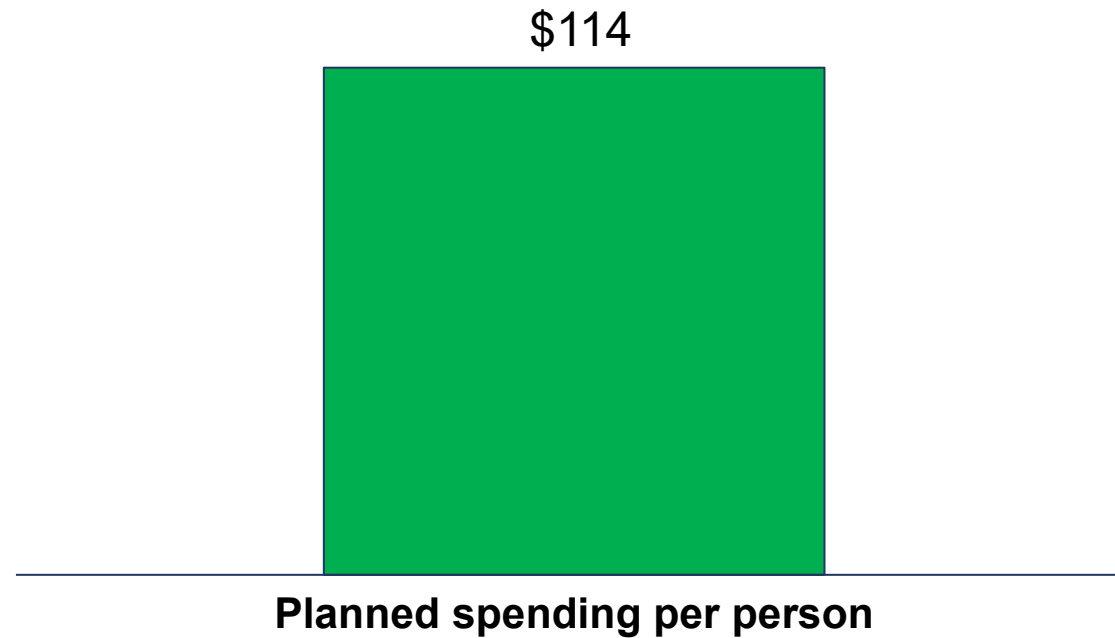


# Halloween Spending Has Risen from Single to Double Digits Over the Years

In Billions

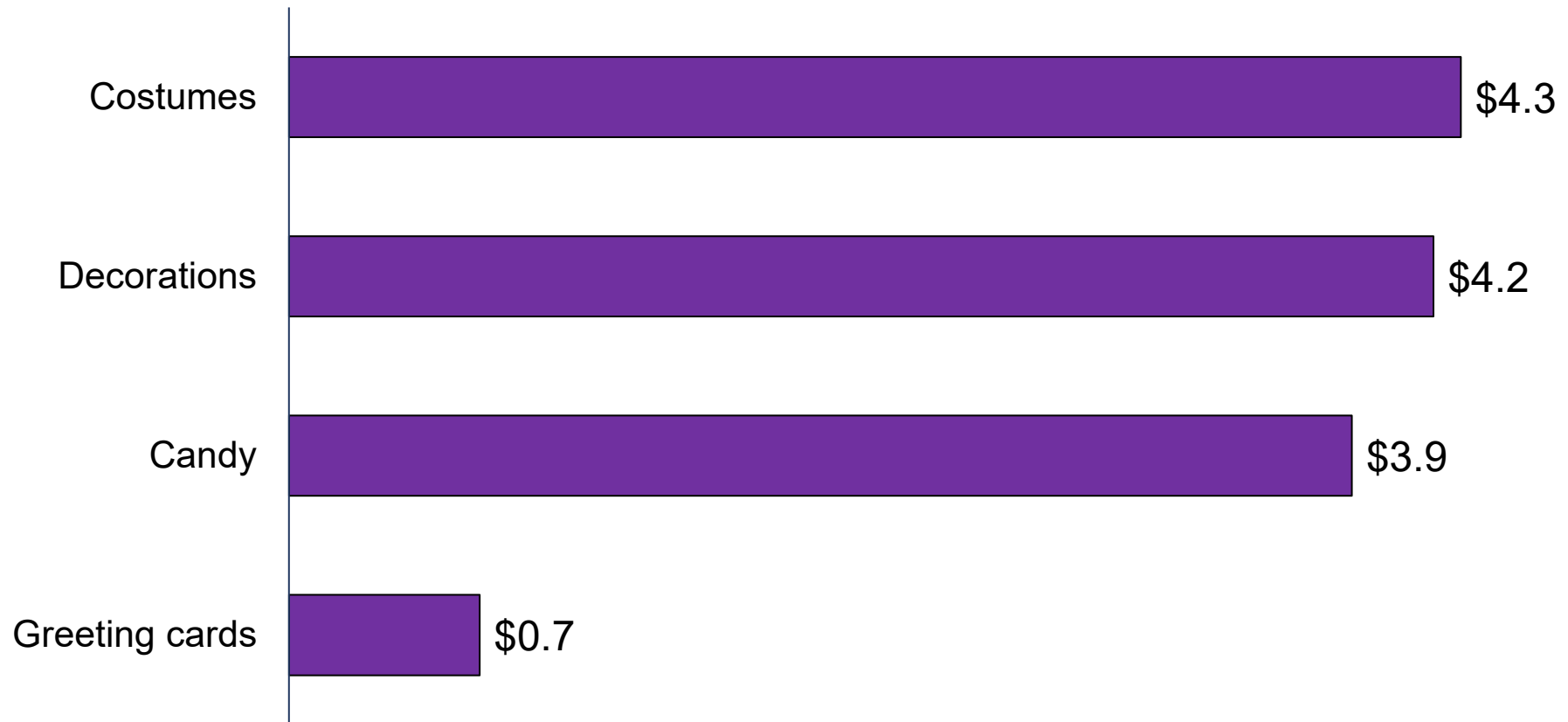


# Per Person Spending Hit A Record High This Year For Halloween



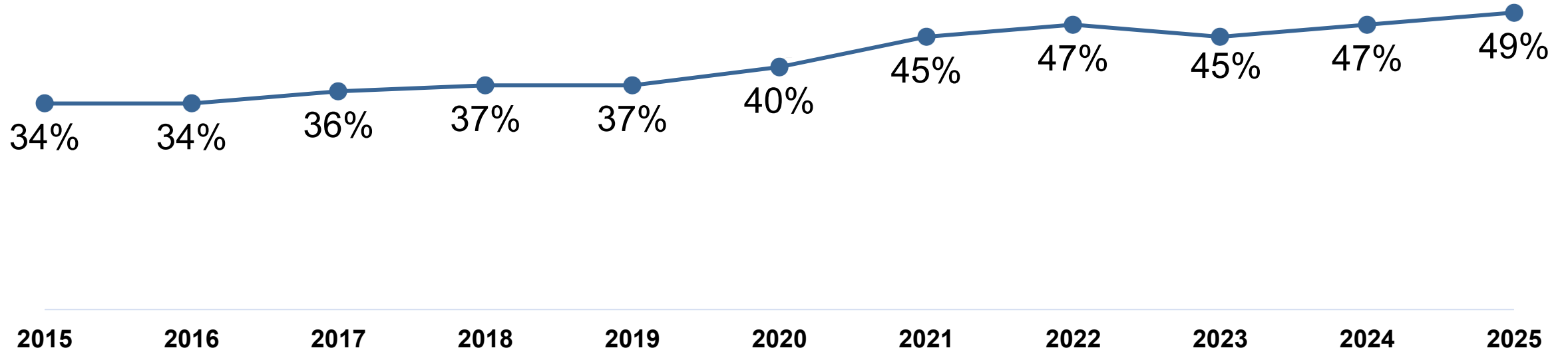
# Total Expected Spending For Halloween By Category

In Billions



# Nearly 50% Started Shopping For Halloween Before October

Percent of consumers that start shopping before October



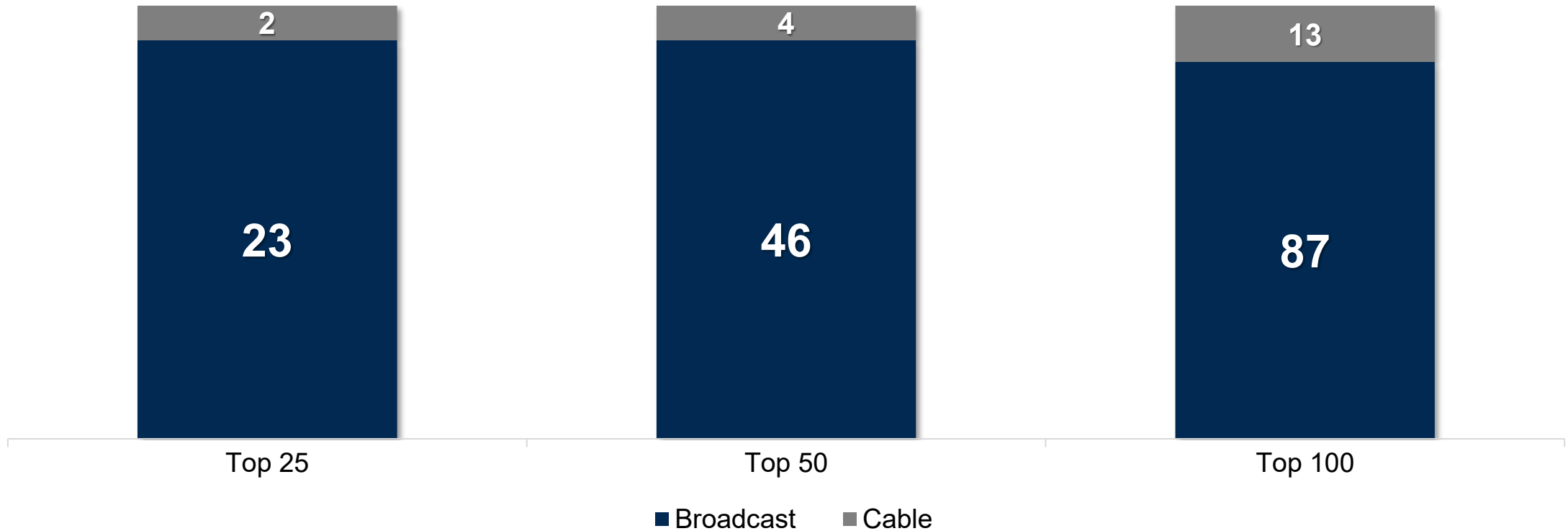
# Why Do You Shop Early For Halloween?



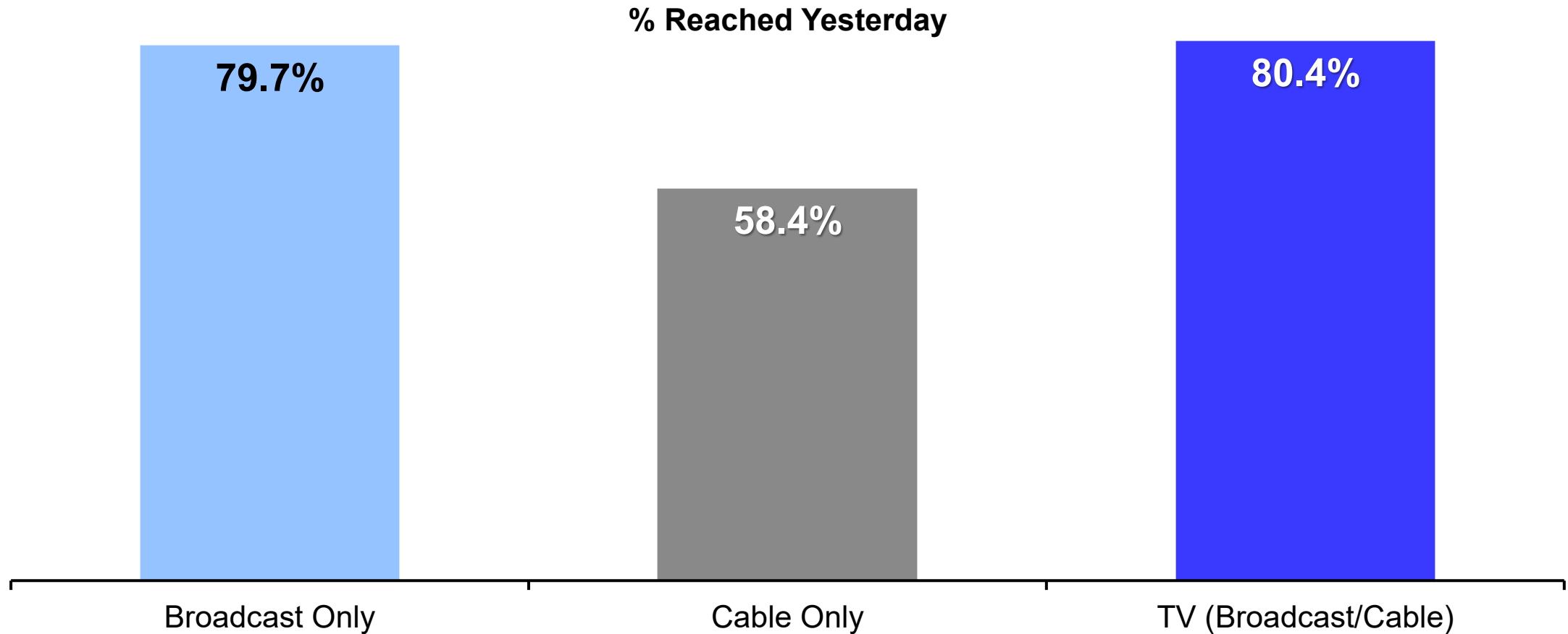
# **Broadcast TV Plays A Key Role For Reach And Time Spent**

# Broadcast TV Dominates the Top-Rated Programs

# Of Top Rated Programs

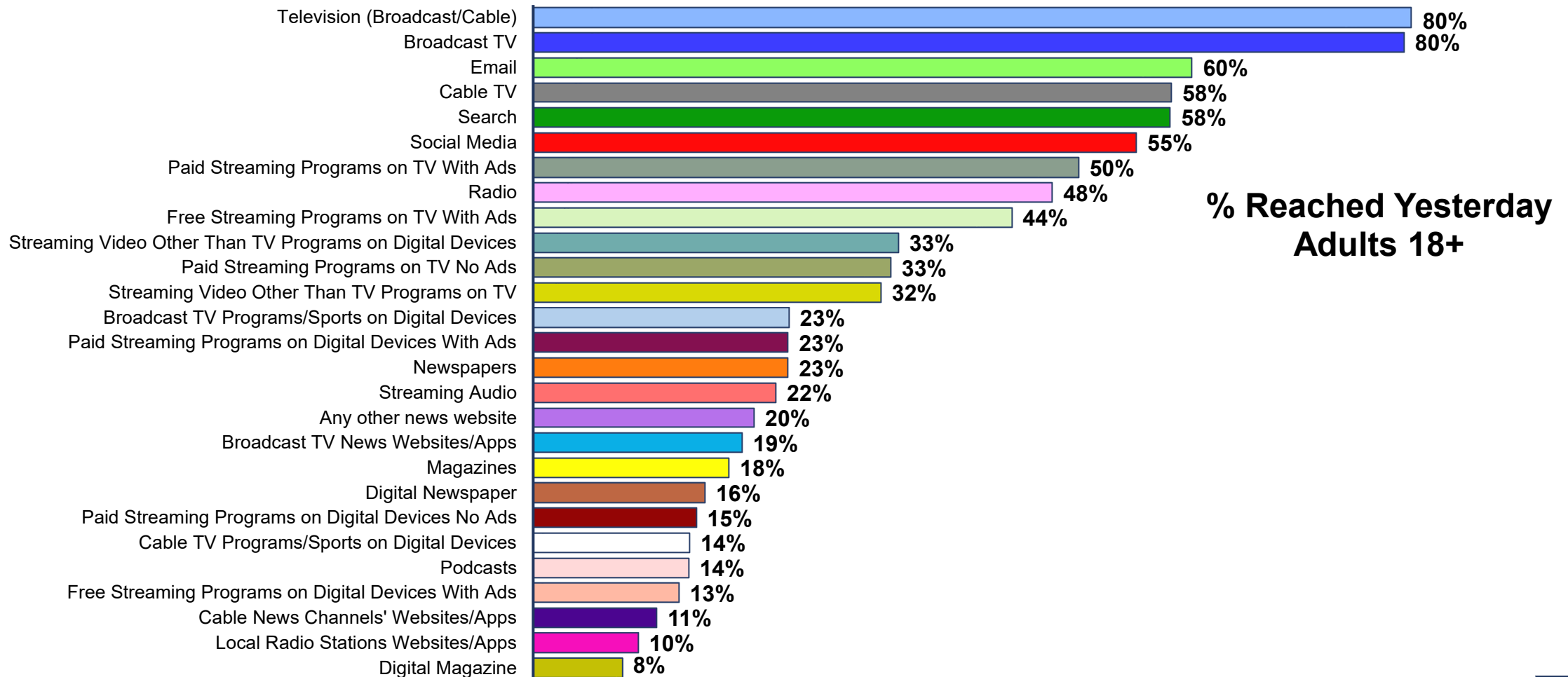


# Broadcast TV is TV's Primary Reach Engine

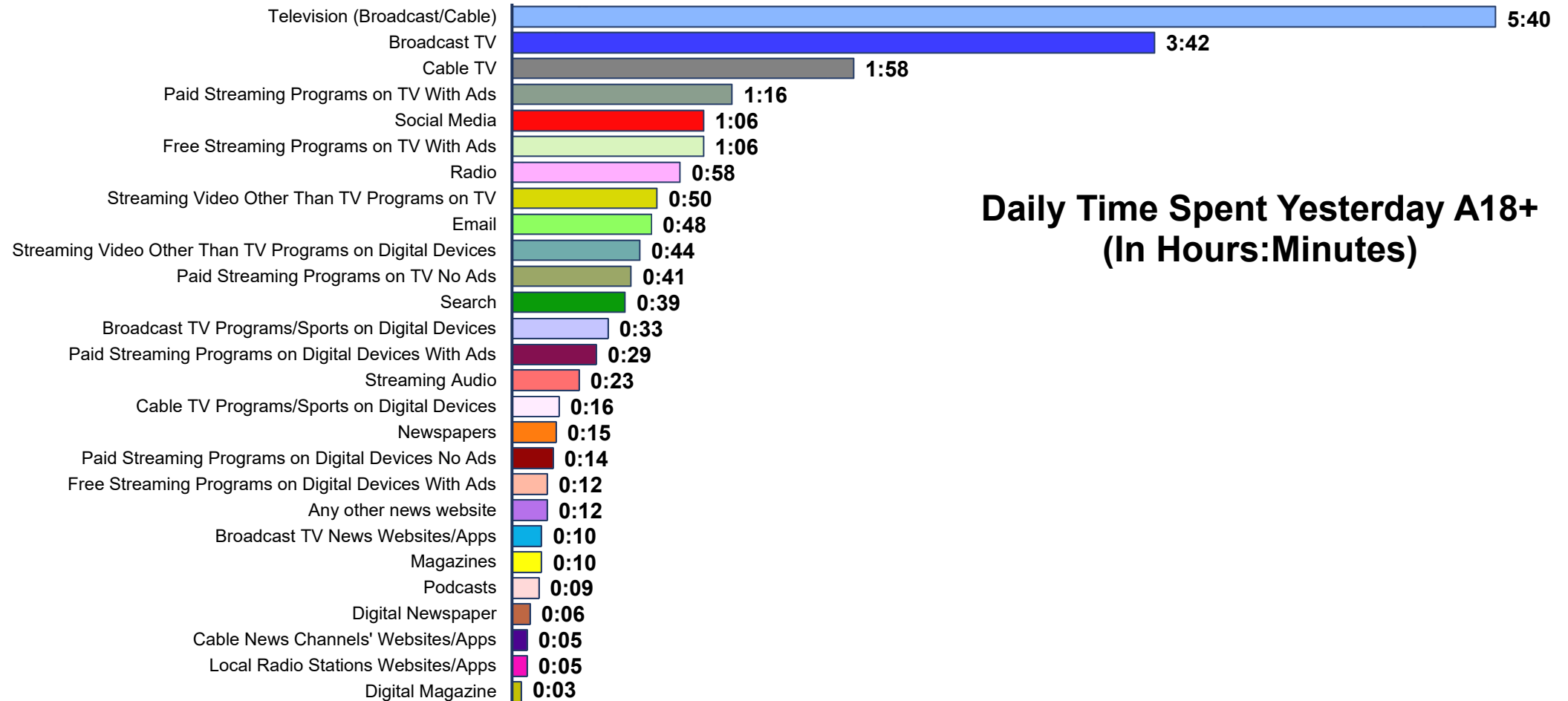


# TV Has Highest Reach of All Platforms

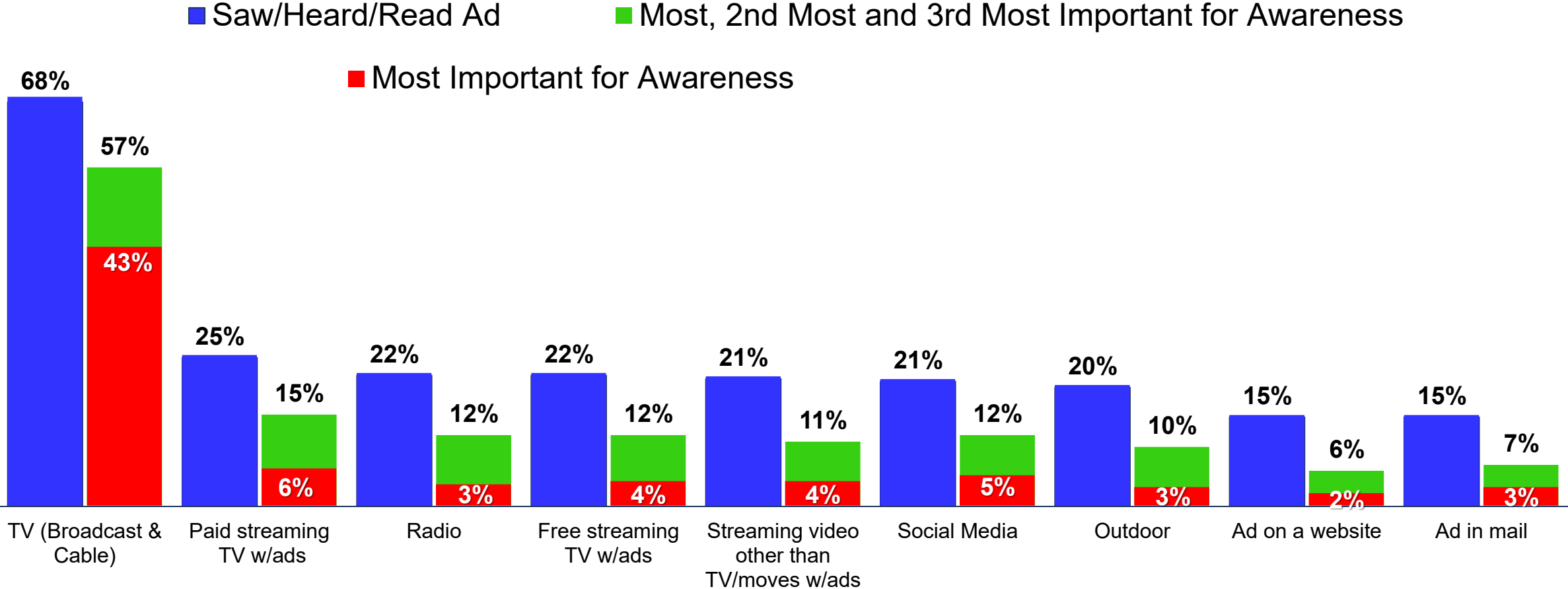
## Measured Broadcast Leads the Way



# People Spend the Most Time with Television



# Ad Exposure Does NOT Guarantee Importance, Except for TV

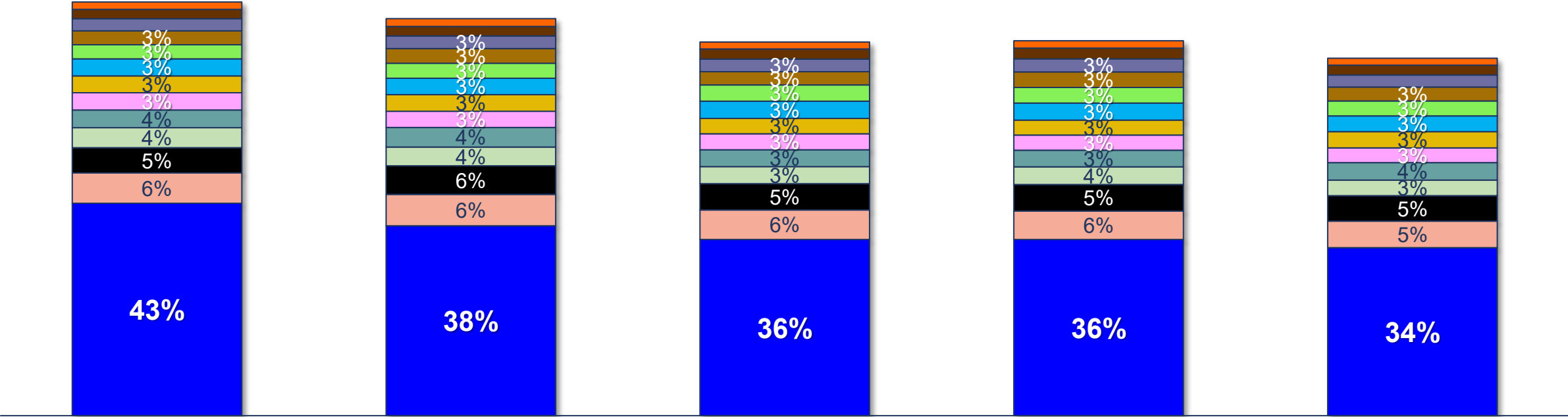


Source: GfK/NIQ TVB Purchase Funnel 2025 A18+

14 S10/S11/QA4 "In the past two months, did you see, hear or read any advertisement in any of these media/digital internet media?"/ "Thinking about the ads you saw/heard for the categories, which advertising media made you most aware of the category?"



# What Influenced Consumers Most: Television



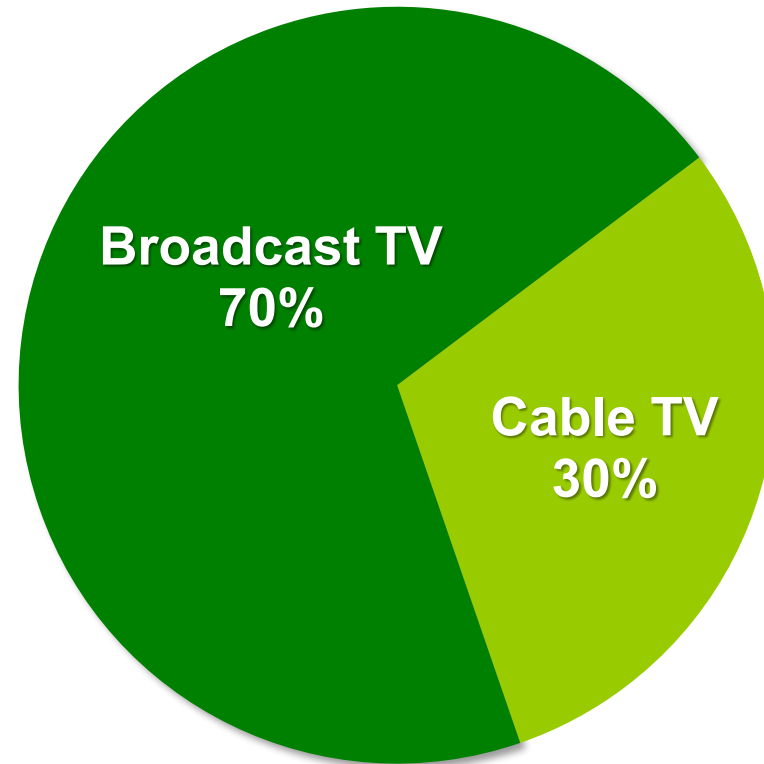
- Television (Broadcast & Cable)
- Paid streaming TV w/ads
- Social Media
- Free streaming TV w/ads
- Streaming video other than TV/movies w/ads
- Radio
- Outdoor
- Broadcast TV web/app
- Email
- Ad in mail
- Internet video ad
- Ad on a website
- Newspaper (print only)

15 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:



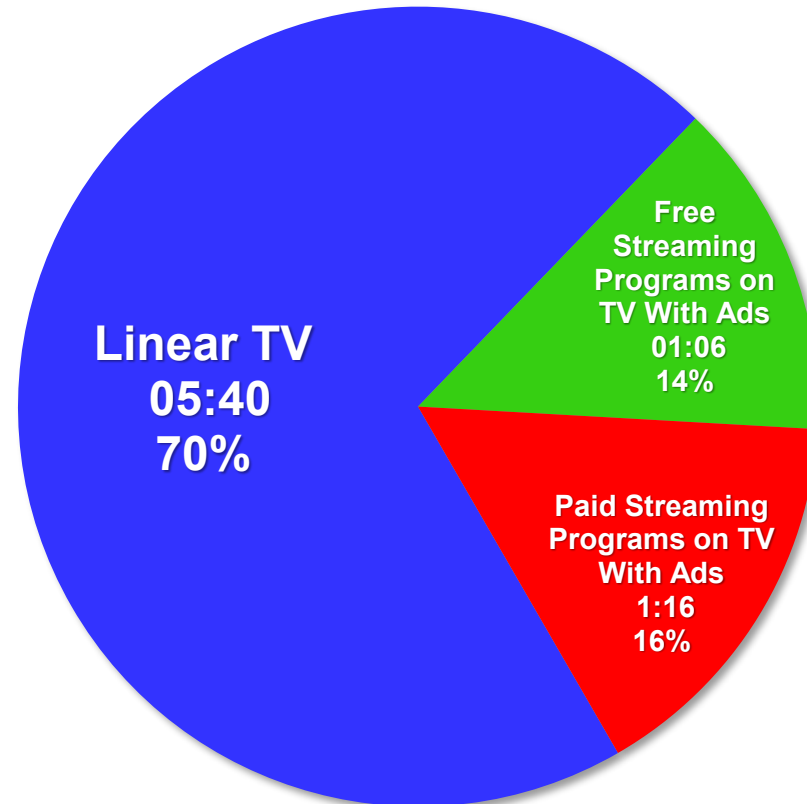
Source: GfK/NIQ TVB Purchase Funnel 2025 A18+

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

# Numbers Quoted for Streaming by Industry Often Only Include Streaming Without Ads. When looking only at platforms that have advertising, Linear TV Represents 70% of the Viewing Time

**Time Spent on TV Screen  
With Ads Only**

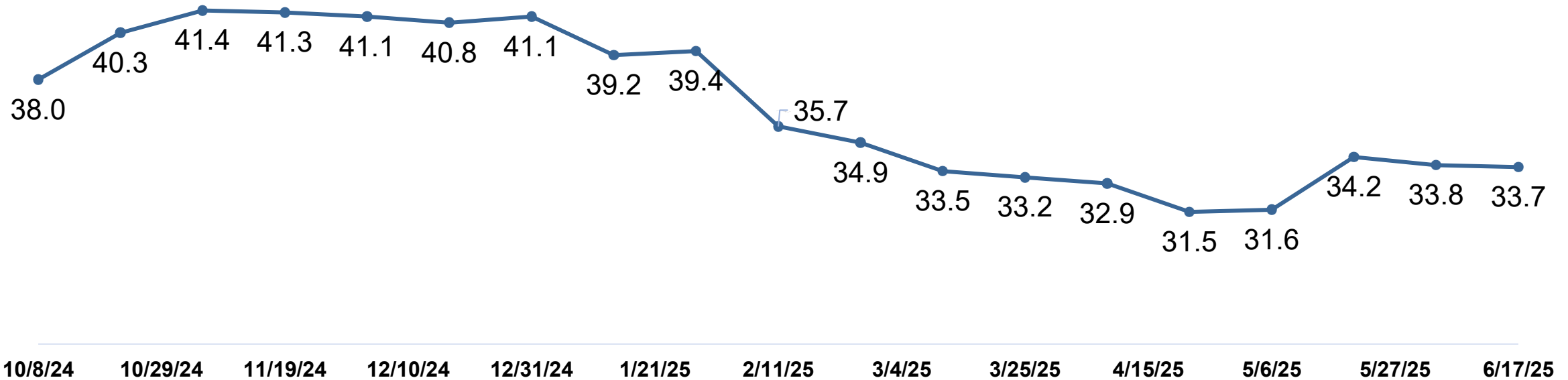


**Despite Economic Uncertainty,  
Retail Shopping Expected To  
Have A Strong Year**

# 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)



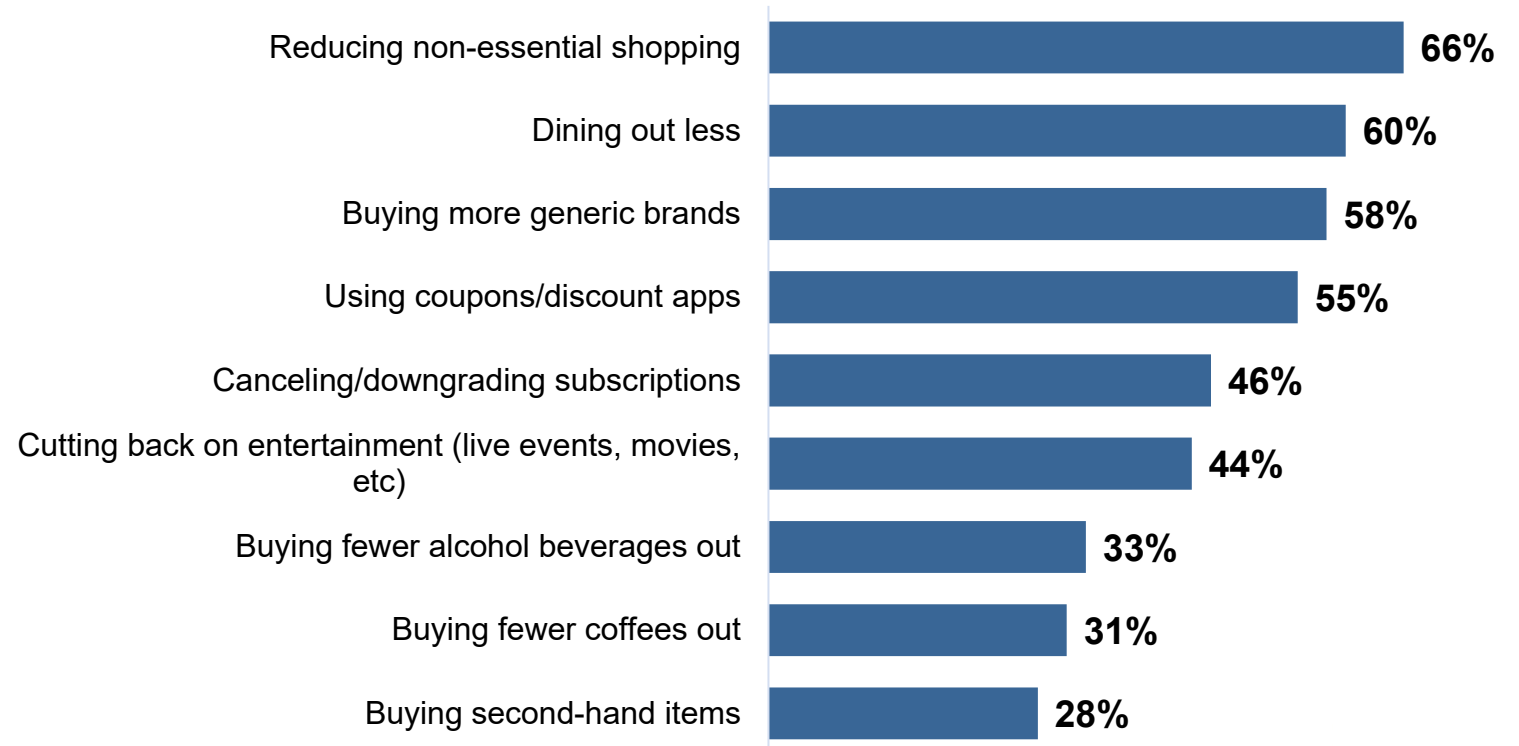
Source: Penta-CivicScience Economic Sentiment Index (n = 3,000) | Looking ahead six months, do you think the U.S. economy will get better, stay the same, or get worse? Over the next six months, do you think it will become easier or more difficult to find a new job? Over the next six months, do you expect 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)



# 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

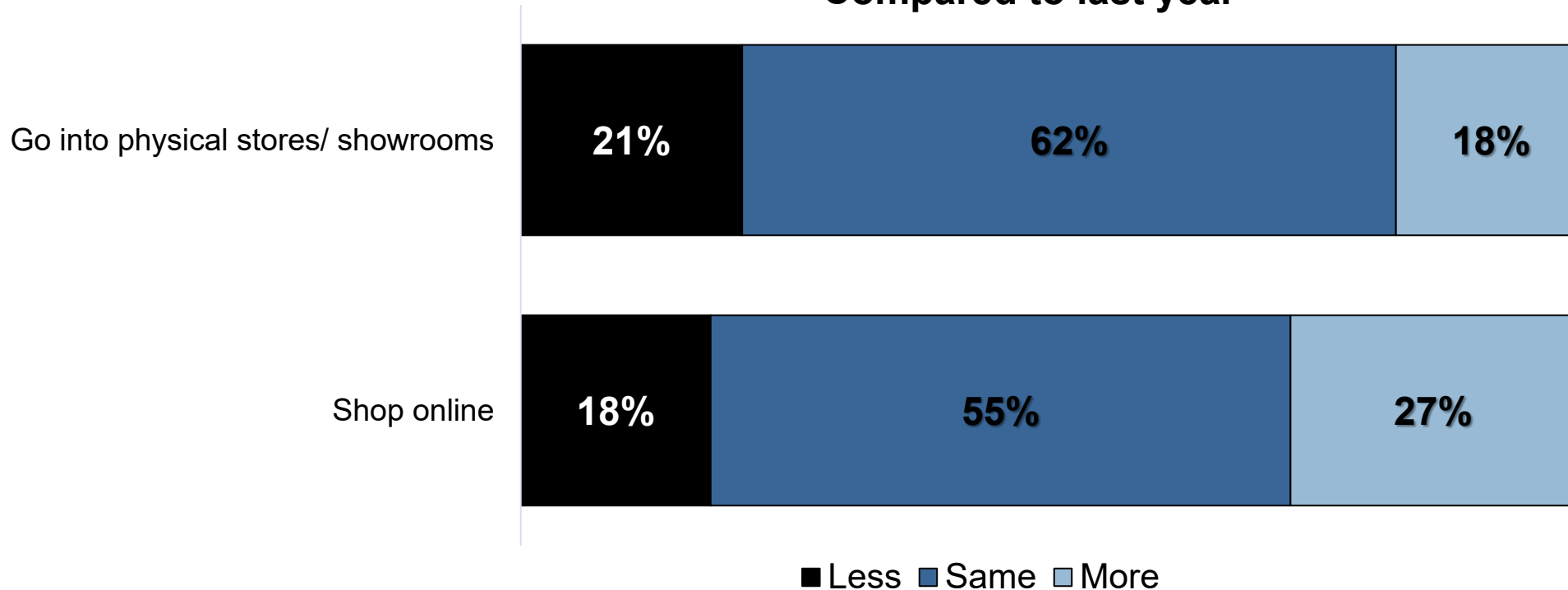
2.7% - 3.7% forecasted retail sales growth

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

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

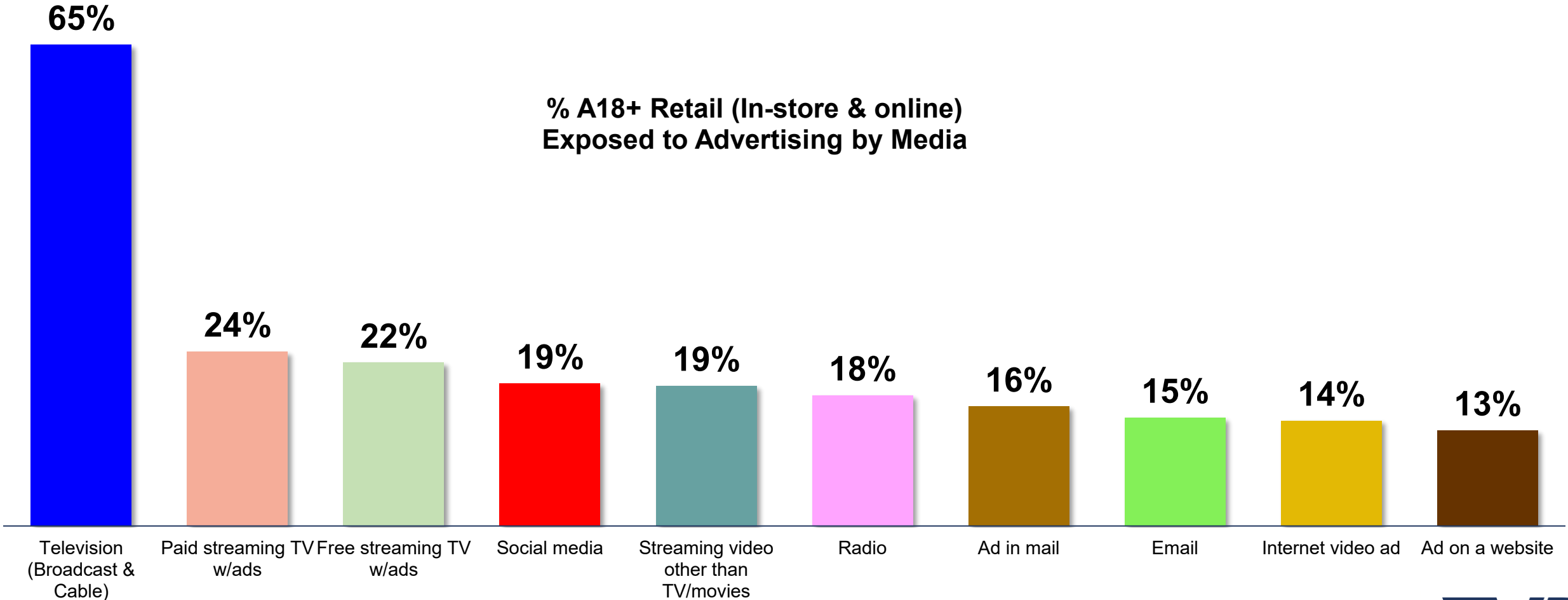
# “Are You Currently, Or Planning to Do More, Less, or The Same?”

**% A18+ Retail (In-store & online)  
Compared to last year**



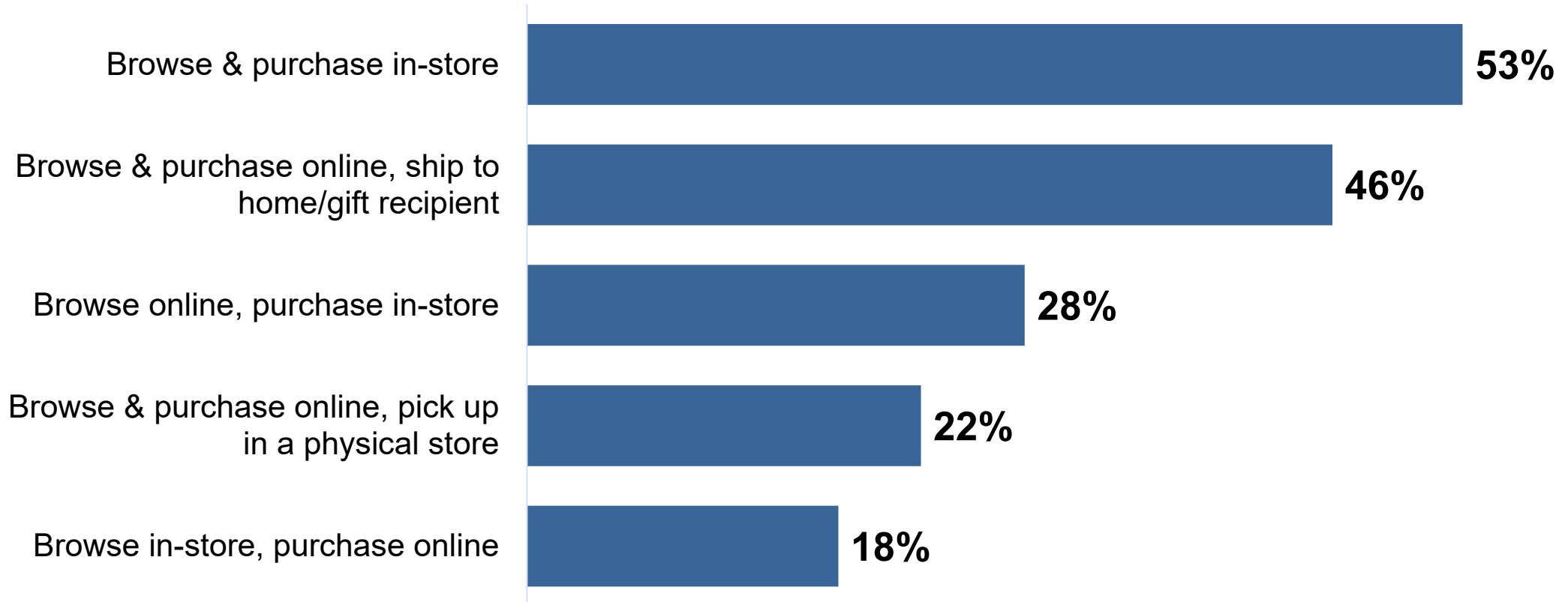
# **Local Broadcast Assets Are Key In Reaching Retail Shoppers**

# With Retail Ads, TV Tops Exposure at 65%

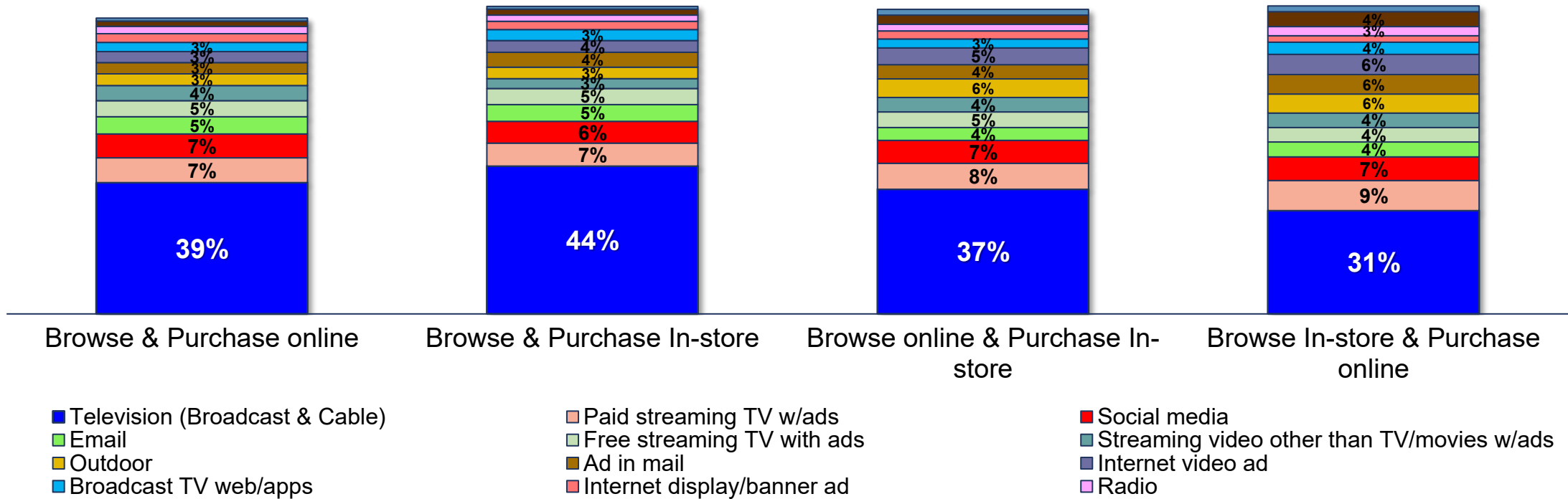


# Shopping Activity At Retail Locations

Over half of respondents browsed AND purchased in-store.

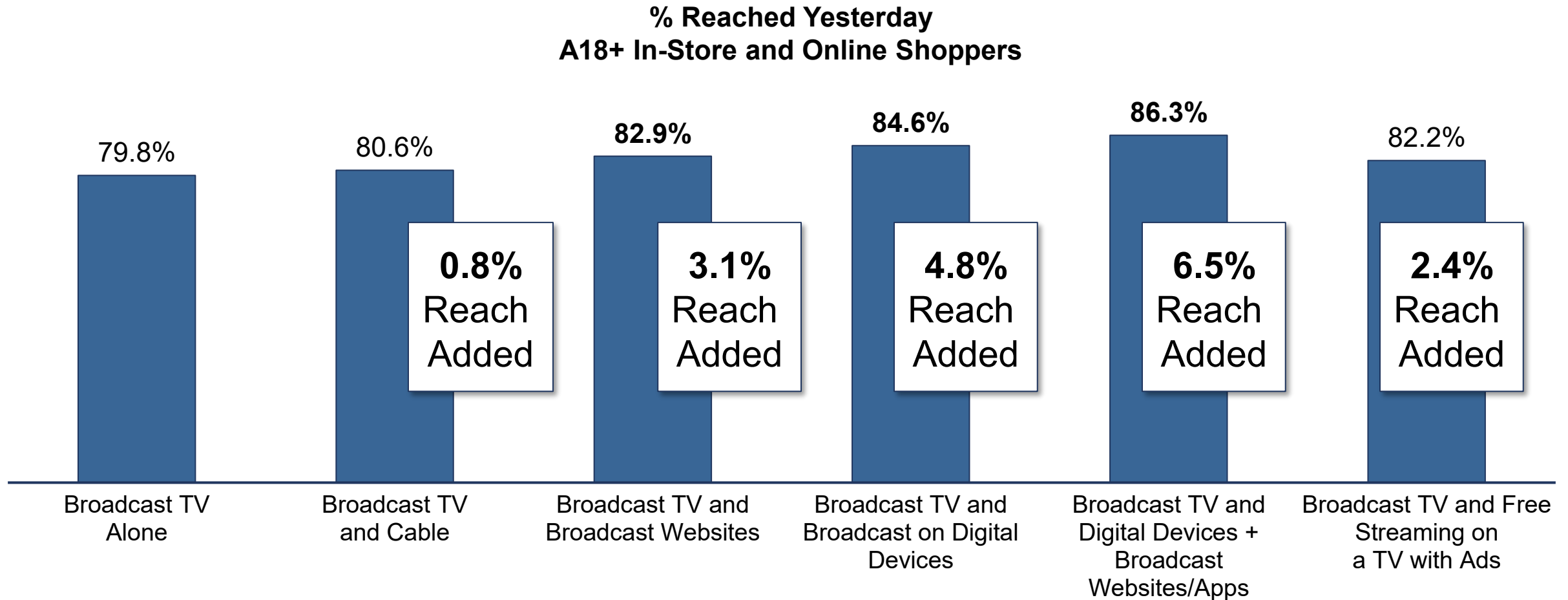


# What Influenced Consumers Most For Retail: Awareness



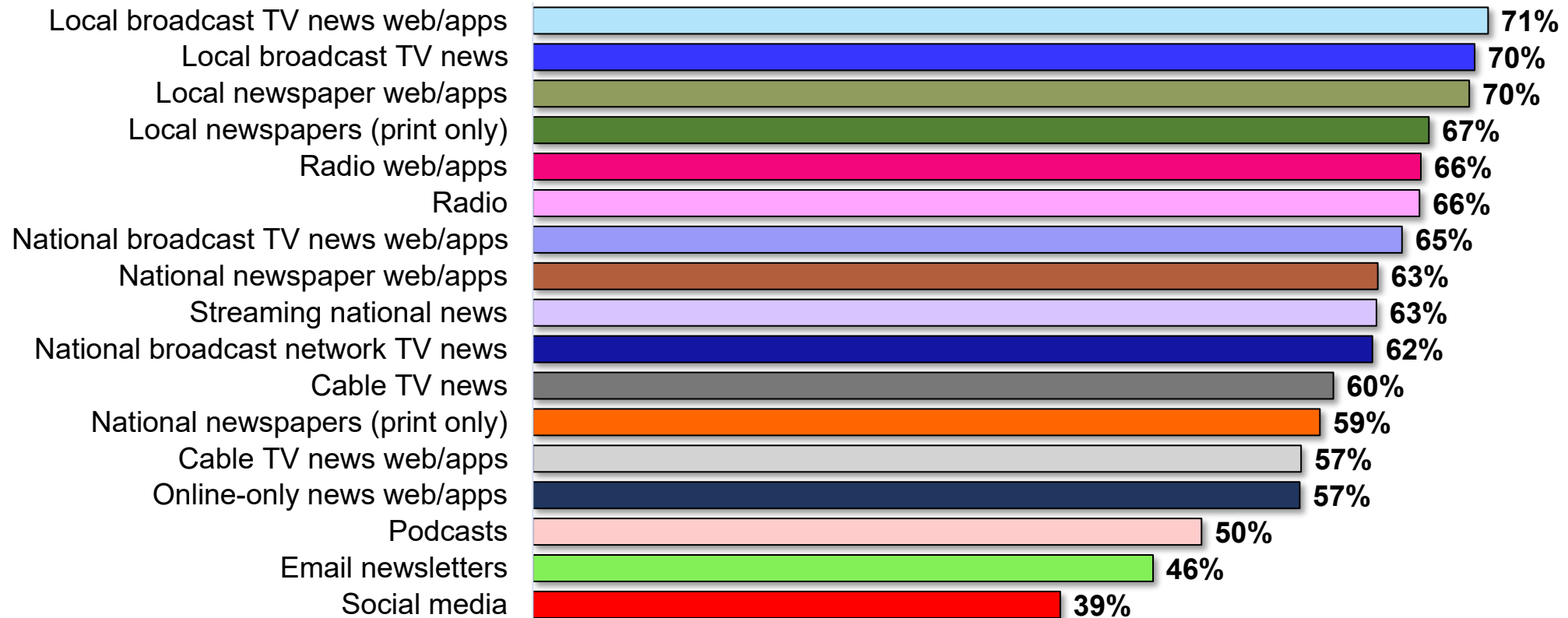
Source: GfK/NIQ TVB Purchase Funnel 2025 Retail Category A18+  
 QA4 Most important for media with at least 1 funnel stage at 2%+ shown; 2%, 1%, & 0% not shown/labeled.

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



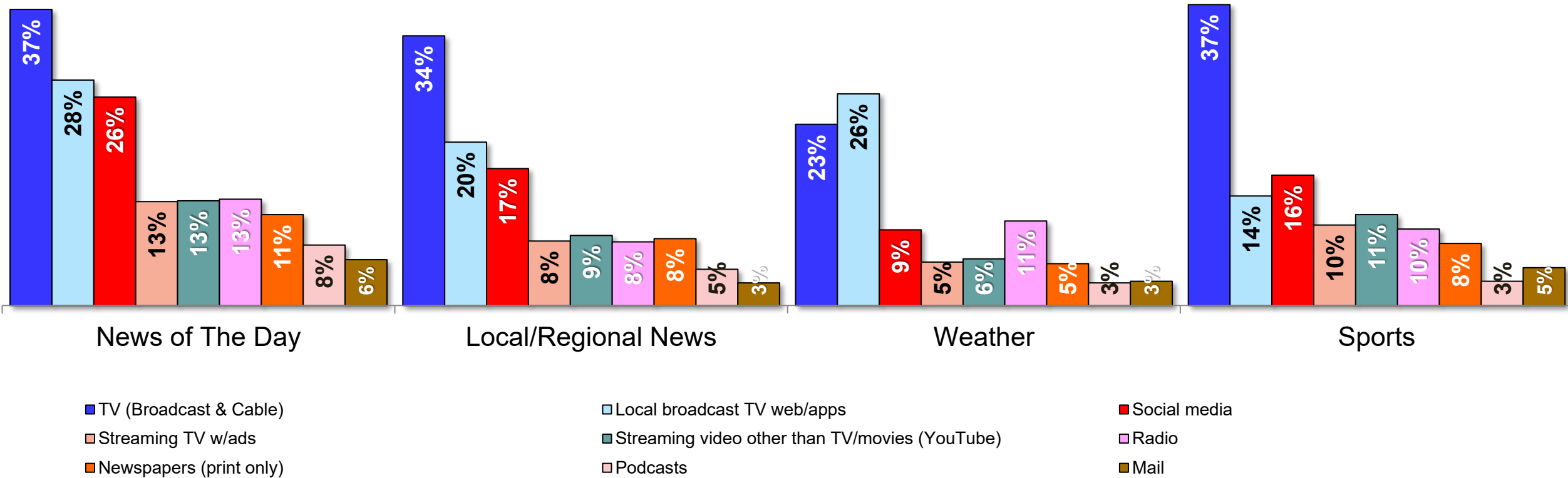
# Local Broadcast TV Assets Are #1 For Trust, Far More Than Cable, Streaming, and Social Media

**% A18+ Retail Consumers Agreeing  
“I trust the news that I see/hear on...”**



Source: GfK/NIQ TVB Media & Conversations Study 2025 A18+ Plan to purchase at a retail store (in-person or online) in the next year.  
Q15 “Please indicate the extent to which you agree or disagree with the following statement, ‘I trust the news that I see/hear on...?’” Top two boxes shown (agree strongly & agree somewhat).

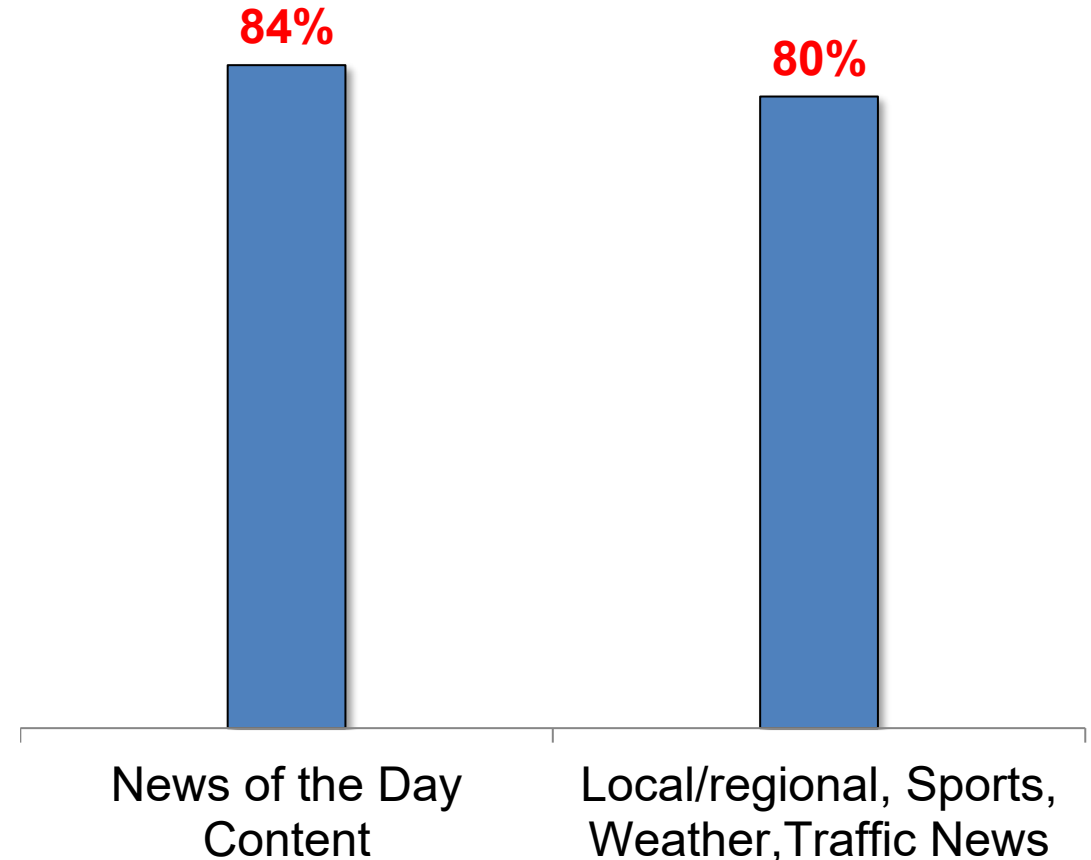
# Retail Consumers: Television Significantly Impacts Conversations About News



# 8 Out of 10 Retail Consumers Are Having Conversations About Topics That Local Station TV News Covers

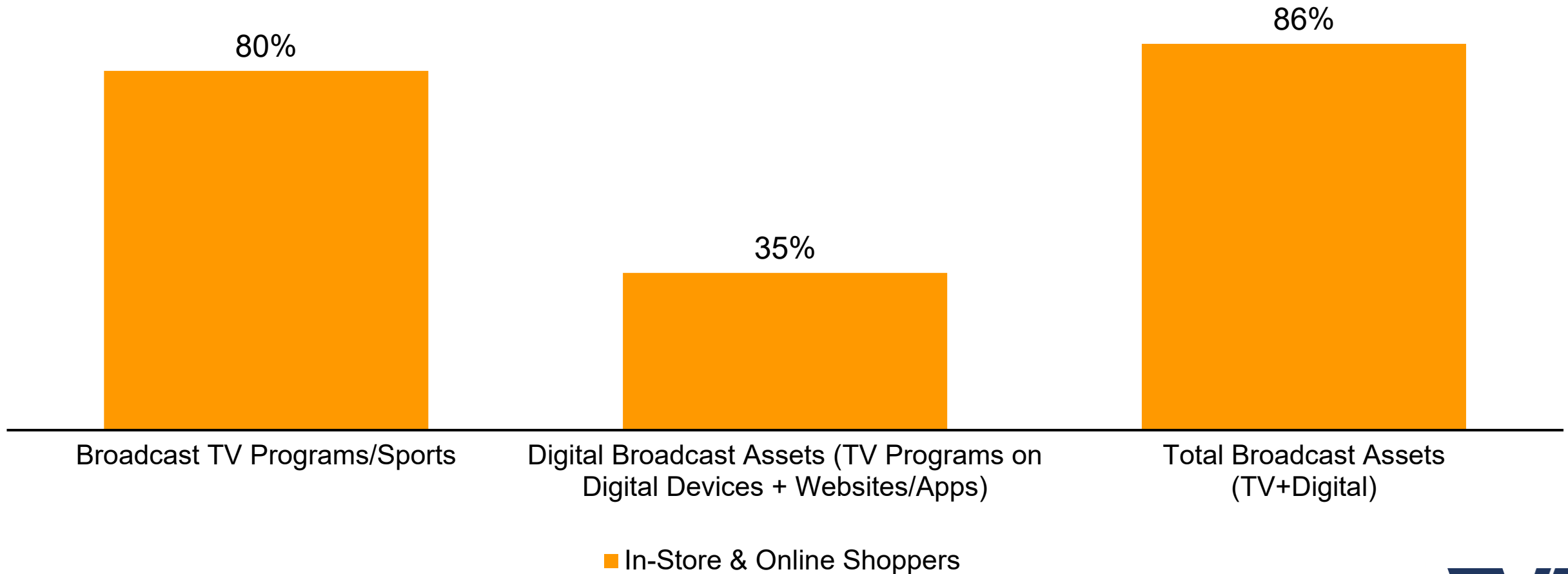
## News of the Day

- Local/regional news
- National/international news
- Sports
- Weather
- Traffic/transit
- Politics



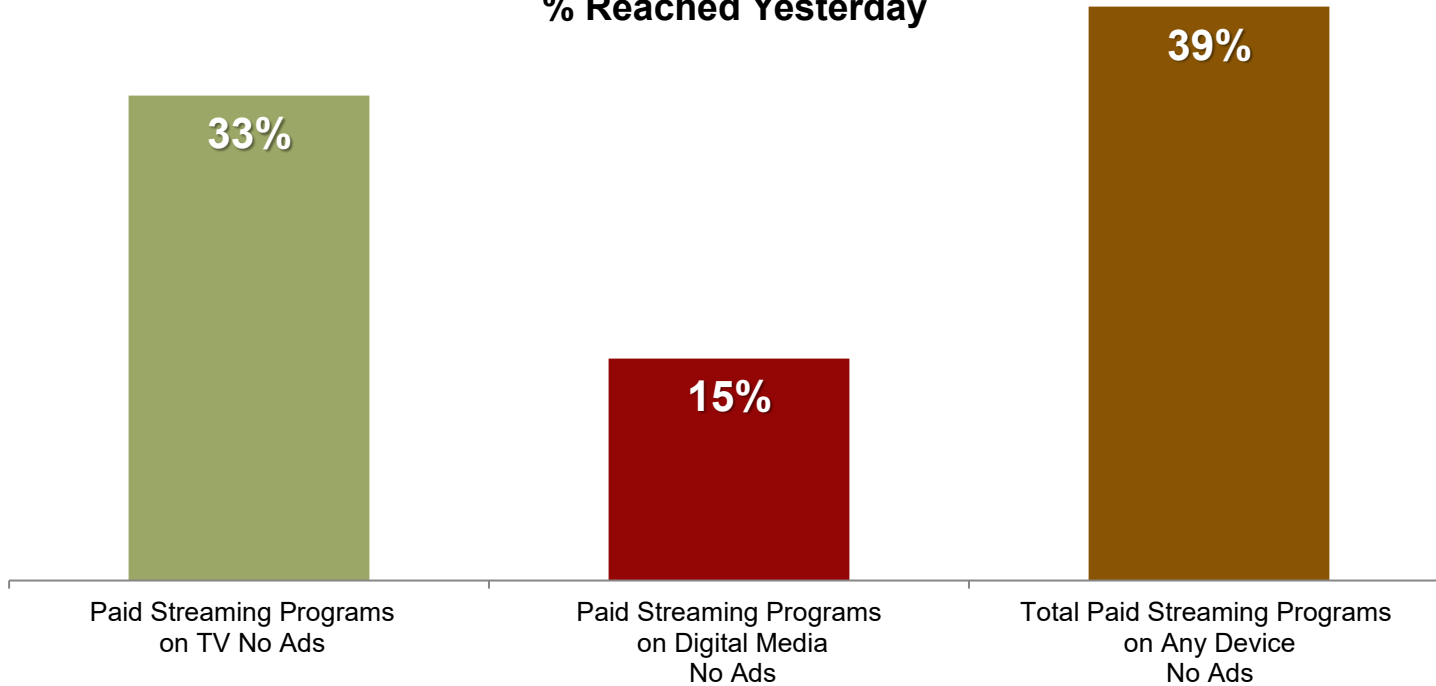
# Total Broadcast Assets Can Reach 86% of In-Store And Online Shoppers

% Reached Yesterday

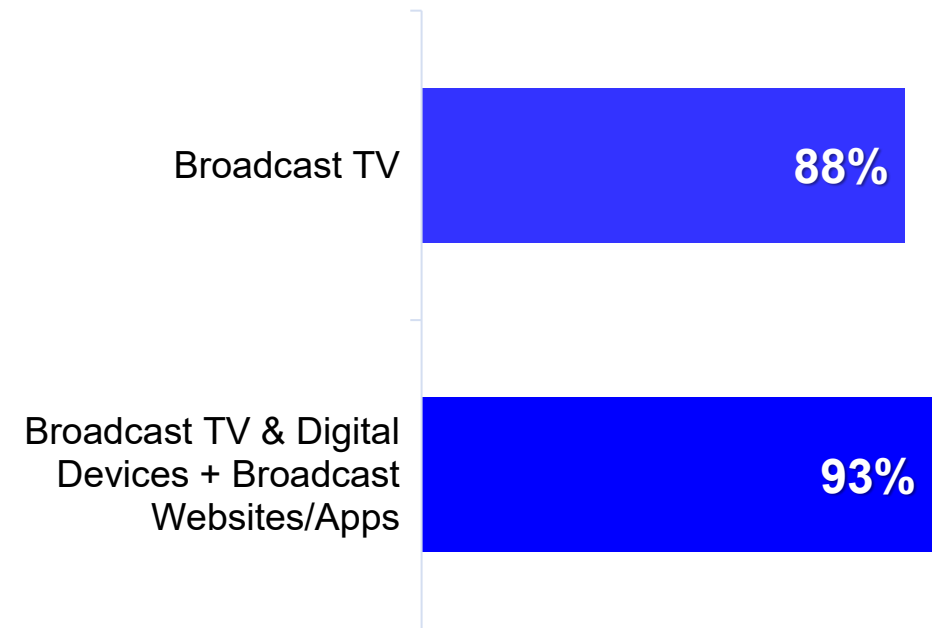


# Streaming with NO Advertising: Advertisers Cannot Reach these Viewers But Broadcast Assets Can Reach Almost All of Them

**In-Store Shoppers  
% Reached Yesterday**



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



# “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.

**Not Every Market Has The  
Same Needs!**

# 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.

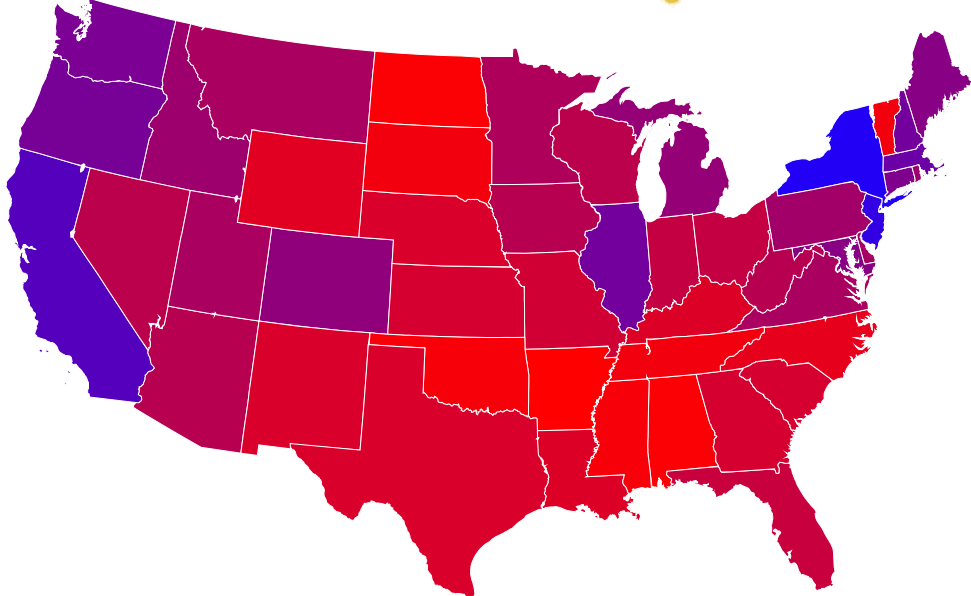
# Capitalize on Local Sales Strength

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**

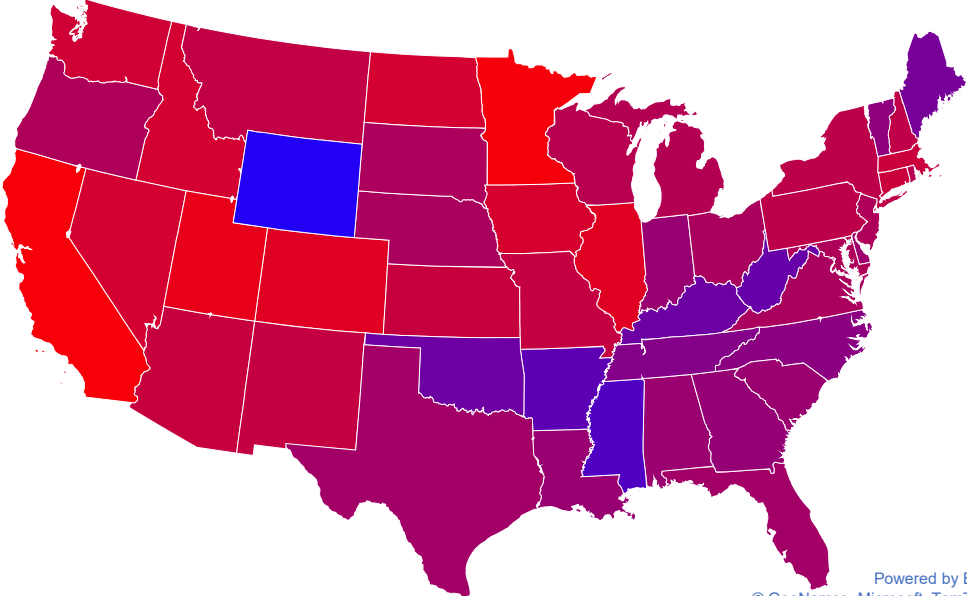
# Different Markets Have Different Needs, One Size Fits All Approach Does NOT Work

Walmart 




Powered by Bing  
© GeoNames, Microsoft, TomTom

 TARGET



Powered by Bing  
© GeoNames, Microsoft, TomTom

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

# Halloween Summary

- Halloween spending has risen from single to double digits over the years.
- TV has the highest reach, and people spend the most time with TV out of all media platforms studied.
- Exposure to a media platform is not a guarantee of consumer importance, except for TV.
- Television is the most important influencer at all stages of the purchase funnel.
- Despite economic uncertainty, retail shopping is expected to have a strong year.
- Total broadcast assets can reach 86% of in-store and online shoppers.

# Appendix: **Studies' Methodology**

# Media Comparisons Research Methodology Overview

## WHO:

- Interviews were collected via opt-in panel aligned demographically with Census Bureau data.
- The base sample included over 4,000 Adults 18+:
  - 3,700+ English-speaking panelists 18+ years of age and
  - 280 **Spanish speaking Hispanics** 18+ years of age.

## How:

- Via a 20 minute online quantitative survey.
- Care was taken to have an equal number of respondents reporting on each individual day so as not to overweight any individual day.

**WHEN:** Interviews took place November 7<sup>th</sup> through December 11<sup>th</sup>, 2024.

# Purchase Funnel Research Methodology Overview

## WHO:

- 4,000 interviews were collected via opt-in sample.
- To qualify, respondents needed to be age 18+ and:
  - be in the market for each product/service category\*:
    - Product/service categories: Automotive, Banking/Financial, Furniture/Bedding/Carpet, Legal, QSR (Quick-serve/Fast Food Restaurants), Retail (In-store & Online)
  - Have seen/heard or read an advertisement for that category in ANY of about 20 media platforms both traditional and digital, in the past 2 months.
- Each respondent answered a series of questions for up to three product/service categories.

**WHEN:** Interviews took place December 5, 2024 - December 20, 2024

## WHAT:

- Via 14-minute online quantitative survey about the influence of advertising platforms at each stage of the consumer purchase decision and attitudinal questions.
- Respondents were given the choice of taking the survey in either English or Spanish.

The General Overview presentation that follows includes all six categories.

# The Media and Conversation Study

## Methodology Overview

### WHO:

- The sample included 4,000 Adults age 18+.
- Interviews were collected online via opt-in panel aligned demographically with Census Bureau data.

### HOW:

People were asked to recall the topics of their conversations from the past 24 hours and then were asked a series of questions describing up to 5 topics of conversations.

- Each of these conversations were the person's most significant or meaningful conversations
- Topics followed up upon were selected randomly.

Respondents were also asked

- Attitudinal question about several topics
  - Questions about usage of key categories allowing for delineation by these product categories.
- 
- Respondents had the option of taking the survey in either English or Spanish
  - The average interview length was 15 minutes.

**WHEN:** The survey was fielded online from February 11<sup>th</sup>-21<sup>st</sup>, 2025.



**Thank  
You!**

**TV/B** Local  
Media  
Marketing  
Solutions