

# TVB Insights

WEEKLY RESEARCH & ANALYSIS

2025/26 Season – Week 40 (6/22-6/28/26)

## Back-to-College 2026

Spending on Back-to-College is significantly higher than on Back-to-School. Last year, spending on Back-to-College hit \$88.8 billion, 125% greater than Back-to-School with \$39.4 billion. The 2025 per person spend for the top Back-to-College categories included electronics (\$310), dorm/apartment furnishings (\$191), and clothing (\$166).

Last week we showed you that **broadcast TV is the top reach vehicle** to get your message out quickly! According to the [2026 Media Comparisons Study](#) broadcast TV has a 78% one-day reach for retail shoppers 18+, but do you know what can increase that one-day reach to even higher numbers? When you add broadcast websites to broadcast TV, you raise that one-day reach to 82%. Adding broadcast on digital devices to broadcast TV brings the reach to 83%, and by using all three, that number climbs to 86%! Adding cable to broadcast TV gives you a lift from 78% to just 79%, while broadcast TV and free streaming on TV with ads only climbs to 81%. The choices are clear...**broadcast TV plus broadcast digital assets equals even greater success!**

[Click here](#) for this and so much more in TVB's new **2026 Back to School & College Report**.

**Find it in Research:** [Upcoming Sports and Specials](#) give readers an opportunity to see what sports and specials are coming up on broadcast television! Recently added were the just announced NBC Fall 2026 primetime premiere dates. As the others come out, we'll be sure to include them!

Our featured market this week is **Des Moines-Ames, IA**. Did you know downtown Des Moines features a massive network of glass-enclosed, climate-controlled bridges that connect nearly every major building? You can navigate through the entire city center without ever stepping foot outside, a big plus on cold winter and hot summer days!

Have a wonderful and safe holiday weekend!

Hadassa Gerber

*EVP, Chief Research Officer, TVB*

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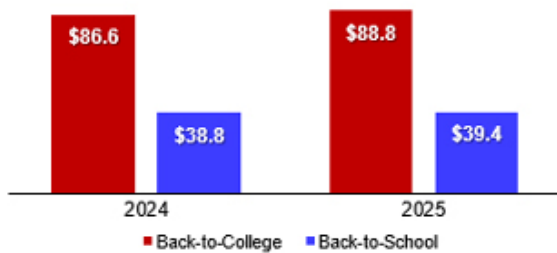
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## Back-to-College Spending Far Outpaces Back-to-School

Total Spending (in billions)



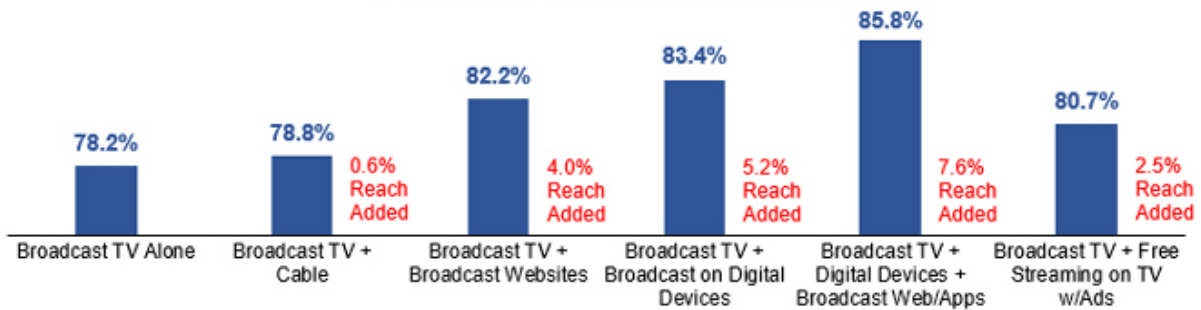
## Top Categories For Back-to-College Shopping

2025 Per Person Spend



## Broadcast Digital Assets Added Significantly More Reach to Broadcast TV than Cable or AVOD

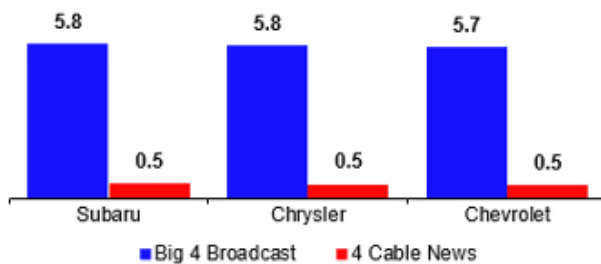
% Reached Yesterday: A18+ Retail Shoppers



## Market of the Week: Des Moines, IA

### Auto Owners

Mon-Sun 5-6p Live – Average Monthly Ratings (Comscore)



### Top 5 Spot TV Advertisers from MediaRadar

Advertiser	DoIs (000)
Mediacom	\$2,569.4
Hy-Vee	\$1,394.8
Advertiser Not Identified	\$1,270.1
T-Mobile	\$1,043.7
Fareway Food Store	\$1,027.6