

TVB Insights

WEEKLY RESEARCH & ANALYSIS

2025/26 Season – Week 41 (6/29-7/25/26)

FIFA 2026

The U.S. may not be moving forward after its loss to Belgium, but they still had a great run, giving lots of fans much to get excited about. While we haven't gotten the total numbers yet, which include big data for this past Monday's match, there's still plenty to highlight from other World Cup games:

- **July 1:** FOX nationally delivered a 10.5 live+1 household rating, equal to 13,425,000 households. Locally, WDAF in Kansas City led the way of the 56-metered markets with a 14.8 rating (155,000 households), followed by WFXT in Boston (Manchester) with a 13.1 rating (339,000 households) and KTVI in St. Louis with a 13.0 rating (164,000 households). The U.S. beat Bosnia and Herzegovina 2 to 0.
- **June 25:** FOX nationally delivered a 7.6 live+1 household rating, equal to 9,728,000 households. Locally, WDAF in Kansas City led the way of the 56-metered markets with an 11.3 rating (119,000 households), followed by KTVI in St. Louis with a 10.0 rating (126,000 households) and KSWB in San Diego also with a 10.0 rating (114,000 households). Türkiye beat the U.S. 3 to 2.

Looking at the [2026 Sports Survey](#), we know viewers of sports are an ideal audience for advertisers. 71% of sports enthusiasts (those who watch multiple sports throughout the year), take some kind of action after seeing an ad during a sporting event, including talking with others about the ad as well as going online for a wide variety of reasons. And speaking of going online, of those sports enthusiasts who do searches online, 82% said a TV ad had in some way influenced their search selections.

Find it in Research: [Political Spotlight](#) features an in-depth look at the states with competitive 2026 political races, including Arizona, California, Georgia, Iowa, Kansas, Maine, Michigan, Nevada, New Hampshire, North Carolina, Ohio, Texas and Wisconsin. TVB members can access the PDF sheets at any time, while political consultants and agencies can request a FREE password to access this data.

Our featured market this week is **Green Bay-Appleton, WI**. Did you know the "G" logo on the Packers helmet was created in 1961 near the start of the Vince Lombardi era? The story goes that Lombardi wanted to turn the Packers into the New York Yankees of football. Mission accomplished, as the Packers won multiple championships, and both the Yankees' logo and the Packers' logo are among the most recognizable and work sports logos around the world.

Enjoy!

Hadassa Gerber
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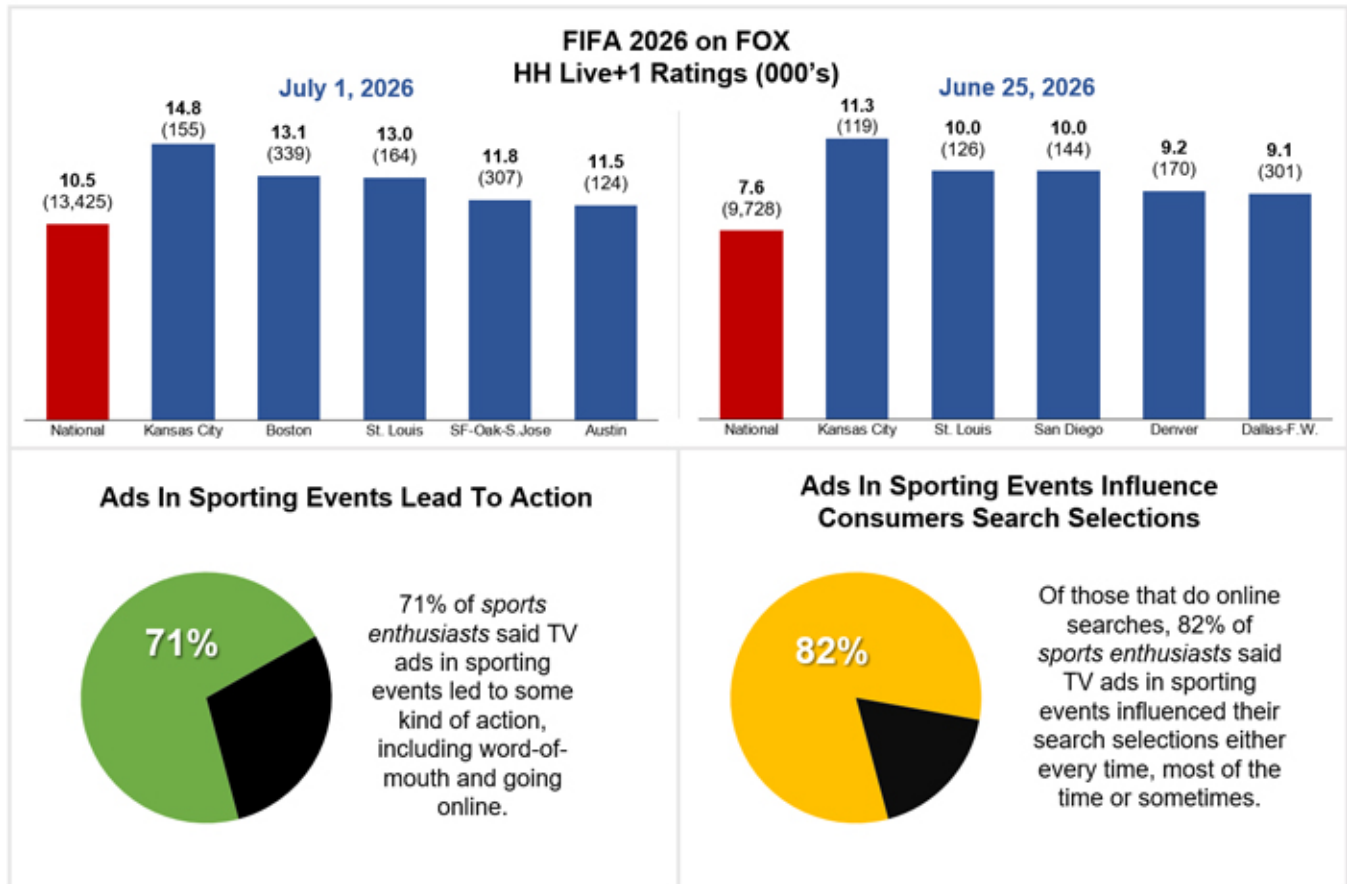
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Market of the Week: Green Bay-Appleton, WI

