

OCTOBER 21, 2020

Let's get this week going with the Google Link below to a SCBA customized version of the ongoing Nielsen Insights Consumer Study that they conducted the latest session of from October 1-5:

ATTACHMENT: [2020.10 - Nielsen Consumer Study](#)

Next up is the latest listener trending data for our PPM markets. But before we get to the actual data there are some important methodology changes to update you on and set up the context for the trends you will see below.

The October survey now includes two new Nielsen initiatives, including the Headphone Adjustment and Outlier Mitigation that I provided information on previously for you. As a key point of reference, the PPM Analysis Tool that these weekly numbers come from will not reflect these methodology changes in the weekly or monthly reports until that system has been updated. It will be another couple months before that happens. Nielsen's target month is January, 2021. That said, Tapscan and PD Advantage are up-to-date and do include these methodology changes.

However, Tapscan and PD Advantage do not have a weekly data component. We will still do the weekly Cume as the Cumes are not impacted by these changes.

We will also continue to provide you with the AQH trends. but it is important to bear in mind that these are really just a directional reference tool since these weekly AQH updates will not have the methodology adjustments in the PPM Analysis Tool until at least January 2021.

With that now established, here are the trends:

Los Angeles AQH

March - 692,700

April - 455,600

May - 519,800

June - 570,700

July - 586,100 off 15.3%

August - 586,000 off 15.4%

Sept. - 570,600 off 17.6%

October - 596,000 off 13.9%

NOTE: THIS IS FROM TAPSCAN INCLUDES THE METHODOLOGY CHANGES

Sept. Week 1 - 577,300 (Off 16.6% from March)

Sept. Week 2 - 573,400 off 17.2%

Sept. Week 3 - 578,900 off 16.4%

Sept. Week 4 - 552,800 off 20.1%

Oct. Week 1 - 563,500 (off 18.6% from March)

Oct. Week 2 - 580,000 off 16.2%

Oct. Week 3 - 580,000 off 16.2%

Oct. Week 4 - 591,800 off 14.5%

NOTE: THE OCTOBER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES.

Los Angeles Cume

March - 10,611,300

April - 9,080,100

May - 9,572,200

June - 9,941,100

July - 10,089,600 off 4.9%

August - 10,029,800 off 5.4%

Sept. - 9,999,500 off 5.7%

Oct. - 10,055,100 off 5.2%

Sept. Week 1 - 10,053,100 (Off 5.2% from March)

Sept. Week 2 - 9,988,800 off 5.8%

Sept. Week 3 - 10,096,100 off 4.9%

Sept. Week 4 - 9,859,900 off 7%

Oct. Week 1 - 9,970,700 (Off 6% from March)

Oct. Week 2 - 10,074,200 off 5%

Oct. Week 3 - 10,155,500 off 4.6%

Oct. Week 4 - 10,060,000 off 5.1%

Riverside/San Bernardino AQH

March - 128,900
April - 96,200
May - 105,000
June - 115,100
July - 108,600 off 15.7%
August - 109,400 off 15.1%
Sept. - 102,100 off 20.7%
Oct. - 106,000 off 17.7%

NOTE: THIS IS FROM TAPSCAN AND INCLUDES THE METHODOLOGY CHANGES

Sept. Week 1 - 103,500 (Off 19.7% from March)
Sept. Week 2 - 100,300 off 22%
Sept. Week 3 - 109,600 off 15%
Sept. Week 4 - 95,000 off 26.2%

Oct. Week 1 - 104,600 (Off 18.8% from March)
Oct. Week 2 - 104,600 off 18.8%
Oct. Week 3 - 102,200 off 20.7%
Oct. Week 4 - 101,000 off 21.6%

NOTE: THE OCTOBER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES.

Riverside/San Bernardino Cume

March - 2,012,400
April - 1,727,400
May - 1,846,500
June - 1,924,800
July - 1,968,100 off 2.2%
August - 1,948,500 off 3.1%
Sept. - 1,909,800 off 5%
Oct. - 1,891,200 off 6%

Sept. Week 1 - 1,925,500 (Off 4.3% from March)
Sept. Week 2 - 1,944,000 off 3.3%
Sept. Week 3 - 1,904,700 off 5.4%
Sept. Week 4 - 1,865,000 off 7.3%

Oct. Week 1 - 1,916,000 (Off 4.7% from March)

Oct. Week 2 - 1,889,200 off 6.1%

Oct. Week 3 - 1,889,900 off 6%

Oct. Week 4 - 1,869,700 off 7%

San Diego AQH

March - 142,700

April - 98,000

May - 109,400

June - 120,100

July - 126,000

August - 128,500 (off 10% from March)

Sept. - 125,000 (off 12.4% from March)

Oct. - 126,800 (off 11.1% from March)

NOTE: THIS IS FROM TAPSCAN AND INCLUDES THE METHODOLOGY CHANGES

Sept. Week 1 - 126,900 (Off 11.1% from March)

Sept. Week 2 - 120,900 off 15.3%

Sept. Week 3 - 132,000 off 7.5%

Sept. Week 4 - 120,100 off 15.8%

Oct. Week 1 - 124,400 (off 12.8% from March)

Oct. Week 2 - 121,000 off 15.2%

Oct. Week 3 - 118,800 off 16.7%

Oct. Week 4 - 125,400 off 12.1% from March

NOTE: THE OCTOBER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES.

San Diego Cume

March - 2,549,000

April - 2,133,900

May - 2,303,400

June - 2,408,600

July - 2,438,900

August - 2,418,400 (off 5.1% from March)

Sept. - 2,382,700 (off 6.5% from March)

Oct. - 2,398,000 (off 5.9% from March)

Sept. Week 1 - 2,418,400 (Off 5.1% from March)
Sept. Week 2 - 2,329,400 (off 8.6%)
Sept. Week 3 - 2,401,900 (off 5.8%)
Sept. Week 4 - 2,415,900 (off 5.2%)

Oct. Week 1 - 2,409,400 (Off 5.4% from March)
Oct. Week 2 - 2,433,200 (off 4.5%)
Oct. Week 3 - 2,403,400 (off 5.7%)
Oct. Week 4 - 2,346,200 (off 8.0%)

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

Shopkick Consumer Survey

This first resource in the Google Link below is the Holiday 2020 Insights to Consumer Shopping Behavior Forecast from a Shopkick survey. Shopkick is an American company based in Silicon Valley that created a shopping app for smartphones and tablets that offers users rewards for shopping activities both online and in-stores such as walking into stores, scanning items, making in-app or in-store purchases and submitting receipts

ATTACHMENT: [Shopkick Holiday 2020 Insights Study](#)

Biden Campaign Adds California, Colorado To Spanish-Language Radio Push.

Inside Radio October 20, 2020

http://www.insideradio.com/free/biden-campaign-adds-california-colorado-to-spanish-language-radio-push/article_0ff09d66-129d-11eb-9cbc-0742b5e1a401.html

Brands Like Coca-Cola Are Not Thinking ‘Why Audio.’ They’re Discussing ‘How Audio.’

Inside Radio October 20, 2020

http://www.insideradio.com/free/brands-like-coca-cola-are-not-thinking-why-audio-they-re-discussing-how-audio/article_1666fd42-129e-11eb-b287-cfb3ee04f299.html

Edison: Audio Listening Shifting From Home Back To Car.

Inside Radio October 19, 2020

http://www.insideradio.com/free/edison-audio-listening-shifting-from-home-back-to-car/article_8ec84b46-1236-11eb-9f61-db07798e3074.html

Study: Two Ads Per (Podcast) Episode Deliver The Most Return For Marketers.

Inside Radio October 19, 2020

http://www.insideradio.com/podcastnewsdaily/study-two-ads-per-episode-deliver-the-most-return-for-marketers/article_d43155ca-122b-11eb-ab9a-a39b80f62a2c.html

Retail sales post big gain in September as consumers show unexpected strength

CNBC OCTOBER 16, 2020

<https://www.cNBC.com/2020/10/16/retail-sales-september-2020.html>

Don't Lose Your Sales Brand

Radio Ink (Charlie Sislen October 19, 2020)

https://radioink.com/2020/10/19/dont-lose-your-sales-brand/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

Bolstering Client Retention in the Age of COVID-19

SalesFuel October 17, 2020

<https://salesfuel.com/bolstering-client-retention-in-the-age-of-covid-19/>

3 Tips for Effective Video Sales Calls

SalesFuel October 17, 2020

<https://salesfuel.com/3-tips-for-effective-video-sales-calls/>

Tension: Why It Can Be GOOD For Your Sales

SalesFuel October 17, 2020

<https://salesfuel.com/tension-why-it-can-be-good-for-your-sales/>

Radio Benefitting As Economy Recovers From Spring COVID Hit Says Nielsen.

Inside Radio (Nielsen) October 16, 2020

http://www.insideradio.com/free/radio-benefitting-as-economy-recovers-from-spring-covid-hit-says-nielsen/article_905b3122-0ff1-11eb-ab74-37f0b221f98f.html

Nielsen Study Finds AM/FM Radio The 'Soundtrack To U.S. Economic Recovery'

AllAccess October 16, 2020

<https://www.allaccess.com/net-news/archive/story/200996/nielsen-study-finds-am-fm-radio-the-soundtrack-to->

OOH takes on 'new resonance' amid pandemic, says OAAA

The Drum October 15, 2020

https://www.thedrum.com/news/2020/10/15/ooH-takes-new-resonance-amid-pandemic-says-oaaa?utm_campaign=Newsletter_Daily_US&utm_source=pardot&utm_medium=email

Good News For In-Car Listening

Radio Ink October 16, 2020

https://radioink.com/2020/10/16/good-news-for-in-car-listening/?vgo_ee=g4MdlIvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

Ad Buyers Move From Shows To Buying The Audience.

Inside Radio October 15, 2020

http://www.insideradio.com/podcastnewsdaily/ad-buyers-move-beyond-buying-shows-to-buying-the-audience/article_2b0da34a-0f06-11eb-b52a-53f6fd19275d.html

Inside Info: Pent-Up Demand Creates Legal Opportunity for Radio.

Inside Radio (Media Audit) October 15, 2020

http://www.insideradio.com/free/inside-info-pent-up-demand-creates-legal-opportunity-for-radio/article_7d8de790-0eb3-11eb-8c25-9f024a95cb5a.html

Study: Auto industry rebounding as shoppers adapt

Auto Remarketing October 13, 2020

<https://www.autoremarketing.com/trends/study-auto-industry-rebounding-shoppers-adapt>

How Advertisers Can Battle Digital Fatigue

Forbes October 14, 2020

<https://www.forbes.com/sites/forbestechcouncil/2020/10/14/how-advertisers-can-battle-digital-fatigue/#19dd18414052>

RESOURCES AND ARTICLES OF INTEREST TO MANAGERS FOR PLANNING AND FORECASTING:**FCC May Put Social Media On Equal Liability Footing With Radio And Other Media.**

Inside Radio October 20, 2020

http://www.insideradio.com/free/fcc-may-put-social-media-on-equal-liability-footing-with-radio-and-other-media/article_ecee9cbe-129c-11eb-b032-7b2d08c3d3b3.html

Digital Advertising Is Not the Next Internet Bubble – Here's Why

Search Engine Journal October 20, 2020

<https://www.searchenginejournal.com/digital-advertising-is-not-the-next-internet-bubble-heres-why/384228/#close>

Pandemic Causes Media and Entertainment Digital Ad Spending to Decline Despite Uptick in Streaming and Gaming

eMarketer October 19, 2020

<https://www.emarketer.com/content/despite-uptick-streaming-gaming-pandemic-causes-media-entertainment-spending-decline?ecid=NL1001>

Will Hispanic Growth Grow Advertising Allocations?

RBR-TVBR October 16, 2020

<https://www.rbr.com/will-hispanic-growth-grow-advertising-allocations/>

Here's What Ad Giant Sir Martin Sorrell Thinks About Podcasting.

Inside Radio October 16, 2020

http://www.insideradio.com/podcastnewsdaily/here-s-what-ad-giant-sir-martin-sorrell-thinks-about-podcasting/article_e0299ca4-0fcc-11eb-8bee-cfd1c8b2b93d.html

Music in Podcasts – As Podcasts Shut Down Following Infringement Notices, Looking at the Required Music Rights

Broadcast Law Blog (David Oxenford) October 15, 2020

<https://www.broadcastlawblog.com/2020/10/articles/music-in-podcasts-as-podcasts-shut-down-following-infringement-notices-looking-at-the-required-music-rights/>

Now Available: Broadcasting During Times of Emergency

CommLawBlog October 15, 2020

<https://www.commlawblog.com/2020/10/articles/fcc/now-available-broadcasting-during-times-of-emergency/>

Why Clients Are Rethinking Their Agency Partnerships Right Now

Adweek, October 15, 2020

<https://www.adweek.com/agencies/why-clients-are-rethinking-their-agency-partnerships-right-now/>

US Ecommerce Growth Jumps to More than 30%, Accelerating Online Shopping Shift by Nearly 2 Years

eMarketer October 15, 2020

<https://www.emarketer.com/content/us-ecommerce-growth-jumps-more-than-30-accelerating-online-shopping-shift-by-nearly-2-years?ecid=NL1001>

Ad agencies struggle to survive second quarter of 2020

S & P Global Market Intelligence October 13, 2020

<https://www.spglobal.com/marketintelligence/en/news-insights/blog/ad-agencies-struggle-to-survive-second-quarter-of-2020>

Broadcasters Gain Ground In August 2020 Webcast Metrics.

Inside Radio (Triton Digital) October 15, 2020

http://www.insideradio.com/free/broadcasters-gain-ground-in-august-2020-webcast-metrics/article_9bdd9830-0eb3-11eb-9d47-4f1db60b0460.html

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Miles W. Sexton

Interim President

Southern California Broadcasters Association

805.701.0031