

## NOVEMBER 11, 2020

We are in the midst of collecting data on the political advertising expenditures for the just ended election cycle but an initial headline I can offer is that the expenditure on radio was about \$19.3MM. This is more than 3 times the \$6.3MM spent on radio in the 2018 election cycle.

This 2020 election was so unusual that we are unlikely to be able to draw much comparison and to previous elections due to all the many contributing factors and disruptions. We will look at all the factors and we will have a number of takeaways and action steps to implement going forward to keep building on and communicating radio's importance in reaching and motivating voters.

Stay tuned for much more on this to come soon.

And now it is time to dig into the latest audience trending data for November Week 4 in our PPM markets.

### 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%

Nov. Week 1 - 579,800 off 16.2%  
Nov. Week 2 - 582,200 off 15.9%  
Nov. Week 3 - 573,700 off 17.1%

**NOTE: THE NOVEMBER 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%

**Nov. Week 1 - 10,133,900 (off 4.4% from March)**

**Nov. Week 2 - 10,216,200 off 3.7%**

**Nov. Week 3 - 10,052,500 off 5.2%**

### **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%

Nov Week 1 - 101,200 (off 21.4% from March)  
Nov. Week 2 - 100,000 off 22.4%  
Nov. Week 3 - 99,000 off 23.1%

**NOTE: THE NOVEMBER 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%

Nov. Week 1 - 1,883,100 (off 6.4% from March)  
Nov. Week 2 - 1,891,100 off 6%  
Nov. Week 3 - 1,902,800 off 5.4%

## 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

Nov. Week 1 - 119,900 (off 16% from March)  
Nov. Week 2 - 121,700 off 14.6%  
Nov. Week 3 - 125,700 off 11.9%

### NOTE: THE NOVEMBER 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%)

Nov. Week 1 - 2,324,800 (off 8.8% from March)  
Nov. Week 2 - 2,320,800 (off 9.0%)  
Nov. Week 3 - 2,408,500 (off 5.5%)

Next up are your lists of specially curated resources and articles for the past week. I try to provide links that will easily connect you to these important articles but some might require a paid subscription to open. When I anticipate that might be the case I download/print the article and attach a scan for you. But if I miss one and you have difficulty accessing an article of interest, shoot me an email back and I will send you the article as an attachment.

#### **RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:**

##### **Dentsu Pledges To Buy Differently To Help Minority Media.**

Inside Radio November 11, 2020

[http://www.insideradio.com/free/dentsu-pledges-to-buy-differently-to-help-minority-media/article\\_c9bbffec-23f0-11eb-a388-af0e660a1a.html](http://www.insideradio.com/free/dentsu-pledges-to-buy-differently-to-help-minority-media/article_c9bbffec-23f0-11eb-a388-af0e660a1a.html)

##### **All Podcast Ads Work Says Analysis, It's Just That Host-Read Ads Work Better.**

Inside Radio November 11, 2020

[http://www.insideradio.com/podcastnewsdaily/all-podcast-ads-work-says-analysis-it-s-just-that-host-read-ads-work-better/article\\_5eb9f662-2446-11eb-b14a-2fca16d1ad13.html](http://www.insideradio.com/podcastnewsdaily/all-podcast-ads-work-says-analysis-it-s-just-that-host-read-ads-work-better/article_5eb9f662-2446-11eb-b14a-2fca16d1ad13.html)

##### **Edison Share Of Ear Q3 2020: In-Car Audiences Rebound.**

Inside Radio November 10, 2020

[http://www.insideradio.com/free/edison-share-of-ear-q3-2020-in-car-audiences-rebound/article\\_742967a6-232b-11eb-b1ae-4b5231251273.html](http://www.insideradio.com/free/edison-share-of-ear-q3-2020-in-car-audiences-rebound/article_742967a6-232b-11eb-b1ae-4b5231251273.html)

### **NPD Group predicts this year's holiday sales drivers**

Chain Store Age November 9, 2020

[https://chainstoreage.com/npd-group-predicts-years-holiday-sales-drivers?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/npd-group-predicts-years-holiday-sales-drivers?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=)

### **Biden Presidency Likely to Mean More EVs, Auto-Industry Stability**

CAR and Driver November 9, 2020

<https://www.caranddriver.com/news/a34620816/biden-presidency-cars-evs/>

### **Bank of America Shoots To Number One**

Radio Ink November 10, 2020

[https://radioink.com/2020/11/10/bank-of-america-shoots-to-number-one/?vgo\\_ee=g4MdIIVetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2020/11/10/bank-of-america-shoots-to-number-one/?vgo_ee=g4MdIIVetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **WHY DIGITAL ADVERTISERS ARE CONCERNED ABOUT CALIFORNIA'S LATEST PRIVACY LAW**

Ad Age November 7, 2020

<https://adage.com/article/digital/why-digital-advertisers-are-concerned-about-californias-latest-privacy-law/2292081>

### **Social Media Prospecting Is a MUST for Sellers**

SalesFuel November 7, 2020

<https://salesfuel.com/social-media-prospecting-is-a-must-for-sellers/>

### **Top-Performing Salespeople Share Common Behaviors, Study**

SalesFuel November 7, 2020

<https://salesfuel.com/top-performing-salespeople-share-common-behaviors-study/>

### **RESOURCES AND ARTICLES OF INTEREST TO MANAGERS FOR PLANNING AND FORECASTING:**

#### **The Spotify Spending Spree Continues**

Radio Ink November 11, 2020

[https://radioink.com/2020/11/11/the-spotify-spending-spree-continues/?vgo\\_ee=g4MdIIVetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2020/11/11/the-spotify-spending-spree-continues/?vgo_ee=g4MdIIVetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

#### **Why I Think You Should Dump Nielsen**

Radio Ink (Rick Fink) November 11, 2020

[https://radioink.com/2020/11/11/why-i-think-you-should-dump-nielsen/?vgo\\_ee=g4MdIIVetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2020/11/11/why-i-think-you-should-dump-nielsen/?vgo_ee=g4MdIIVetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Some Group Heads See Less COVID Disruption In Smaller Markets.**

Inside Radio November 11, 2020

[http://www.insideradio.com/free/some-group-heads-see-less-covid-disruption-in-smaller-markets/article\\_eaa66436-23f0-11eb-960f-eb34e8477a8d.html](http://www.insideradio.com/free/some-group-heads-see-less-covid-disruption-in-smaller-markets/article_eaa66436-23f0-11eb-960f-eb34e8477a8d.html)

### **Radio Regulation in Biden Land**

Radio Ink November 11, 2020

<https://radioink.com/2020/11/11/radio-regulation-in-biden-land/>

### **As Ad Revenue Continues To Recover, Veritone Posts Record Quarter.**

Inside Radio November 10, 2020

[http://www.insideradio.com/podcastnewsdaily/as-ad-revenue-continues-to-recover-veritone-posts-record-quarter/article\\_c8d19200-2377-11eb-b116-53e1d2e2fa21.html](http://www.insideradio.com/podcastnewsdaily/as-ad-revenue-continues-to-recover-veritone-posts-record-quarter/article_c8d19200-2377-11eb-b116-53e1d2e2fa21.html)

### **President-Elect Biden: Where The Brands Sit**

Media Post November 10, 2020

<https://www.mediapost.com/publications/article/357625/president-elect-biden-where-the-brands-sit.html>

### **"Identity 2020: Changes to Cookies, Ad IDs, and Regulations Take Aim at Tracking."**

In this report, you'll learn how marketers are reacting to significant disruptions in identifying and targeting digital audiences.

eMarketer November 10, 2020

**ATTACHMENT: Identity 2020 – eMarketer**

### **'Just now catching up': Why the level – and sophistication – of digital ad spending in the '20 election is being debated by Democrats**

DIGIDAY November 10, 2020

<https://digiday.com/marketing/just-now-catching-up-why-the-level-and-sophistication-of-digital-ad-spending-in-the-20-election-is-being-debated-by-democrats/>

### **IAB Sees Lines Between Retailers And Media Blurring As Shopping Disruption Intensifies.**

Inside Radio November 10, 2020

[http://www.insideradio.com/free/iab-sees-lines-between-retailers-and-media-blurring-as-shopping-disruption-intensifies/article\\_19e35c84-232b-11eb-a6a0-7b83de520cde.html](http://www.insideradio.com/free/iab-sees-lines-between-retailers-and-media-blurring-as-shopping-disruption-intensifies/article_19e35c84-232b-11eb-a6a0-7b83de520cde.html)

### **How to improve podcast listening on 60 million smart speakers. We talk with Tom Webster**

Amplifi Media November 8, 2020

<https://www.amplifimedia.com/blogstein/80gpr8dykommijeup5w65gohh5tnv4>

**Digital Media Could Hit A Bubble, With Advertisers Rethinking Traditional TV**

MediaPost October 8, 2020 (Google Alerts November 7, 2020)

<https://www.mediapost.com/publications/article/356634/digital-media-could-hit-a-bubble-with-advertisers.html>

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