

DECEMBER 16, 2020

From a Nielsen PPM measurement standpoint, December is now a wrap and we are in the midst of the first week of the Holiday survey. Below is the summary data recap of December Week 4, along with the results of the complete month. When reviewing Week 4 it is important to note that this was the week of Thanksgiving (11/26-12/2). You will see some erosion of audience level metrics for the week, especially in AQH persons likely due to a rolloff of TSL for the Holiday week. This had minimal effect on the full month in most metrics. In fact, some metrics showed gains in spite of Week 4.

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%
Oct. - 596,000 off 13.9%
Nov. - 597,400 off 13.7%
Dec. - 600,600 off 13.2%

NOTE: THIS IS FROM TAPSCAN INCLUDES THE METHODOLOGY CHANGES

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%
Nov. Week 4 - 587,500 off 15.1%

Dec. Week 1 - 587,600 (off 15.1% from March)
Dec. Week 2 - 580,600 off 16.1%
Dec. Week 3 - 608,200 off 12%
Dec. Week 4 - 541,300 off 21.8% (Thanksgiving Week 11/26-12/2)

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%
Nov. - 10,133,900 off 4.4%
Dec. - 9,955,600 off 6.1%

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%
Nov. Week 4 - 10,132,900 off 4.5%

Dec. Week 1 - 9,880,500 (off 6.8% from March)
Dec. Week 2 - 9,866,500 off 7%
Dec. Week 3 - 10,080,100 off 5%
Dec. Week 4 - 9,995,200 off 5.8%

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%
Nov. - 105,600 off 18%
Dec.- 108,200 off 16%

NOTE: THIS IS FROM TAPSCAN AND INCLUDES THE METHODOLOGY CHANGES.

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%

Nov. Week 4 - 106,500 off 17.3%

Dec. Week 1 - 105,400 (off 18.2% from March)

Dec. Week 2 - 108,500 off 15.8%

Dec. Week 3 - 109,200 off 15.2%

Dec. Week 4 - 94,200 off 26.9% (Thanksgiving Week 11/26-12/2)

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%

Nov. - 1,901,700 off 5.5%

Dec. - 1,920,900 off 4.5%

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%
Nov. Week 4 - 1,929,700 off 4.1%

Dec. Week 1 - 1,870,000 (off 7% from March)
Dec. Week 2 - 1,933,600 off 3.9%
Dec. Week 3 - 1,968,300 off 2.2%
Dec. Week 4 - 1,911,700 off 5%

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%)
Oct. - 126,800 (off 11.1%)
Nov. - 129,300 (off 9.4%)
Dec. - 124,500 (off 12.8%)

NOTE: THIS IS FROM TAPSCAN AND INCLUDES THE METHODOLOGY CHANGES

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%
Nov. Week 4 - 127,800 off 10.4%

Dec. Week 1 - 118,500 (off 17.0% from March)
Dec. Week 2 - 123,500 off 13.5%
Dec. Week 3 - 124,900 off 12.5%
Dec. Week 4 - 110,300 off 22.7% (Thanksgiving Week 11/26-12/2)

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%)
Oct. - 2,398,000 (off 5.9%)
Nov. - 2,361,900 (off 7.3%)
Dec. - 2,388,500 (off 6.3%)

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%)
Nov. Week 4 - 2,393,700 (off 6.1%)

Dec. Week 1 - 2,295,700 (off 9.9% from March)
Dec. Week 2 - 2,430,700 (off 4.6%)
Dec. Week 3 - 2,448,900 (off 3.9%)
Dec. Week 4 - 2,378,500 (off 6.7%)

There is a broad range of topics covered in this week's lists of curated articles for your inquisitive minds:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

U.S. remains biggest retail market; widens lead against China despite COVID-19

Chain Store Age December 16, 2020

https://chainstoreage.com/us-remains-biggest-retail-market-widens-lead-against-china-despite-covid-19?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Ad Agencies Still Getting Arms Around Nielsen's 'Subscriber First Policy.'

Inside Radio December 16, 2020

http://www.insideradio.com/free/ad-agencies-still-getting-arms-around-nielsen-s-subscriber-first-policy/article_fec22416-3f7d-11eb-ae38-d76eb7b448da.html

Survey: Consumers stockpiling again, but still shopping in stores

Chain Store Age December 14, 2020

https://chainstoreage.com/survey-consumers-stockpiling-again-still-shopping-stores?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NLCSA+Day+Breaker&utm_keyword=

2020: The year retailers mitigated disruption with technology

Chain Store Age December 15, 2020

https://chainstoreage.com/2020-year-retailers-mitigated-disruption-technology?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NLCSA+Connected+Retail&utm_keyword=

Shopify: The five leading retail trends for 2021 are...

Chain Store Age December 9, 2020

https://chainstoreage.com/shopify-five-leading-retail-trends-2021-are?utm_source=omeda&utm_medium=email&utm_campaign=NLCSA+Connected+Retail&utm_keyword=&oly_enc_id=8319H4585489H7M

IAB Moves 2021 Podcast Upfronts To Help Ad Byers Plan Audio Alongside Video.

Inside Radio (IAB) December 15, 2020

http://www.insideradio.com/podcastnewsdaily/iab-moves-2021-podcast-upfronts-to-help-ad-byers-plan-audio-alongside-video/article_c056a986-3efb-11eb-81ef-7feb3e181dd8.html

Podcasting Averaged 160 New Podcast Advertisers Each Week In 2020 Says Magellan Analysis.

Inside Radio (Magellan AI) December 15, 2020

http://www.insideradio.com/podcastnewsdaily/podcasting-averaged-160-new-podcast-advertisers-each-week-in-2020-says-magellan-analysis/article_dc516bf2-3efc-11eb-8563-1792918846ed.html

Radio Is Part Of \$250 Million Vaccine Education Campaign.

(Note: we are working at tracking down the agency that is placing this advertising but it will most likely be coming through your National rep firms)

Inside Radio (NY Times) December 15, 2020

http://www.insideradio.com/free/radio-is-part-of-250-million-vaccine-education-campaign/article_0f71ba0c-3eb0-11eb-82eb-534d204596de.html

BofA, Sibling Remain Strong At Spot Radio

RBR-TVBR December 14, 2020

<https://www.rbr.com/mm-spot-10-radio-121420/>

Radio Still Getting Fast Food Ads, But Restaurant Category May Take Years To Recover.

Inside Radio (National Restaurant Association) December 14, 2020

http://www.insideradio.com/free/radio-still-getting-fast-food-ads-but-restaurant-category-may-take-years-to-recover/article_5ff8fc50-3de4-11eb-aabd-e30bb17b7c56.html

Businesses Must Keep Moving In Any Crisis

Radio Ink (Lloyd Ford) December 14, 2020

https://radioink.com/2020/12/14/businesses-must-keep-moving-in-any-crisis/?vgo_ee=g4MdIIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

2021 Opportunities for Sales Growth & Success

SalesFuel December 12, 2020

<https://salesfuel.com/2021-opportunities-for-sales-growth-success/>

Text Messages and Account Management

SalesFuel December 12, 2020

<https://salesfuel.com/text-messages-and-account-management/>

Borrell: Advertisers Set To Spend More in 2021

Radio Ink December 11, 2020

https://radioink.com/2020/12/11/2021-the-view-from-borrell/?vgo_ee=g4MdIIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

The Pandemic Has Shifted When, Not Just How, Americans Buy Groceries

Adweek December 10, 2020

https://www.adweek.com/retail/grocery-shopping-changes-pandemic/?utm_content=position_3&utm_source=postup&utm_medium=email&utm_campaign=BrandMarketing_Newsletter_201210162334&lyt_id=1385784

How Many Spots Will Get Results? Cumulus And RAB Do The Math.

Inside Radio (RAB/Cumulus) December 11, 2020

http://www.insideradio.com/free/how-many-spots-will-get-results-cumulus-and-rab-do-the-math/article_16f760de-3b8f-11eb-8563-d7822611e200.html

Research From the UK Shows Advertisers Plan To Increase Radio Spend In 2021.

Inside Radio December 11, 2020

http://www.insideradio.com/free/research-from-the-uk-shows-advertisers-plan-to-increase-radio-spend-in-2021/article_b808bd8e-3b8e-11eb-8213-d3b57af32c87.html

4 Advertising & Marketing Lessons Inspired By The Grinch

Digital Media Solutions December 11, 2020

https://insights.digitalmediasolutions.com/articles/digital-advertising-lessons-from-the-grinch?utm_campaign=DMS%20Insights%20Weekly%20Newsletter&utm_medium=email&_hsmi=103106876&_hsenc=p2ANqtz-eZPyszKKvX6JK215gBIDSLak3jjoXMVmzYp15-elebdOCgp2HacwFnyWwkfgonZuOXwGaWjWfki4TbAlfZkAxuFg9g&utm_content=103106876&utm_source=hs_email

Despite “Remarkable” Rebound, Auto Industry Faces Many Challenges in 2021

The Detroit Bureau December 10, 2020

<https://www.thedetroitbureau.com/2020/12/despite-remarkable-rebound-auto-industry-faces-many-challenges-in-2021/>

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

Should Radio Go Back To Normal? Or Explore Totally New Opportunities?

Inside Radio (Coleman Insights) December 16, 2020

http://www.insideradio.com/free/should-radio-go-back-to-normal-or-explore-totally-new-opportunities/article_ab250414-3f7c-11eb-8611-4badf6c27b20.html

A Members-Only Peek At Indie Broadcaster Finances

Radio+Television Business Report December 15, 2020

<https://www.rbr.com/a-members-only-peek-at-indie-broadcaster-finances/>

Pollstar Says 2020 Cost Live Event Industry \$30 Billion In Lost Revenue.

Inside Radio (Pollstar) December 15, 2020

http://www.insideradio.com/free/pollstar-says-2020-cost-live-event-industry-30-billion-in-lost-revenue/article_d20fead0-3eaf-11eb-a0da-6be3be915415.html

Pew Finds More Americans Are Turning To Podcasts For News.

Inside Radio (Pew Research) December 15, 2020

http://www.insideradio.com/free/pew-finds-more-americans-are-turning-to-podcasts-for-news/article_6ad11da8-3eaf-11eb-a764-97bb02622d06.html

Ad Budgets Seen Shifting From Linear TV to OTT

Broadcasting+Cable (BIA) December 15, 2020

<https://www.nexttv.com/news/ad-budgets-seen-shifting-from-linear-tv-to-ott>

Local Managers' December Conundrum: How To Budget For 2021.

Inside Radio December 15, 2020

http://www.insideradio.com/free/local-managers-december-conundrum-how-to-budget-for-2021/article_2edbb60e-3eb0-11eb-b668-fb30eb61a7bf.html

Digital advertising: which trends will dominate 2021?

Econsultancy December 14, 2020

<https://econsultancy.com/digital-advertising-which-trends-will-dominate-2021/>

Ad Agency Forecast: Expect The Advertising Market To Rebound In 2021

Forbes December 14, 2020

<https://www.forbes.com/sites/bradadgate/2020/12/14/ad-agency-forecast-expect-the-advertising-market-to-rebound-in-2021/?sh=309e42036adb>

Understanding Radio's Share of Wallet

Radio Ink December 15, 2020

https://radioink.com/2020/12/15/understanding-radios-share-of-wallet/?vgo_ee=g4MdllvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

Will We Look Back On 2020 As The Year Radio Rediscovered Its Local Communities?

Jacobs Media Strategies December 14, 2020

<https://jacobsmedia.com/will-we-look-back-on-2020-as-the-year-we-rediscovered-our-local-communities/>

A First App for Radio with Voice Activation

RBR-TVBR December 11, 2020

<https://www.rbr.com/a-first-app-for-radio-with-voice-activation/>

BIA Says Local Ad Spending Will Grow Next Year. Here Are The Categories Growing Fastest.

Inside Radio (BIA Advisory Services) December 11, 2020

http://www.insideradio.com/free/bia-says-local-ad-spending-will-grow-next-year-here-are-the-categories-growing-fastest/article_dc50ec16-3b8e-11eb-b041-938a8cea7ea7.html

Has Nielsen Discovered The Holy Grail Of Ratings?

Jacobs Media Strategies December 11, 2020

<https://jacobsmedia.com/has-nielsen-discovered-the-holy-grail-of-ratings/>

What Is The Nielsen ID Resolution System?

Digital Media Solutions December 9, 2020

https://insights.digitalmediasolutions.com/articles/nielsen-id-resolution-preparing-end-of-cookies?utm_campaign=DMS%20Insights%20Weekly%20Newsletter&utm_medium=email&hsmi=103106876&hsenc=p2ANqtz-WDupfHXv2HrfdImAr0sBB4GnhNaIZNRZ3KJmNPOGqjvi3vLIKTaDMLL22WntL9oAISHr16T4TuYHzHs1gGuFPf0KCQ&utm_content=103106876&utm_source=hs_email

--

Miles W. Sexton
Interim President
Southern California Broadcasters Association
805.701.0031