

JANUARY 13, 2021

As we take a look at the latest summary audience estimates for our PPM markets, remember that this is Week 4 of the 5-Week Holiday Survey. Most importantly, be aware that this is the week of Christmas (12/24-12/30) so the numbers are going to be unstable due mostly to the loss of the important TSL that drives AQH.

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)

Hol. Week 1 - 578,600 off 16.4%
Hol. Week 2 - 562,800 off 18.7%
Hol. Week 3 - 588,700 off 15%
Hol. Week 4 - 498,500 off 28%

NOTE: THE NOVEMBER AND LATER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES. THIS WILL CHANGE IN JANUARY.

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%

Hol. Week 1 - 10,013,700 off 5.6%
Hol. Week 2 - 9,887,200 off 6.8%
Hol. Week 3 - 10,153,500 off 4.3%
Hol. Week 4 - 10,055,800 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%
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)

Hol. Week 1 - 98,200 off 23.8%
Hol. Week 2 - 97,800 off 24.1%
Hol. Week 3 - 100,500 off 22%
Hol. Week 4 - 82,500 off 35.9%

NOTE: THE NOVEMBER AND LATER AQH WEEKLIES ABOVE ARE FROM PPM ANALYSIS TOOL AND DO NOT REFLECT THE METHODOLOGY CHANGES. THIS WILL CHANGE IN JANUARY.

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%

Hol. Week 1 - 1,886,700 off 6.2%
Hol. Week 2 - 1,870,000 off 7%
Hol. Week 3 - 1,895,100 off 5.8%
Hol. Week 4 - 1,854,600 off 7.8%

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)

Hol. Week 1 - 120,300 off 15.7%
Hol. Week 2 - 120,500 off 15.5%
Hol. Week 3 - 122,400 off 14.2%
Hol. Week 4 - 100,700 off 29.4%

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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%)

Hol. Week 1 - 2,414,800 (off 5.3%)
Hol. Week 2 - 2,375,900 (off 6.7%)
Hol. Week 3 - 2,387,800 (off 6.3%)
Hol. Week 4 - 2,311,800 (off 9.3%)

Now let's separate the grain from the chaff and curate just the most important nuggets to equip you for success:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

P&G's Pandemic Ad Push: A Big Instance Increase From 2019

Radio+Television Business Report January 13, 2021

<https://www.rbr.com/pgs-pandemic-ad-push-a-big-instance-increase-from-2019/>

Predicted Recovery for the 2021 Local Advertising Market

SalesFuel (BIA Advisory Services) January 13, 2021

<https://salesfuel.com/predicted-recovery-for-the-2021-local-advertising-market/>

What Connected Cars Mean For the Advertising Ecosystem.

Inside Radio January, 13, 2021

http://www.insideradio.com/free/what-connected-cars-mean-for-the-advertising-ecosystem/article_b49e0300-5576-11eb-84e7-f75b405a4836.html

HRC's Retail Predictions for 2021

Chain Store Age January 8, 2021

https://chainstoreage.com/hrcc-retail-predictions-2021?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA_Store+Spaces&utm_keyword=

Brands Must Balance Local Engagement with Scale

STREETFIGHT January 13, 2021

https://streetfightmag.com/2021/01/13/brands-must-balance-local-engagement-with-scale/?mc_cid=3675269781&mc_eid=281a8bbec8#.X_9lv-lKhtZ

Procter & Gamble Stays Strong With Radio

Radio Ink January 13, 2021

https://radioink.com/2021/01/13/procter-gamble-stays-strong-with-radio/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4Bl1h38V58Ke8bVrp%2FmcsM%3D

Radio-Friendly T-Mobile Chooses Initiative To Be Its New Media Agency.

Inside Radio January 12, 2021

http://www.insideradio.com/free/radio-friendly-t-mobile-chooses-initiative-to-be-its-new-media-agency/article_05babf7e-5501-11eb-b1e6-ffab9ae8e83c.html

New Study Portrays Audio As The Most Immersive Media.

Inside Radio (Entercom Research) January 21, 2021

http://www.insideradio.com/free/new-study-portrays-audio-as-the-most-immersive-media/article_c01d858a-54bc-11eb-883c-731619bcf1cd.html

Locally Relevant Advertising Critical to COVID-19 Vaccine Success

MNI Targeted Media January 12, 2021

<https://www.mni.com/resources/covid-19-vaccine-local/>

The New Auto Industry: Change And Innovation For A Sustainable World

Forbes January 12, 2021

<https://www.forbes.com/sites/sap/2021/01/12/the-new-auto-industry-change-and-innovation-for-a-sustainable-world/?sh=53068f8f56c7>

NPD: Consumer Tech Sales Soared 17% In 2020.

Inside Radio (NPD) January 11, 2021

http://www.insideradio.com/free/npd-consumer-tech-sales-soared-17-in-2020/article_ed37901c-5438-11eb-9c6b-2774d7091109.html

Seizing Opportunities in 2021

Radio Ink (Charlie Sislen) January 11, 2021

<https://radioink.com/2021/01/11/seizing-opportunities-in-2021/>

Radio Listeners are Coming Back with a Vengeance

SalesFuel January 11, 2021

<https://salesfuel.com/radio-listeners-are-coming-back-with-a-vengeance/>

Survey: Customers making online returns like the personal touch (in-store)

Chain Store Age January 11, 2021

https://chainstoreage.com/survey-customers-making-online-returns-personal-touch?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=N_L_CSA+Day+Breaker&utm_keyword=

How Better Customer Service Generates Higher Sales

SalesFuel January 9, 2021

<https://salesfuel.com/how-better-customer-service-generates-higher-sales/>

Selling On Social Media: Your How-To Guide

SalesFuel January 9, 2021

<https://salesfuel.com/selling-on-social-media-your-how-to-guide/>

Unresponsive Clients Can Be Reached With These Tips

Salesfuel January 9, 2021

<https://salesfuel.com/unresponsive-clients-can-be-reached-with-these-tips/>

Want a new car? Get ready to pay more than \$40,000 as prices continue to rise

USA Today January 7, 2021

<https://www.usatoday.com/story/money/cars/2021/01/07/new-cars-trucks-suvs-financing-downpayment-prices/4139776001/>

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

Economic Update: More fiscal aid and the release of pent-up demand following mass vaccinations promise a bright future by mid-2021. But the current situation is increasingly grim.

UCLA Anderson Forecast January 13, 2021

ATTACHMENT: [UCLA Anderson-Forecast Direct](#)

Reminder – 2021 Will Include Some Off-Year Elections for State and Local Office – and FCC Political Broadcasting Rules Do Apply

Broadcast Law Blog (David Oxenford) January 12, 2021

(Note: We do anticipate have some special elections this year so get ready)

<https://www.broadcastlawblog.com/2021/01/articles/reminder-2021-will-include-some-off-year-elections-for-state-and-local-office-and-fcc-political-broadcasting-rules-do-apply/>

Nine Things For Radio To Watch In Washington In 2021.

Inside Radio January 13, 2021

http://www.insideradio.com/free/nine-things-for-radio-to-watch-in-washington-in-2021/article_d7f92dfc-5576-11eb-a159-27bd46096d3b.html

Marketing Briefing: The next weeks ‘will be tense’: Marketers brace for more social unrest

DIGIDAY January 13, 2021

<https://digiday.com/media/marketers-and-agency-execs-brace-for-more-social-unrest/>

Amazon’s ad business will gain the most share this year, according to analyst survey

CNBC January 12, 2021

<https://www.cnn.com/2021/01/12/amazons-ad-business-will-gain-most-share-this-year-analyst-survey-.html>

Censorship Abound. Should Podcasters Be Worried?

Podcast Business Journal January 12, 2021

https://podcastbusinessjournal.com/censorship-abound-should-podcasters-be-worried/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Survey: Social media shows promise as e-commerce channel

Chain Store Age January 12, 2021

https://chainstoreage.com/survey-social-media-shows-promise-e-commerce-channel?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyw ord=&oly_enc_id=8319H4585489H7M

CES DAILY: ELECTRIC VEHICLES, IMMERSIVE REALITY AND A WHOLE LOT OF INNOVATION

Ad Age January 13, 2021

https://adage.com/article/special-report-ces/ces-daily-electric-vehicles-immersive-reality-and-whole-lot-innovation/2305356?utm_source=ad-age-special-report&utm_medium=email&utm_campaign=20210113&utm_content=hero-headline

Horizon Media's Lauren Russo Talks Measurement Capabilities For Advertisers.

Inside Radio January 13, 2021

http://www.insideradio.com/free/horizon-media-s-lauren-russo-talks-measurement-capabilities-for-advertisers/article_f3ca7488-5575-11eb-bfbf-5bf85ec54f0b.html

Programming Outlook 2021: Leveraging Technology To Connect And Entertain.

Inside Radio January 12, 2021

http://www.insideradio.com/free/programming-outlook-2021-leveraging-technology-to-connect-and-entertain/article_ee4633c6-54bc-11eb-8cd7-1baabfc90ea2.html

Thanks To COVID, Middays Remain Podcasting's Biggest Daypart.

Inside Radio (Edison Research) January 12, 2021

http://www.insideradio.com/podcastnewsdaily/thanks-to-covid-middays-remain-podcasting-s-biggest-daypart/article_24704ee8-54fc-11eb-8521-6f98e5f1cb51.html

SiriusXM Plans \$1 Billion Pandora Write Down.

Inside Radio January 11, 2021

http://www.insideradio.com/podcastnewsdaily/siriusxm-plans-1-billion-pandora-write-down/article_9fd2b5e4-5434-11eb-95aa-e3225d16d8a5.html

Programming Outlook 2021: The Return Of The Commute And At-Work Listening.

Inside Radio January 11, 2021

http://www.insideradio.com/free/programming-outlook-2021-the-return-of-the-commute-and-at-work-listening/article_4be80436-53e7-11eb-9a80-cfd483d7ea15.html

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Miles W. Sexton

Interim President

Southern California Broadcasters Association

805.701.0031