

## **JANUARY 20, 2021**

Let's "inaugurate" this week's Midweek Resource Roundup with a wrap-up of the Holiday Survey and the Week 5 summary data. Remember that Week 5 is the week that includes the New Year Holiday weekend (12/31/20 - 1/6/21). And with this Holiday Survey completed it closes the books on 2020 and we can wave goodbye to it (or use whatever hand gesture you choose) in our rear view mirrors!

### **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%  
Hol. - 563,900 off 18.5%

#### **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%  
Hol. Week 5 - 485,300 off 29.9%

**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.**

### 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%  
Hol. - 9,936,300 off 6.3%

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%  
Hol. Week 5 - 9,571,400 off 9.7%

### **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%  
Hol. - 95,600 off 25.8%

**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%  
Hol. Week 5- 84,700 off 34.2%

**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%  
**Hol. - 1,866,700 off 7.2%**

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%**  
**Hol. Week 5 - 1,827,000 off 9.2%**

## 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%)  
Hol. - 119,700 (off 16.11%)

### 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%  
Hol. Week 5 - 109,900 off 23.0%

### 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.

## 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%)  
**Hol. - 2,344,600 (off 8.0%)**

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%)**  
**Hol, Week 5 - 2,232,700 (off 12.4%)**

And now onto this week's aggregation of essential resources and articles to keep you on the cutting edge of our craft:

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

### **PQ Media: Radio Experiences Greatest Growth In Usage Since 2002.**

Inside Radio (PQ Media) January 20, 2021

[http://www.insideradio.com/free/pq-media-radio-experiences-greatest-growth-in-usage-since-2002/article\\_42217e9a-5afa-11eb-83c2-43269746efcf.html](http://www.insideradio.com/free/pq-media-radio-experiences-greatest-growth-in-usage-since-2002/article_42217e9a-5afa-11eb-83c2-43269746efcf.html)

### **What Influences Radio Buyers To Trust A Rep? The RAB And Borrell Have The Answer.**

Inside Radio (RAB/Borrell) January 20, 2021

[http://www.insideradio.com/free/what-influences-radio-buyers-to-trust-a-rep-the-rab-and-borrell-have-the-answer/article\\_cca7309c-5af9-11eb-9063-8f7972151e19.html](http://www.insideradio.com/free/what-influences-radio-buyers-to-trust-a-rep-the-rab-and-borrell-have-the-answer/article_cca7309c-5af9-11eb-9063-8f7972151e19.html)

### **Babbel Holds On To Top Spot**

Radio Ink January 20, 2021

[https://radioink.com/2021/01/20/babbel-holds-on-to-top-spot/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/01/20/babbel-holds-on-to-top-spot/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **New YouGov Data Shows Why Advertisers Should Spend More On Podcasts.**

Inside Radio (YouGov) January 19, 2021

[http://www.insideradio.com/podcastnewsdaily/new-yougov-data-shows-why-advertisers-should-spend-more-on-podcasts/article\\_35725156-5a7d-11eb-abf1-ab9438e42bd3.html](http://www.insideradio.com/podcastnewsdaily/new-yougov-data-shows-why-advertisers-should-spend-more-on-podcasts/article_35725156-5a7d-11eb-abf1-ab9438e42bd3.html)

### **From BIA Advisory Services: What To Expect In Local Media Advertising In 2021**

Forbes January 19, 2021

<https://www.forbes.com/sites/bradadgate/2021/01/19/from-bia-advisory-services-what-to-expect-in-local-media-advertising-in-2021/?sh=e62558be204b>

### **Why Right Now May Be The Best Time To Influence Ad Buyers**

Borrel Research January 19, 2021

**ATTACHMENTS:** [Borrel SURVEY 2021 MARKETING PLANS](#)

### **Auto Industry ‘In Much Better Place,’ But Price Surge Likely to Continue**

AutoBodyNews January 18, 2021

<https://www.autobodynews.com/index.php/industry-news/item/21884-auto-industry-in-much-better-place-but-price-surge-likely-to-continue.html>

### **Best holiday sales in years driven by plucky consumers — in-store and online**

Chair Store Age January 15, 2021

[https://chainstoreage.com/best-holiday-sales-years-driven-plucky-consumers-store-and-online?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=N L\\_CSA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/best-holiday-sales-years-driven-plucky-consumers-store-and-online?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=N L_CSA+Day+Breaker&utm_keyword=)

### **How to Build Trust with Your Customers in Sales**

SalesFuel January 16, 2021

<https://salesfuel.com/how-to-build-trust-with-your-customers-in-sales/>

### **Five Ways to Identify Pain Points**

SalesFuel January 16, 2021

<https://salesfuel.com/five-ways-to-identify-pain-points/>

### **The Soft Sell Is What Today's Buyers Want**

SalesFuel January 16, 2021

<https://salesfuel.com/the-soft-sell-is-what-todays-buyers-want/>

### **Inside Info: Heavy Radio Listeners Are Heavy Consumer Spenders.**

Inside Radio January 14, 2021

[http://www.insideradio.com/free/inside-info-heavy-radio-listeners-are-heavy-consumer-spenders/article\\_b1f4e756-5650-11eb-9664-0bf0aa26c937.html](http://www.insideradio.com/free/inside-info-heavy-radio-listeners-are-heavy-consumer-spenders/article_b1f4e756-5650-11eb-9664-0bf0aa26c937.html)

### **How To Market Your Business With a Podcast Part 1: Goal Setting & Concepting**

Sounder January 13, 2021

<https://blog.sounder.fm/how-to-market-your-business-with-a-podcast-part-1-goal-setting-concepting/>

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

### **What President Biden's inauguration means for 'big tech'**

The Drum January 20, 2021

[https://www.thedrum.com/opinion/2021/01/20/what-president-biden-s-inauguration-means-big-tech?utm\\_campaign=Newsletter\\_Daily\\_US&utm\\_source=pardot&utm\\_medium=email](https://www.thedrum.com/opinion/2021/01/20/what-president-biden-s-inauguration-means-big-tech?utm_campaign=Newsletter_Daily_US&utm_source=pardot&utm_medium=email)

### **Podcasts Account For Nearly A Fifth Of All Smart Speaker Listening.**

Inside Radio January 20, 2021

[http://www.insideradio.com/podcastnewsdaily/podcasts-account-for-nearly-a-fifth-of-all-smart-speaker-listening/article\\_087c1c14-5b44-11eb-8af4-a33d71014150.html](http://www.insideradio.com/podcastnewsdaily/podcasts-account-for-nearly-a-fifth-of-all-smart-speaker-listening/article_087c1c14-5b44-11eb-8af4-a33d71014150.html)



### **Supreme Court Hears Media Ownership Arguments**

Radio Ink January 20, 2021

[https://radioink.com/2021/01/20/supreme-court-hears-media-ownership-arguments/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/01/20/supreme-court-hears-media-ownership-arguments/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Fred Jacobs' Top Six Takeaways From Virtual CES.**

Inside Radio January 19, 2021

[http://www.insideradio.com/free/fred-jacobs-top-six-takeaways-from-virtual-ces/article\\_3971a030-5a29-11eb-8465-1b188c76be5b.html](http://www.insideradio.com/free/fred-jacobs-top-six-takeaways-from-virtual-ces/article_3971a030-5a29-11eb-8465-1b188c76be5b.html)

### **Survey: 46% Of SMBs Believe Recovery Will Start In June**

MediaPost January 19, 2021

<https://www.mediapost.com/publications/article/359716/survey-46-of-smbs-believe-recovery-will-start-in.html>

### **Brand safety and ethical concerns will spur more ad boycotts**

eMarketer January 15, 2021

<https://www.emarketer.com/content/brand-safety-ethical-concerns-will-spur-more-ad-boycotts>

### **FCC: Radio Still Audio 'Mainstay' With 'Strong Position' Against Digital Rivals.**

Inside Radio January 19, 2021

[http://www.insideradio.com/free/fcc-radio-still-audio-mainstay-with-strong-position-against-digital-rivals/article\\_5f1c6572-5a29-11eb-8695-4f757e58708f.html](http://www.insideradio.com/free/fcc-radio-still-audio-mainstay-with-strong-position-against-digital-rivals/article_5f1c6572-5a29-11eb-8695-4f757e58708f.html)

### **The State of Audio at CES 2021**

Amplifi Media January 18, 2021

<https://www.amplifimedia.com/blogstein/jaf3awcms1kmcfa4o7hzqf100zep>

### **Automated Buying Of Digital Audio Attracts Marquee Brands – And Massive Growth.**

Inside Radio (Triton) January 19, 2021

[http://www.insideradio.com/free/automated-buying-of-digital-audio-attracts-marquee-brands-and-massive-growth/article\\_c6572cb8-5a29-11eb-b67f-ef36b6025a18.html](http://www.insideradio.com/free/automated-buying-of-digital-audio-attracts-marquee-brands-and-massive-growth/article_c6572cb8-5a29-11eb-b67f-ef36b6025a18.html)

### **Media Targets Podcasts For Takedown**

Podcast Business Journal January 18, 2021

[https://podcastbusinessjournal.com/media-targets-podcasts-for-takedown/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://podcastbusinessjournal.com/media-targets-podcasts-for-takedown/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **FCC Music Licensing Decree - After A Long Review, More Review Needed**

Radio Ink January 18, 2021

[https://radioink.com/2021/01/18/after-a-long-review-more-review-needed/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/01/18/after-a-long-review-more-review-needed/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

**The Ad Platform: Roku on advertisers' evolving understanding of OTT and connected TV video**

eMarketer January 13, 2021

<https://www.emarketer.com/content/podcast-the-ad-platform-roku-on-advertisers-evolving-understanding-of-ott-connected-tv-video?ecid=NL1009>

**More than two-thirds of US marketers will use influencer marketing**

eMarketer January 12, 2021

<https://www.emarketer.com/content/more-than-two-thirds-of-marketers-will-use-influencer-marketing?ecid=NL1016>

**Podcasting Is Growing, But Executives Tell CES It's Only Just Begun.**

Inside Radio January 13, 2021

[http://www.insideradio.com/podcastnewsdaily/podcasting-is-growing-but-executives-tell-ces-it-s-only-just-begun/article\\_dd5ca392-5755-11eb-be8b-474d3762fc19.html](http://www.insideradio.com/podcastnewsdaily/podcasting-is-growing-but-executives-tell-ces-it-s-only-just-begun/article_dd5ca392-5755-11eb-be8b-474d3762fc19.html)

**How Automakers Are Using Audio In Their Marketing.**

Inside Radio January 15, 2021

[http://www.insideradio.com/free/how-automakers-are-using-audio-in-their-marketing/article\\_acd067e2-5712-11eb-b764-0b0cfada88e7.html](http://www.insideradio.com/free/how-automakers-are-using-audio-in-their-marketing/article_acd067e2-5712-11eb-b764-0b0cfada88e7.html)

**TV Is a Better Media Buy Than It Ever Has Been. Here's the Evidence.**

MediaVillage January 14, 2021

<https://www.mediavillage.com/article/tv-is-a-better-media-buy-than-it-ever-has-been-heres-the-evidence/>

**NAB Offers COVID-19 Online Toolkit.**

Inside Radio January 14, 2021

[http://www.insideradio.com/free/nab-offers-covid-19-online-toolkit/article\\_adf23d72-56b7-11eb-816a-63ad4688a0c8.html](http://www.insideradio.com/free/nab-offers-covid-19-online-toolkit/article_adf23d72-56b7-11eb-816a-63ad4688a0c8.html)

--

Miles W. Sexton

Interim President

Southern California Broadcasters Association

805.701.0031