

## **FEBRUARY 24, 2021**

Let's jump right into the latest Nielsen audience estimates for our PPM markets for February Week 1. We've been watching these weekly trends closely since mid-December to see if the 5-6 weeks of slumping estimates would continue or reverse the trend. Last week we saw a significant reversal in that slump and this week we see signs of continued improvement. The Cume numbers are mostly up or at least stable again this week. It is especially encouraging to see the AQH numbers up in all three of our PPM markets indicating that TSL is improving as people spend more time with radio and its associated audio services. Here is the summary data:

### **Los Angeles AQH**

#### 2020

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%

#### 2021

Jan - 541,600 off 21.8%

### **NOTE: THIS IS FROM TAPSCAN INCLUDES THE METHODOLOGY CHANGES**

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%

Jan. Week 1 - 519,500 off 25%  
Jan. Week 2 - 531,800 off 23.2%  
Jan. Week 3 - 507,900 off 26.6%  
Jan. Week 4 - 520,800 off 24.8%

**Feb. Week 1 - 551,800 off 20.3%**

**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**

#### 2020

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%

#### 2021

Jan. - 9,587,700 off 9.6%

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%

Jan. Week 1 - 9,541,700 off 10%

Jan. Week 2 - 9,560,000 off 9.9%

Jan. Week 3 - 9,558,400 off 9.9%

Jan. Week 4 - 9,690,700 off 8.6%

**Feb. Week 1 - 9,660,500 off 8.9%**

### **Riverside/San Bernardino AQH**

#### 2020

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%

2021

Jan. - 91,500 off 29%

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

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%

Jan. Week 1 - 88,900 off 31%  
Jan. Week 2 - 86,400 off 32.9%  
Jan. Week 3 - 85,800 off 33.4%  
Jan. Week 4 - 95,100 off 26.2%

Feb. Week 1 - 97,700 off 24.2%

**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**

2020

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%

2021

Jan. - 1,824,500 off 9.3%

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%

Jan. Week 1 - 1,831,600 off 8.9%  
Jan. Week 2 - 1,792,800 off 10.9%  
Jan. Week 3 - 1,790,600 off 11%  
Jan. Week 4 - 1,882,900 off 6.4%

Feb. Week 1 - 1,921,500 off 4.5%

### San Diego AQH

#### 2020

March - 142,700  
April - 98,000  
May - 109,400  
June - 120,100  
July - 126,000  
August - 128,500 (off 10%)  
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%)

#### 2021

Jan. - 114,200 (off 19.97%)

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

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%

Jan. Week 1 - 112,300 off 21.3%  
Jan. Week 2 - 111,500 off 21.9%  
Jan. Week 3 - 105,200 off 26.3%  
Jan. Week 4 - 112,100 off 21.4%

Feb. Week 1 - 114,800 off 19.6%

**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

#### 2020

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%)

#### 2021

Jan. - 2,287,800 (off 10.2%)

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%)

Jan. Week 1 - 2,377,200 (off 6.7%)

Jan. Week 2 - 2,296,200 (off 9.9%)

Jan. Week 3 - 2,163,800 (off 15.1%)

Jan. Week 4 - 2,313,900 (off 9.2%)

Feb. Week 1 - 2,242,900 (off 12.0%)

And now let's move on to your specially curated lists of resources and articles to keep you on top of your game:

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

### **Consumer confidence at three-month high in February**

Chain Store Age (Conference Board's Consumer Confidence Index) February 23, 2021

[https://chainstoreage.com/consumer-confidence-three-month-high-february?utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=&oly\\_enc\\_id=8319H4585489H7M](https://chainstoreage.com/consumer-confidence-three-month-high-february?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M)

### **BetterHelp Podcasting's Top Ad Spender In January, And CarMax The Big Mover.**

Inside Radio February 24, 2021

[http://www.insideradio.com/podcastnewsdaily/betterhelp-podcasting-s-top-ad-spender-in-january-and-carmax-the-big-mover/article\\_f4e6669e-76c5-11eb-8b38-27e21e022ce2.html](http://www.insideradio.com/podcastnewsdaily/betterhelp-podcasting-s-top-ad-spender-in-january-and-carmax-the-big-mover/article_f4e6669e-76c5-11eb-8b38-27e21e022ce2.html)

### **U.S. Auto Sales Start 2021 Strong With 6.1% Year-Over-Year Growth.**

Inside Radio (J. D. Power) February 24, 2021

[http://www.insideradio.com/free/u-s-auto-sales-start-2021-strong-with-6-1-year-over-year-growth/article\\_eac44a26-766d-11eb-9e02-fb692de77efa.html](http://www.insideradio.com/free/u-s-auto-sales-start-2021-strong-with-6-1-year-over-year-growth/article_eac44a26-766d-11eb-9e02-fb692de77efa.html)

### **Encouraging Sellers Part II**

Radio Ink (Loyd Ford) February 23, 2021

[https://radioink.com/2021/02/23/encouraging-sellers-part-ii/?vgo\\_ee=g4MdlIvetgiR1mkR7kijJ4B1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/02/23/encouraging-sellers-part-ii/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4B1h38V58Ke8bVrp%2FmcsM%3D)

### **15 Digital Advertising Challenges To Overcome In 2021**

Forbes, February 22, 2021

<https://www.forbes.com/sites/forbesagencycouncil/2021/02/22/15-digital-advertising-challenges-to-overcome-in-2021/?sh=6f43538a26c8>

### **How to Boost Morale for Better Sales**

The Center for Sales Strategy February 23, 2021

[https://blog.thecenterforsalesstrategy.com/how-to-boost-morale-for-better-sales?utm\\_medium=email&hsmi=112529080&hsenc=p2ANqtz-9GtCzvyQLiJUTkMI9WPxvkJ7kRWZbpeRi6\\_vU8IMYhKe-8DiUM20CS3EbRobVOCvJU0oUvyA84MbCWtmaZLkefchlGw&utm\\_content=112529080&utm\\_source=hs\\_email](https://blog.thecenterforsalesstrategy.com/how-to-boost-morale-for-better-sales?utm_medium=email&hsmi=112529080&hsenc=p2ANqtz-9GtCzvyQLiJUTkMI9WPxvkJ7kRWZbpeRi6_vU8IMYhKe-8DiUM20CS3EbRobVOCvJU0oUvyA84MbCWtmaZLkefchlGw&utm_content=112529080&utm_source=hs_email)

### **Why Streaming Video Services Are Turning To Broadcast Radio.**

Inside Radio February 23, 2021

[http://www.insideradio.com/free/why-streaming-video-services-are-turning-to-broadcast-radio/article\\_f38a1906-75a5-11eb-8807-9f31a5149c4d.html](http://www.insideradio.com/free/why-streaming-video-services-are-turning-to-broadcast-radio/article_f38a1906-75a5-11eb-8807-9f31a5149c4d.html)

### **New Job? House Hunting? These Radio Spots are For You**

Radio + Television Business Report February 22, 2021

<https://www.rbr.com/mm-spot-10r-022221/>

### **Study: Local Radio Delivers 28% Web Lift For CPG Brand.**

Inside Radio (Katz/Analytic Owl) February 22, 2021

[http://www.insideradio.com/free/study-local-radio-delivers-28-web-lift-for-cpg-brand/article\\_8f8dfc3e-74e1-11eb-a40e-2f30b979a387.html](http://www.insideradio.com/free/study-local-radio-delivers-28-web-lift-for-cpg-brand/article_8f8dfc3e-74e1-11eb-a40e-2f30b979a387.html)

## **eMarketer Report: Future of Retail 2021 10 Trends that Will Shape the Year Ahead**

eMarketer February 22, 2021

**ATTACHMENT: [eMarketer Future of Retail 2021 Report](#)**

### **The Most Important Step In The Sales Cycle**

Radio Ink February 22, 2021

[https://radioink.com/2021/02/22/the-most-important-step-in-the-sales-cycle/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/02/22/the-most-important-step-in-the-sales-cycle/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Sell As If You're Running Track**

Radio Ink (Charlie Sisle) February 19, 2021

[https://radioink.com/2021/02/19/sell-as-if-youre-running-track/?vgo\\_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D](https://radioink.com/2021/02/19/sell-as-if-youre-running-track/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D)

### **Customer Communication Gives Sales Reps Control**

SalesFuel February 20, 2021

<https://salesfuel.com/customer-communication-gives-sales-reps-control/>

### **How to Get Results from Follow-Up Sales Calls**

SalesFuel February 20, 2021

<https://salesfuel.com/how-to-get-results-from-follow-up-sales-calls/>

### **ROI: Why It Matters and How to Reveal It**

SalesFuel February 20, 2021

<https://salesfuel.com/roi-why-it-matters-and-how-to-reveal-it/>

### **What Digital Advertising Gets Wrong**

Harvard Business Review February 19, 2020

<https://hbr.org/2021/02/what-digital-advertising-gets-wrong>

### **Digital Advertising Tells The Story Of Direct-To-Consumers' Pandemic-Fueled Boom**

Forbes February 19, 2021

<https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2021/02/19/digital-advertising-tells-the-story-of-direct-to-consumers-pandemic-fueled-boom/?sh=208f3e062ff9>

### **As auto industry changes, longtime car dealers cash out**

Yahoo News February 18, 2021

<https://news.yahoo.com/auto-industry-changes-longtime-car-050200726.html>

### **Marketing Experts On How To Prospect Healthcare Ad Category.**

Inside Radio February 19, 2021

[http://www.insideradio.com/free/marketing-experts-on-how-to-prospect-healthcare-ad-category/article\\_1778ff4a-728a-11eb-a2b6-47e705f9e585.html](http://www.insideradio.com/free/marketing-experts-on-how-to-prospect-healthcare-ad-category/article_1778ff4a-728a-11eb-a2b6-47e705f9e585.html)

### **How Radio Can Rope a Larger Share of \$9.5 Billion in Car Dealer Advertising.**

Inside Radio (Local Broadcast Sales) February 18, 2021

[http://www.insideradio.com/free/how-radio-can-rope-a-larger-share-of-9-5-billion-in-car-dealer-advertising/article\\_7736729c-71bc-11eb-bf32-678e3f95cb63.html](http://www.insideradio.com/free/how-radio-can-rope-a-larger-share-of-9-5-billion-in-car-dealer-advertising/article_7736729c-71bc-11eb-bf32-678e3f95cb63.html)

### **US Holiday 2020 Review and Holiday 2021 Preview**

eMarketer February 18, 2021

<https://www.emarketer.com/content/us-holiday-2020-review-and-holiday-2021-preview?ecid=NL1001>

### **Retail sales increased sharply in January, with gains across the board**

Chain Store Age February 17, 2021

[https://chainstoreage.com/retail-sales-increased-sharply-january-gains-across-board?oly\\_enc\\_id=8319H4585489H7M&utm\\_source=omeda&utm\\_medium=email&utm\\_campaign=NL\\_CSA+Day+Breaker&utm\\_keyword=](https://chainstoreage.com/retail-sales-increased-sharply-january-gains-across-board?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=)

### **Why are TV networks overdue on their bills to advertisers?**

ANA February 17, 2021

[https://www.ana.net/blogs/show/id/mm-blog-2021-02-ad-dollars-held-hostage?st3-210217mktg360nonam&utm\\_source=informz&utm\\_medium=email&utm\\_campaign=210217mktg360non&zs=FANij1&zl=sw8Q7](https://www.ana.net/blogs/show/id/mm-blog-2021-02-ad-dollars-held-hostage?st3-210217mktg360nonam&utm_source=informz&utm_medium=email&utm_campaign=210217mktg360non&zs=FANij1&zl=sw8Q7)

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

### **Radio Contests Are Finding New Appeal To Some Americans In The COVID Age.**

Inside Radio (NuVoodoo Media) February 24, 2021

[http://www.insideradio.com/free/radio-contests-are-finding-new-appeal-to-some-americans-in-the-covid-age/article\\_647c3c20-766e-11eb-b6a3-07869473e5eb.html](http://www.insideradio.com/free/radio-contests-are-finding-new-appeal-to-some-americans-in-the-covid-age/article_647c3c20-766e-11eb-b6a3-07869473e5eb.html)

### **As Third Party Cookies Are Being Phased Out, Nielsen Announces A New Attribution Model**

Forbes February 18, 2021

<https://www.forbes.com/sites/bradadgate/2021/02/18/as-third-party-cookies-are-being-phased-out-nielsen-announces-a-new-attribution-model/?sh=2d10ede154a7>

### **RadioDNS Implementation Complete For A Streamer**

RBR-Television Business Report February 23, 2021

<https://www.rbr.com/radiodns-implementation-complete-for-a-streamer/>

### **New Backtracks Feature Will Allow Listeners To Control Content With A Head Nod.**

Inside Radio (Backtracks) February 23, 2021

[http://www.insideradio.com/podcastnewsdaily/new-backtracks-feature-will-allow-listeners-to-control-content-with-a-head-nod/article\\_4ae9a20a-75fd-11eb-b796-9b6f275e68cf.html](http://www.insideradio.com/podcastnewsdaily/new-backtracks-feature-will-allow-listeners-to-control-content-with-a-head-nod/article_4ae9a20a-75fd-11eb-b796-9b6f275e68cf.html)

### **As Digital Marketers Move Into Cookie-Less World, Audio Could Help Show The Way.**

Inside Radio February 22, 2021

[http://www.insideradio.com/podcastnewsdaily/as-digital-marketers-move-into-cookie-less-world-audio-could-help-show-the-way/article\\_cf475082-7531-11eb-b5e8-8f4280bd82e9.html](http://www.insideradio.com/podcastnewsdaily/as-digital-marketers-move-into-cookie-less-world-audio-could-help-show-the-way/article_cf475082-7531-11eb-b5e8-8f4280bd82e9.html)



## Customized Coaching for Sales Talents: Coaching Responsibility & Work Ethic

Center For Sales Strategy February 22, 2021

**ATTACHMENT:** [Coaching Sales Talent](#)

### CRS 2021: Radio's 'Road Forward' Includes Smart Speakers, Says NuVoodoo.

Inside Radio (NuVoodoo) February 22, 2021

[http://www.insideradio.com/free/crs-2021-radio-s-road-forward-includes-smart-speakers-says-nuvoodoo/article\\_af0ba0ac-74e1-11eb-a545-5f68c2458424.html](http://www.insideradio.com/free/crs-2021-radio-s-road-forward-includes-smart-speakers-says-nuvoodoo/article_af0ba0ac-74e1-11eb-a545-5f68c2458424.html)

### Business And Digital Groups Take Aim At Maryland's New Ad Tax With Lawsuit.

Inside Radio February 22, 2021

(Note: This is an important case to follow for any precedent setting rulings that could affect such proposed taxes in the future for California)

[http://www.insideradio.com/free/business-and-digital-groups-take-aim-at-maryland-s-new-ad-tax-with-lawsuit/article\\_42aa5c3c-74e1-11eb-b983-4bd4282fbd68.html](http://www.insideradio.com/free/business-and-digital-groups-take-aim-at-maryland-s-new-ad-tax-with-lawsuit/article_42aa5c3c-74e1-11eb-b983-4bd4282fbd68.html)

### The impressive resilience of digital audio

eMarketer February 16, 2021

<https://www.emarketer.com/content/impressive-resilience-of-digital-audio?ecid=NL1009>

### Understanding The Differences Between Traditional Digital Advertising And Digital Performance Advertising

Digital Media Solutions February 19, 2021 (Originally November 12, 2020)

[https://insights.digitalmediasolutions.com/articles/digital-advertising-vs-performance-advertising?utm\\_campaign=DMS%20Insights%20Weekly%20Newsletter&utm\\_medium=email&hsmi=111977470&hsenc=p2ANqtz-8oLm7ajN5CiyDmTVc47Gwd2p8V6CuFVQhoZEthIbnS7py9FYpy4oCprhSVWgNDGG9crOc5pjKE\\_1a63BfBvgVv2aRlw&utm\\_content=111977470&utm\\_source=hs\\_email](https://insights.digitalmediasolutions.com/articles/digital-advertising-vs-performance-advertising?utm_campaign=DMS%20Insights%20Weekly%20Newsletter&utm_medium=email&hsmi=111977470&hsenc=p2ANqtz-8oLm7ajN5CiyDmTVc47Gwd2p8V6CuFVQhoZEthIbnS7py9FYpy4oCprhSVWgNDGG9crOc5pjKE_1a63BfBvgVv2aRlw&utm_content=111977470&utm_source=hs_email)

### More Radio Stations Produce Podcasts. But Survey Finds Many Are Still Figuring How They Fit In.

Inside Radio February 19, 2021

[http://www.insideradio.com/free/more-radio-stations-produce-podcasts-but-survey-finds-many-are-still-figuring-how-they-fit/article\\_08e6c896-7289-11eb-80d3-5fefb0440d0c.html](http://www.insideradio.com/free/more-radio-stations-produce-podcasts-but-survey-finds-many-are-still-figuring-how-they-fit/article_08e6c896-7289-11eb-80d3-5fefb0440d0c.html)

### Your Radio Station's Secret Marketing Weapon In 2021? (Wait for it...) E-mail

Jacobs Media Strategies February 19, 2021

<https://jacobsmedia.com/your-radio-stations-secret-marketing-weapon-in-2021-wait-for-it-e-mail/>

### Radio And Cars – A 2021 Update

Jacobs Media Strategies February 18, 2021

<https://jacobsmedia.com/radio-and-cars-a-2021-update/>

### Digital Audio Is 'Far More Reliant And Adaptable' Than First Thought Says eMarketer.

Inside Radio February 18, 2021

[http://www.insideradio.com/podcastnewsdaily/digital-audio-is-far-more-reliant-and-adaptable-than-first-thought-says-emarketer/article\\_a95c551a-720d-11eb-b7a6-afd1c3a90772.html](http://www.insideradio.com/podcastnewsdaily/digital-audio-is-far-more-reliant-and-adaptable-than-first-thought-says-emarketer/article_a95c551a-720d-11eb-b7a6-afd1c3a90772.html)

**The New Content King: Short-form Audio**

Street Fight February 18, 2021

[https://streetfightmag.com/2021/02/18/the-new-content-king-short-form-audio/?mc\\_cid=4c3d958966&mc\\_eid=281a8bbec8#.YC7v4hNKhTZ](https://streetfightmag.com/2021/02/18/the-new-content-king-short-form-audio/?mc_cid=4c3d958966&mc_eid=281a8bbec8#.YC7v4hNKhTZ)

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