

MARCH 3, 2021

Welcome to March as we move closer to getting out of this pandemic and start to accelerate our recovery from the dark ages. We are seeing this recovery in the weekly Nielsen summary trends in our PPM markets. All three markets show continued recovery in Cume. The AQH estimates are a little bit wobbly as the TSL has to catch up with the Cume growth.

We continue to watch these trends closely and will also keep tabs on the PUMM numbers month-to-month. Those Persons Using Measured Media numbers were off significantly comparing this January to last January. But January is often an odd month coming out of the Holiday season and also the month that Nielsen updates the population, ethnicity and language preference numbers to weigh the sample. Radio/Audio listening is diversifying over the distribution choices that consumers have and we will keep a close watch on how that is being measured and aggregated into the estimates.

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%
Feb. Week 2 - 546,300 off 21.1%

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%
Feb. Week 2 - 9,776,500 off 7.8%

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%

Feb. Week 2 - 98,000 off 23.9%

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

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%

Feb. Week 2 - 1,930,300 off 4%

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%
Feb. Week 2 - 111,800 off 21.7%

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%)
Feb. Week 2 - 2,342,600 (off 8.1%)

This week's curated list of resources and articles is like a box of chocolates...except in this case you can tell exactly what you are going to get when you open it! So make several tasty choices and feed your brain, not your waistline:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

The 2021 Mindset of Radio Advertisers

Borrell Associates February 25, 2021

ATTACHMENT: [2021 Mindset of Radio Advertisers](#)

Improving Sales Performance | Media Sales Report | Sales Training and Development

The Center for Sales Strategy March 3, 2021

https://blog.thecenterforsalesstrategy.com/improving-sales-performance-media-sales-report-sales-training-and-development?utm_campaign=subscriber&utm_medium=email&_hsmi=113929167&_hsenc=p2ANqtz-9wsPkzVINIabqV8XRiCbZ_JAVUOtxZjxyJvfr2JuLw-g0k2fnH2NSIOdkxfIExva1138gbai2cMvOxTRkmRXy9mCtqHQ&utm_content=113929167&utm_source=hs_email

ATTACHMENT: [The 2020 Media Sales Report](#)

Radio Reaches More Consumers With Spending Power, Study Shows.

Inside Radio (Nielsen) March 3, 2021

http://www.insideradio.com/free/radio-reaches-more-consumers-with-spending-power-study-shows/article_ba4eb0b6-7bfe-11eb-9296-4b7ce18faa30.html

Bankers Choose Radio To Get The Word Out

Radio Ink March 3, 2021

<https://radioink.com/2021/03/03/bankers-choose-radio-to-get-the-word-out/>

45% of retailers plan to spend more on social media advertising in 2021 vs 2020

ClickZ March 3, 2021

<https://www.clickz.com/45-of-retailers-plan-to-spend-more-on-social-media-advertising-in-2021-vs-2020/265077/>

The Upside To Tax Season Is More Tax Prep Service Ad Spending.

Inside Radio (Magellan AI) March 2, 2021

http://www.insideradio.com/free/the-upside-to-tax-season-is-more-tax-prep-service-ad-spending/article_e4d54bca-7b30-11eb-8212-4742fb5d7cf3.html

Gen X Spending Habits Include Bargain Shopping Online

Digital Media Solutions February 22, 2021

https://insights.digitalmediasolutions.com/articles/gen-x-spending-habits-pandemic?utm_campaign=DMS%20Insights%20Weekly%20Newsletter&utm_medium=email&_hsmi=113789233&_hsenc=p2ANqtz-8rXPjiteHzkPn-ghcYoNMBcWmMsxF3-Koefkh4xegJwXEa24eCFGW09ed-0WmpyK2Zovn49qZB4Ge55D_3rR1bK3j96CA&utm_content=113789233&utm_source=hs_email

Customized Coaching for Sales Talents: Coaching Discipline & Positivity

The Center For Sales Strategy March 2, 2021

https://blog.thecenterforsalesstrategy.com/customized-coaching-for-sales-talents-coaching-discipline-and-positivity?utm_campaign=subscriber&utm_medium=email&_hsmt=113735910&_hsenc=p2ANqtz-8POUuUAeeubUsQ3_91uQ1KeR-PX1kmAGqMrAWH2DyuZrHrVZagqnEdg3Wg3PQCtAxBFfIOPUnFlz2tWHXAx5kuVFmhTA&utm_content=113735910&utm_source=hs_email

ATTACHMENT: [Coaching Sales Talent](#)

Study: Long Disclaimers In Pharma Ads Aren't Turning Off Listeners After All.

Inside Radio March 2, 2021

http://www.insideradio.com/free/study-long-disclaimers-in-pharma-ads-aren-t-turning-off-listeners-after-all/article_e078ac42-7b31-11eb-bc5c-1fbe392b7841.html

Biden can't fix the chip shortage any time soon. Here's why.

Soaring demand for the electronic devices has halted auto production in three states.

The Washington Post March 1, 2021

<https://www.washingtonpost.com/technology/2021/03/01/semiconductor-shortage-halts-auto-factories/>

CDC Hits #1

Radio Ink March 2, 2021

https://radioink.com/2021/03/02/cdc-hits-1/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

How Radio Can Help Drug Companies Build Their Brand

Radio Ink March 2, 2021

https://radioink.com/2021/03/02/how-radio-can-help-drug-companies-build-their-brand/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Data Shows Impact Of COVID-19 On Ad Budgets

MediaPost March 1, 2021

<https://www.mediapost.com/publications/article/360993/data-shows-impact-of-covid-19-on-ad-budgets.html>

Consumer Spending On Media Soared, While Ad Spending Collapsed in 2020

MediaPost March 1, 2021

<https://www.mediapost.com/publications/article/361001/consumer-spending-on-media-soared-while-ad-spendi.html>

Americans Are Back On The Road Again In Big Numbers, Data Shows.

Inside Radio March 1, 2021

http://www.insideradio.com/free/americans-are-back-on-the-road-again-in-big-numbers-data-shows/article_1403f2dc-7a61-11eb-ae81-efc761bfa8dd.html

NRF: Retail Sales To Grow To More Than \$4.33 Trillion In 2021.

Inside Radio (National Retail Federation) March 1, 2021

http://www.insideradio.com/free/nrf-retail-sales-to-grow-to-more-than-4-33-trillion-in-2021/article_fc0b8f60-7a5f-11eb-b575-7ff3a4255e74.html

Online grocery sales in 2021 will surpass \$100 billion, says eMarketer

Chain Store Age February 26, 2021

https://chainstoreage.com/online-grocery-sales-2021-will-surpass-100-billion-says-emarketer?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CS+A+Day+Breaker&utm_keyword=

The Tortoise Or The Hare?

Radio Ink (Rick Fink) March 1, 2021

https://radioink.com/2021/03/01/the-tortoise-or-the-hare/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

How to Overcome Price Sensitivity in Sales

SalesFuel February 27, 2021

<https://salesfuel.com/how-to-overcome-price-sensitivity-in-sales/>

14 Soft Skills To Adopt and Hone For Future Success

SalesFuel February 27, 2021

<https://salesfuel.com/14-soft-skills-to-adopt-and-hone-for-future-success/>

Survey: One In Five Say They're Listening To More FM Since The Pandemic.

Inside Radio (NuVoodoo) February 2, 2021

http://www.insideradio.com/free/survey-one-in-five-say-they-re-listening-to-more-fm-since-the-pandemic/article_648d9fb0-7808-11eb-be18-178fe5985432.html

How to Build Trust & Deepen Connections With Your Buyer While Selling Virtually

The Center For Sales Strategy February 26, 2021

https://www.linkedin.com/business/sales/blog/events/how-to-build-trust-and-deepen-connections-with-your-buyer-while-selling-virtually?utm_campaign=subscriber&utm_medium=email&_hsmt=113114704&_hsenc=p2ANqtz--4p8zQrufCHaISjk6lusPNnQnnIVZ1cdWiVIAKDBtcQ5fDtIjY5Vvguk9HBtjJ9rSreDTMZajkSkpNiqcnyCBX_fZDgQ&utm_content=113114704&utm_source=hs_email

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

Consumer Spending On Digital Audio Growing Faster Than All Other Online Segments.

Inside Radio (PQ Media) March 2, 2021

http://www.insideradio.com/free/consumer-spending-on-digital-audio-growing-faster-than-all-other-online-segments/article_c2a1e436-7b31-11eb-bf9c-5fe5566286bc.html

Radio Is On Road to Recovery But Needs More Help From Podcasts

Billboard March 2, 2021

<https://www.billboard.com/articles/business/radio/9533475/radio-business-earnings-podcasts-pandemic>

For Omny Studios, Smart Speakers Poised To Overtake Desktop Downloads In 2021.

Inside Radio (Omny Studios) March 3, 2021

http://www.insideradio.com/podcastnewsdaily/for-omny-studios-smart-speakers-poised-to-overtake-desktop-downloads-in-2021/article_a401b512-7c42-11eb-a9a7-5756599bab1b.html

Automated Media Sales Are Biggest Priority for Broadcasters: Cox's Steve Pruett

Beet.TV March 3, 2021

<https://www.beet.tv/2021/02/automated-media-sales-are-biggest-priority-for-broadcasters-coxs-steve-pruett.html>

Podtrac Says Downloads Were Up Seven Percent Last Week.

Inside Radio (Podtrac) March 2, 2021

http://www.insideradio.com/podcastnewsdaily/podtrac-says-downloads-were-up-seven-percent-last-week/article_6b214dce-7b80-11eb-b82f-27cd0a85511e.html

Clubhouse Is Here. How Can Radio Take Advantage Of It?

Inside Radio March 2, 2021

http://www.insideradio.com/free/clubhouse-is-here-how-can-radio-take-advantage-of-it/article_4dd9d26c-7b31-11eb-acf3-bbeeae057ab6.html

Radio Music Licensing Committee - GMR Music Interim Licensing Announcement

RMLC March 3, 2021

ATTACHMENT: [An update regarding GMR's interim license offer](#)

FCC's Focus On EAS Could Bring Alerts To Streaming Radio And TV.

Inside Radio March 1, 2021

http://www.insideradio.com/free/fcc-s-focus-on-eas-could-bring-alerts-to-streaming-radio-and-tv/article_8f8a48b2-7a60-11eb-946e-83142d0434f1.html

Types of Sales Managers: Which is Right for You?

SalesFuel February 27, 2021

<https://salesfuel.com/types-of-sales-managers-which-is-right-for-you/>

Podcast Audiences Are Increasingly Diverse with Different Strokes for Different Folks.

Inside Radio (Nielsen) February 25, 2021

http://www.insideradio.com/podcastnewsdaily/podcast-audiences-are-increasingly-diverse-with-different-strokes-for-different-folks/article_dfce490c-7792-11eb-8705-4376660f3f98.html

What Does Tom Think About Radio's Financial Future?

Radio Ink February 25, 2021

<https://radioink.com/2021/02/25/what-does-tom-think-about-radios-financial-future/>

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