

MARCH 24, 2021

We kick things off with a look at our first week of the March PPM summary data. One important change now is that the AQH data is now included in the Analysis Tool so these weekly numbers we see from now on include the new Headphone Listening Adjustment methodology. This March Week 1 is also our first week of comparable data to the benchmark of March, 2020, when we first entered the Twilight Zone of COVID-19 lockdown life. That effect will really start with the Week 3 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%
Feb 21- 576,500 off 16.7%

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%
Feb. Week 3 - 557,800 off 19.4%
Feb. Week 4 - 576,400 off 16.7%

Mar. Week 1 - 590,900 off 14.6%

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%

Feb. - 9,717,300 off 8.4%

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%

Feb. Week 3 - 9,603,500 off 9.4%

Feb. Week 4 - 9,828,900 off 7.3%

Mar. Week 1 - 9,647,900 off 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%

Feb. -101,800 off 21%

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%

Feb. Week 3 - 98,200 off 23.8%

Feb. Week 4 - 101,900 off 20%

Mar. Week 1 - 101,600 off 21.1%

Riverside/San Bernardino Cume2020

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%

Feb. - 1,941,100 off 3.5%

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%

Feb. Week 3 - 1,945,000 off 3.3%

Feb. Week 4 - 1,967,800 off 2.2%

Mar. Week 1 - 1,903,700 off 5.4%

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%)
Feb. - 117,700 (off 17.5% from March)

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%
Feb. Week 3 - 113,100 off 20.7%
Feb. Week 4 - 113,900 off 20.2%

Mar. Week 1 - 117,000 off 18.0%

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%)
Feb. - 2,302,200 (off 9.7%)

Jan. Week 1 - 2,37,200 (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%)
Feb. Week 3 - 2,324,000 (off 8.8%)
Feb. Week 4 - 2,299,500 (off 9.8%)

Mar. Week 1 - 2,305,100 (off 9.6%)

As usual we cover the gamut of essential information to keep up to speed with the developments, trends and innovations taking place in radio/audio, digital, other competitive media and advertising. Read on!:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

Budgets In Competitive Home Improvement Category Tilt Heavily To Traditional Media.

Inside Radio (Borrell) March 24, 2021

http://www.insideradio.com/free/budgets-in-competitive-home-improvement-category-tilt-heavily-to-traditional-media/article_4d6fe10e-8c66-11eb-822b-d70f642d961e.html

Here is more on this important ad category directly from Borrell with a podcast link:

Leading Local Insights Episode 2: Ad Spend in the Home Services Vertical

BIA Advisory Services March 24, 2021 (This includes the link to a podcast)

<http://blog.biakelsey.com/index.php/2021/03/24/leading-local-insights-episode-2-ad-spend-in-the-home-services-vertical/>

Advertisers Are Podcast Listeners, And New Report Finds That's Also Making Them Ad Buyers.

Inside Radio (Advertisers Perceptions) March 23, 2021

http://www.insideradio.com/free/advertisers-are-podcast-listeners-and-new-report-finds-that-s-also-making-them-ad-buyers/article_2160ed32-8ba4-11eb-9ae4-7bbe47e3b86d.html

The majority of US adults have no interest in voice shopping

eMarketer March 23, 2021

<https://www.emarketer.com/content/majority-of-us-adults-have-no-interest-voice-shopping?ecid=NL1014>

Global Social Advertising Trends Among Retailers in 2021

Chain Store Age March 23, 2021

https://www.smartly.io/ebooks/global-social-advertising-trends-among-retailers-in-2021?utm_source=chainstoreage&utm_medium=Sponsorship&utm_campaign=retail_2021&utm_medium=email&utm_campaign=NL_CSA_Connected+Retail&utm_keyword=Advertising

Note: Here is a Google Drive link to the full Smartly.10 report issued in November, 2020:

ATTACHMENT: [Global Social Media Advertising Trends Among Retailers in 2021](#)

From chips to seating foam to plastics, parts shortages continue to cripple auto industry

NBC News March 23, 2021

<https://www.nbcnews.com/business/autos/chips-seating-foam-plastics-parts-shortages-continue-cripple-auto-industry-n1261773>

'The big guys are winning': Digital media budgets prioritize Walmart, Amazon despite a glut of retail media inventory

DIGIDAY March 23, 2021

<https://digiday.com/media/the-big-guys-are-winning-digital-media-budgets-prioritize-walmart-amazon-despite-a-glut-of-retail-media-inventory/>

Two Insurance Giants In Top 5

Radio Ink March 22, 2021

https://radioink.com/2021/03/22/two-insurance-giants-in-top-5/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Radio Revenues To Rise 7% In 2021 With Big Gains In Auto, Restaurants, Real Estate.

Inside Radio (Borrell Associates) March 22, 2021

http://www.insideradio.com/free/radio-revenues-to-rise-7-in-2021-with-big-gains-in-auto-restaurants-real-estate/article_15628bfa-8b3e-11eb-801e-27757b1055cb.html

Selling Through Economic Uncertainty – One Year Later

Radio Ink (Charlie Sislen) March 22, 2021

<https://radioink.com/2021/03/22/selling-through-economic-uncertainty-one-year-later/>

Procter & Gamble Remains Top Radio Advertiser So Far This Year.

Inside Radio (Media Monitors) March 22, 2021

http://www.insideradio.com/free/procter-gamble-remains-top-radio-advertiser-so-far-this-year/article_126711c2-8adb-11eb-8cef-cfdc8c982000.html

Customized Coaching for Sales Talents: Coaching Learner & Problem Solver

The Center For Sales Strategy March 22, 2021

https://blog.thecenterforsalesstrategy.com/customized-coaching-for-sales-talents-coaching-learner-and-problem-solver?utm_campaign=subscriber&utm_medium=email&_hsmi=117191393&_hsenc=p2ANqtz--l3pRC0djrjE1kCNZwCmZp_SlOTzTtTnQh648Rc1qrdFT20UTnrv496WeDhUqUH-zW3la40OT6oPzgGhfxlZRFvgkbQ&utm_content=117191393&utm_source=hs_email

Tax refunds, stimulus checks to fuel (auto) sales

Automotive News March 22, 2021

<https://www.autonews.com/used-cars/tax-refunds-stimulus-checks-fuel-sales>

3 Critical Sales Skills to Develop This Year

SalesFuel March 20, 2021

<https://salesfuel.com/3-critical-sales-development-skills-to-work-on-this-year/>

Sales Emails That Get Responses, Part One

SalesFuel March 20, 2021

<https://salesfuel.com/sales-emails-that-get-responses-part-one/>

Sales Email Writing In 5 Steps, Part Two

SalesFuel March 20, 2021

<https://salesfuel.com/sales-email-writing-in-5-steps-pt-2/>

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

U.S. Ad Economy Contracts 7.3% In February

MediaPost March 23, 2021

<https://www.mediapost.com/publications/article/361626/us-ad-economy-contracts-73-in-february.html>

In Reviving Ad Market, Stitcher Sees Opportunity Weaving Itself With Siblings SiriusXM And Pandora.

Inside Radio March 23, 2021

http://www.insideradio.com/podcastnewsdaily/in-reviving-ad-market-stitcher-sees-opportunity-weaving-itself-with-siblings-siriusxm-and-pandora/article_134a8e46-8bf5-11eb-949f-632062e58d97.html

A TV Intelligence Offering On The Way from Tremor

Radio + TV Business Report March 23, 2021

(Note: This article offers a concise summary of the more extensive information and presentation that was included in last week's Midweek Update. It is this type of technological innovation that your executive board is looking to innovate for radio to be able to aggregate audience listening across different audio platforms)

<https://www.rbr.com/a-tv-intelligence-offering-on-the-way-from-tremor/>

Pay For Podcasts? No Thanks, Most Listeners Still Say.

Inside Radio March 23, 2021

http://www.insideradio.com/podcastnewsdaily/pay-for-podcasts-no-thanks-most-listeners-still-say/article_9894b122-8bf4-11eb-8df0-8bb88a06c855.html

Google's Ad Changes: The King Just Built a Moat Around His Castle

StreetFight March 23, 2021

https://streetfightmag.com/2021/03/23/googles-ad-changes-the-king-just-built-a-moat-around-his-castle/?mc_cid=7d3fff9948&mc_eid=281a8bbec8#.YFqCv0hKhTZ

Leading Digital Transformation In Advertising

Forbes March 23, 2021

<https://www.forbes.com/sites/forbestechcouncil/2021/03/22/leading-digital-transformation-in-advertising/?sh=53a5eee1779b>



IAB Is Confident 2021 Will Be Podcasting's Billion Dollar Year.

Inside Radio (IAB) March 22, 2021

http://www.insideradio.com/podcastnewsdaily/iab-is-confident-2021-will-be-podcasting-s-billion-dollar-year/article_433ddd72-8b2f-11eb-833f-9ff6eb685741.html

5 Essential Topics for Effective Sales Management Training

SalesFuel March 20, 2021

<https://salesfuel.com/5-essential-topics-for-effective-sales-management-training/>

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