

MARCH 31, 2021

Here we are, the last day of March and Q1, 2021. There are a lot of indicators that the worst of the pandemic caused problems are mostly behind us now and, barring any setbacks with the pandemic, we can look forward to plenty of opportunities for recovery and growth as we progress through the year.

Let's start with our usual review of the Nielsen audience trending estimates in our PPM markets for Week 2 of March in our now year-over-year benchmark comparisons. It is a bit of a sawtooth week with incremental ups and downs:

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%](#)
[Mar. Week 2 - 578,500 off 16.4%](#)

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%

Mar. Week 2 - 9,582,400 off 9.6%

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%

Mar. Week 2 - 105,500 off 18%

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%

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%

Mar. Week 2 - 1,876,800 off 6.7%

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%

Mar. Week 2 - 119,000 off 16.6%

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 - 2,377,200 (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%)
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%)
Mar. Week 2 - 2,314,400 (off 9.2%)

There is an abundance of sales, sales management and advertiser related articles in this week's update so you should have no trouble finding several helpful articles.

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

Nielsen's March Consumer Survey Shows Key Metrics Pointing In Radio's Favor.

Inside Radio March 31, 2021

http://www.insideradio.com/free/nielsen-s-march-consumer-survey-shows-key-metrics-pointing-in-radio-s-favor/article_b3dadcd34-91eb-11eb-b00a-e3d532def60e.html

(Note: Nielsen held their client webinar to present the results of this study. I sat through it and will send the full copy of the presentation when I receive it tomorrow. In the meantime here is a link to the last Highlight slide in the presentation deck):

ATTACHMENT: [Nielsen Consumer Study | March 2021](#)

Magna: Digital Audio Ad Spending On Track To Grow Even More Than First Thought In 2021.

Inside Radio (MAGNA) March 31, 2021

http://www.insideradio.com/podcastnewsdaily/magna-digital-audio-ad-spending-on-track-to-grow-even-more-than-first-thought-in/article_c1906136-9241-11eb-b33b-43f215159b15.html

Survey: Online sales keep booming as store shopping picks up

Chain Store Age March 30, 2021

https://chainstoreage.com/survey-online-sales-keep-booming-store-shopping-picks?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

Study: Consumers miss shopping in-store; Target No. 1 for in-store experience

Chain Store Age March 23, 2021

https://chainstoreage.com/study-consumers-miss-shopping-store-target-no-1-store-experience?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA_Store+Spaces&utm_keyword=

GroupM: Radio Advertising To Grow 7.6% In 2021, As Podcasting Adds Some ‘Sizzle.’

Inside Radio March 30, 2021

http://www.insideradio.com/free/groupm-radio-advertising-to-grow-7-6-in-2021-as-podcasting-adds-some-sizzle/article_f3fdf39e-9120-11eb-9185-9fc4e76caee6.html

Rising retail demand expected to bring Q1 sales close to pre-pandemic levels

Automotive News March 30, 2021

https://www.autonews.com/sales/rising-retail-demand-expected-bring-q1-sales-close-pre-pandemic-levels?utm_source=daily&utm_medium=email&utm_campaign=20210330&utm_content=article2-readmore

Study: Advertisers Underestimate U.S. Worker Commutes, AM/FM Recovers Upscale Listeners.

Inside Radio (Westwood One/Bouvard) March 30, 2021

http://www.insideradio.com/free/study-advertisers-underestimate-u-s-worker-commutes-am-fm-recovers-upscale-listeners/article_d32e8002-9120-11eb-9862-3b005944d39f.html

Virtual Selling is Here to Stay (Statistics That Prove It)

The Center For Sales Strategy March 30, 3031

https://blog.thecenterforsalesstrategy.com/virtual-selling-is-here-to-stay?utm_campaign=subscriber&utm_medium=email&hsmi=118669217&hsenc=p2ANqtz-88SnoPUI5FKVli-0FLsm4VzMPggCiZRhkQ4lDplfsuTgEyPOMkj7htsfrTsEBqzyTVv15u2wK4cyyebed3YJkCFOV0UQ&utm_content=118669217&utm_source=hs_email

Nielsen CDM Data Shows At-Work’s Share Of Listening Approaching Pre-Pandemic Level.

Inside Radio March 29, 2021

http://www.insideradio.com/free/nielsen-cdm-data-shows-at-work-s-share-of-listening-approaching-pre-pandemic-level/article_c9153ae8-905d-11eb-9683-278bb3177edf.html

KPMG survey: Retail CEOs feel confident; supply chain risk is biggest concern

Chain Store Age March 29, 2021

https://chainstoreage.com/kpmg-survey-retail-ceos-feel-confident-supply-chain-risk-biggest-concern?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

Survey: Men more inclined to shop in-store post vaccination

Chain Store Age March 29, 2020

https://chainstoreage.com/survey-men-more-inclined-shop-store-post-vaccination?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

Nielsen Data Shows Why Gender Remains A Big Podcast Ad Buying Factor.

Inside Radio (Nielsen) March 29, 2021

http://www.insideradio.com/free/nielsen-data-shows-why-gender-remains-a-big-podcast-ad-buying-factor/article_5465c65e-905d-11eb-b868-077d2b59f31f.html

Here is a Google Drive link to the full Nielsen report:

ATTACHMENT: [Nielsen Podcasting Today | February 2021](#)

5G will blur the line between physical and digital retail

eMarketer March 21, 2021

<https://www.emarketer.com/content/5g-will-blur-line-between-physical-digital-retail?ecid=NL1016>

Sales Reps, Choose Your Friends Wisely or Suffer

SalesFuel March 27, 2021

<https://salesfuel.com/sales-reps-choose-your-friends-wisely-or-suffer/>

Inside Sales Skills to Master for Your New Position

SalesFuel March 27, 2021

<https://salesfuel.com/inside-sales-skills-to-master-for-your-new-position/>

Delay on Suez Canal could cripple already struggling auto industry

NBC News March 27, 2021

<https://www.nbcnews.com/business/autos/delay-suez-canal-could-cripple-already-struggling-auto-industry-n1262191>

Digital and Traditional Advertising Are the Secret to Long-term Success

Business 2 Community March 26, 2021

<https://www.business2community.com/marketing/digital-and-traditional-advertising-are-the-secret-to-long-term-success-02394529>

Nielsen: Young Adults Near Three Hours Of Streaming Audio Listening Per Week.

Inside Radio (Nielsen) March 26, 2021

http://www.insideradio.com/free/nielsen-young-adults-near-three-hours-of-streaming-audio-listening-per-week/article_20889da8-8dfa-11eb-ac7d-4743b4d25e57.html

Agencies Expect 'Notable' Ad Rebound in 2021 From Pent-Up Consumer Demand.

Inside Radio (Nielsen) March 26, 2021

http://www.insideradio.com/free/agencies-expect-notable-ad-rebound-in-2021-from-pent-up-consumer-demand/article_faa34214-8df9-11eb-8b01-8f5a6027564c.html

Here is a Google Drive link to the full Nielsen report:

ATTACHMENT: [Nielsen Total Audience Report | March 2021](#)

Radio Scores Near The Top For Trust In Advertising, YouGov Study Shows.

Inside Radio (YouGov) March 26, 2021

http://www.insideradio.com/free/radio-scores-near-the-top-for-trust-in-advertising-yougov-study-shows/article_50914500-8df9-11eb-aebc-771bd21ae1bf.html

The Five Ad Categories Set To Boost Radio Ad Spend The Most This Year.

Inside Radio (Borrell Associates) March 26, 2021

http://www.insideradio.com/free/the-five-ad-categories-set-to-boost-radio-ad-spend-the-most-this-year/article_8c02f094-8d35-11eb-ae6d-97f5c966d4b9.html?utm_campaign=subscriber&utm_medium=email&hsmi=118007120&hsenc=p2ANqtz-8moxg13mNzSojaiUlkiq6XxT6fCfd4e-CszYYmQKBAA_WDyGE0nsN8Y33jLFHYyYeAfYEExvsyY1WUZVknNcsHR-Sig&utm_content=118007120&utm_source=hs_email

The Auto Industry Is Asking For It

Wards Automotive March 26, 2021

<https://www.wardsauto.com/industry-news/auto-industry-asking-it>

Online Audio Will Be One Of 2021's Fastest Growers For Local Advertisers.

Inside Radio (Borrell Associates) March 25, 2021

http://www.insideradio.com/podcastnewsdaily/online-audio-will-be-one-of-2021-s-fastest-growers-for-local-advertisers/article_5184ee5e-8d85-11eb-a0dd-3fab7023c360.html

Where To Find Digital Dollars

Radio Ink -March 25, 2021

https://radioink.com/2021/03/25/where-to-find-digital-dollars/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

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

Plan April Fools' Day On-Air Stunts With Care – Remember the FCC Hoax Rule

Broadcast Law Blog (David Oxenford) March 30, 2021

<https://www.broadcastlawblog.com/2021/03/articles/plan-april-fools-day-on-air-stunts-with-care-remember-the-fcc-hoax-rule/>

'A V-shaped recovery': Slow recovery ahead for mobile marketers post-Apple tracking crackdown

DIGIDAY March 30, 2021

<https://digiday.com/marketing/a-v-shaped-recovery-slow-recovery-ahead-for-mobile-marketers-post-apple-tracking-crackdown/>

GroupM Says ‘Sizzle’ Of Podcasting Will Help Radio Rebound In 2021.

Inside Radio (Group M) March 29, 2021

http://www.insideradio.com/podcastnewsdaily/groupm-says-sizzle-of-podcasting-will-help-radio-rebound-in-2021/article_eb5c61b8-90ac-11eb-bd57-df38f5f1a02b.html

How Well Do Audio Ads Capture Listeners’ Attention? Adelaide Wants To Find Out.

Inside Radio (Adelaide) March 29, 2021

http://www.insideradio.com/podcastnewsdaily/how-well-do-audio-ads-capture-listeners-attention-adelaide-wants-to-find-out/article_8104a1fe-90ac-11eb-a19e-8f156d472d7b.html

Ad Tax Fight Spreads To Connecticut; Broadcasters Warn Digital Target Could Impact Radio.

Inside Radio March 29, 2021

http://www.insideradio.com/free/ad-tax-fight-spreads-to-connecticut-broadcasters-warn-digital-target-could-impact-radio/article_68b5f894-905e-11eb-b3f3-a7ce68030b9d.html

Will Digital Advertising Taxes Spread in 2021?

CPA Practice Advisor March 26, 2021

<https://www.cpapracticeadvisor.com/sales-tax-compliance/news/21215370/will-digital-advertising-taxes-spread-in-2021>

Brands Wager on Sports Betting Advertising

ANA March 27, 2021

(Note: the legalization of mobil and sports betting will likely be on the California ballot as a proposition. We are working with our political consultants in Sacramento and the CBA to lobby in favor of legalization).

https://www.ana.net/magazines/show/id/ana-2021-03-brands-wager-on-sports-betting-advertising?st3=210327satnon&utm_source=informz&utm_medium=email&utm_campaign=210327satnon&_zsfANij1&_zl=cevU7

Cheat sheet: Facebook, Google, Twitter CEOs signal support for content moderation rules in Section 230 reform

DIGIDAY March 26, 2020

<https://digiday.com/media/cheat-sheet-facebook-google-twitter-ceos-signal-support-for-content-moderation-rules-in-section-230-reform/>

‘Communicate quickly and effectively’: Why agencies are hiring Clubhouse managers

DIGIDAY March 26, 2021

<https://digiday.com/marketing/communicate-quickly-and-effectively-why-agencies-are-hiring-clubhouse-managers/>

Digital Ad Spend Up In February 2021

Digital Media Solutions March 24, 2021

<https://insights.digitalmediasolutions.com/news/digital-ad-spend>

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