

MAY 5, 2021

Welcome to May, the month when all things seem possible....it's just up to us to make the most of it. It is also Cinco de Mayo and I hope you can make it a fun one!

The calendar says it's May, but in the Nielsen world it is April Week 3 and you will find the latest audience trending summaries for our PPM markets below. While we will continue to see wobbles by weeks and markets, the Cume estimates are getting very close to pre-COVID levels. For example, if you look at the averaged Cume for the first three weeks of April, 2021, in the LA market, that average (10,209,300) is a Cume level higher than any month from April through Holiday, 2020, and just about 400K shy of March, 2020 (-3.6%). That is nearly 80% of the total LA Metro population!

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 - 576,500 off 16.7%
Mar.- 606,100 off 12.5%

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%

Mar. Week 3 - 615,500 off 11.1%
Mar. Week 4 - 639,600 off 7.7%

Apr. Week 1 - 635,600 off 8.2%
Apr. Week 2 - 612,400 off 11.5%
Apr. Week 3 - 620,100 off 10.5%

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%
Mar. - 9,817,600 off 7.5%

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%
Mar. Week 3 - 9,965,900 off 6%
Mar. Week 4 - 10,074,100 off 5.1%

Apr. Week 1 - 10,328,400 off 2.7%
Apr. Week 2 - 10,069,400 off 5.1%
Apr. Week 3 - 10,230,100 off 3.6%

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%
Mar. - 105,800 off 17.9%

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%
Mar. Week 3 - 110,400 off 14.4%
Mar. Week 4 - 105,900 off 17.8%

Apr. Week 1 - 111,400 off 13.6%
Apr. Week 2 - 108,300 off 15.9%
Apr. Week 3 - 113,200 off 12.2%

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%
Mar. - 1,919,700 off 4.6%

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%
Mar. Week 3 - 1,930,600 off 4.1%
Mar. Week 4 - 1,967,600 off 2.2%

Apr. Week 1 - 1,935,000 off 3.8%
Apr. Week 2 - 1,919,100 off 4.6%
Apr. Week 3 - 1,960,000 off 2.6%

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%)

Mar. - 119,900 (off 16.0%)

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%

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%

Mar. Week 3 - 118,700 off 16.8%

Mar. Week 4 - 124,700 off 12.6%

[Apr. Week 1 - 122,500 off 14.2%](#)

[Apr. Week 2 - 124,000 off 13.1%](#)

[Apr. Week 3 - 119,800 off 16.0%](#)

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%)

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

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%)
Mar. Week 3 - 2,321,300 (off 8.9%)
Mar. Week 4 - 2,316,700 (off 9.1%)

Apr. Week 1 - 2,275,600 (off 10.7%)
Apr. Week 2 - 2,354,300 (off 7.6%)
Apr. Week 3 - 2,265,200 (off 11.1%)

Now here are your lists of curated food-for-thought to chew on while you sip your favorite tequila tonight:

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

Close This Performance Gap, Get More Appointments

The Center For Sales Strategy May 5, 2021

https://blog.thecenterforsalesstrategy.com/close-this-performance-gap-get-more-appointments?utm_campaign=subscriber&utm_medium=email&_hsmi=125326593&_hsenc=p2ANqtz-xGKxjSXJd04hucCLsoKXkcRhE2A48oJu3prpykTWgTgIXMxZs5ZM6kiWmt7EGUqA3bF1cNX8hqBBXw7MFfi1Eawew&utm_content=125326593&utm_source=hs_email

Exclusive: The Inside Story on Radio's Hottest Ad Category.

Inside Radio (Standard Media Index) May 4, 2021

http://www.insideradio.com/free/exclusive-the-inside-story-on-radio-s-hottest-ad-category/article_cf96af40-aca6-11eb-a01c-4f586b77114d.html

Sales Managers: Start Focusing More on Top of the Funnel Prospects

The Center For Sales Strategy May 4, 2021

https://blog.thecenterforsalesstrategy.com/why-sales-managers-should-focus-on-top-of-the-funnel-prospects?utm_campaign=subscriber&utm_medium=email&_hsmi=125105402&_hsenc=p2ANqtz-zM8YPoNGFocHTPsOgBWjn3SBJGB5kiLrQEYEEFNmH_e30CxrJY88kQbHPBuvCcNNy1XlcahuV1QFeaWpjteHkLBQHw&utm_content=125105402&utm_source=hs_email

Why Sales Coaching Matters, Plus 3 Ways to Get Started

The Center for Sales Strategy May 3, 2021

https://blog.thecenterforsalesstrategy.com/why-sales-coaching-matters-plus-3-ways-to-get-started?utm_campaign=subscriber&utm_medium=email&_hsmi=124885904&_hsenc=p2ANqtz-9x8RoxOguFz2o-fgLHShO8VaJpnF0KG7yV2Ahi8S-LDEr5su6EY36PcGmD-zl4UvFqDG7iE88uXWdvc3i_f4hwPXhBQ&utm_content=124885904&utm_source=hs_email

Ad Spending Jumps as Google, Facebook and Other Digital Players Ride Economic Rebound Marketers are expected to spend 15% more on advertising this year than last year

WSJ April 30, 2021

<https://www.wsj.com/articles/ad-spending-jumps-as-companies-ride-economic-rebound-11619784459>

U.S. consumer confidence jumps to 14-month high

Chain Store Age April 29, 2021

https://chainstoreage.com/us-consumer-confidence-jumps-14-month-high?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=

4 Tips to Get Results from Your Cold Emails

SalesFuel May 1, 2021

<https://salesfuel.com/4-tips-to-get-results-from-your-cold-emails/>

Which Sales Methodology is Right for You?

SalesFuel May 1, 2021

<https://salesfuel.com/which-sales-methodology-is-right-for-you/>

Inbound Leads: How Should They Be Handled?

SalesFuel May 1, 2021

<https://salesfuel.com/inbound-leads-how-should-they-be-handled/>

Why Apple has chips for iPhones while automakers struggle with shortages Semiconductor supply disruption shows the risks of 'just-in-time' production lines

Automotive News April 30, 2021

https://www.autonews.com/suppliers/why-apple-has-chips-iphones-while-automakers-struggle-shortages?utm_source=daily&utm_medium=email&utm_campaign=20210430&utm_content=article12-headline

Automotive Checkup: Car Sales Are Hot, Inventories Are Tight.

Inside Radio April 30, 2021

http://www.insideradio.com/free/automotive-checkup-car-sales-are-hot-inventories-are-tight/article_15bde6a2-a985-11eb-92d7-9b612c4e0c13.html

CRS360: How To Use Streaming Data To Your Advantage.

Inside Radio April 30, 2021

http://www.insideradio.com/free/crs360-how-to-use-streaming-data-to-your-advantage/article_d87d0376-a985-11eb-80c0-0ffed0bfc0ba.html

Reaching Auto-Buying Radio Listeners

RAB Radio Matters Blog April 29, 2021

<http://www.radiomatters.org/index.php/2021/04/27/reaching-auto-buying-radio-listeners/>

Radio Is Secure Medium to Reach Americans Who Want to Protect Their Home and Family.

Inside Radio (Media Audit) April 29, 2021

http://www.insideradio.com/free/radio-is-secure-medium-to-reach-americans-who-want-to-protect-their-home-and-family/article_3dae7fc6-a8b5-11eb-8111-7f7a2ff2f174.html

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

Online Gambling Advertising – Manna From Heaven?

BIA Advisory Services May 5, 2021

<http://blog.biakelsey.com/index.php/2021/05/05/online-gambling-advertising-manna-from-heaven/>

Survey Finds Music Consumption Is Shifting From Function To Fun As Reopening Accelerates.

Inside Radio (MRC Data) May 5, 2021

http://www.insideradio.com/free/survey-finds-music-consumption-is-shifting-from-function-to-fun-as-reopening-accelerates/article_8d012fa0-ad6b-11eb-ba6b-53445cf055bf.html

Aug. 11 Is the Next National EAS Test

A dozen PEP stations had technical issues in the 2019 test

RadioWorld May 4, 2021

<https://www.radioworld.com/news-and-business/business-and-law/aug-11-is-the-next-national-eas-test>

House Resolution Opposing Radio Royalty Introduced With Backing Of 77 Members.

Inside Radio May 4, 2021

http://www.insideradio.com/free/house-resolution-opposing-radio-royalty-introduced-with-backing-of-77-members/article_e5511476-ad1c-11eb-b3f7-272543df8229.html

Five Podcast Categories Had Double-Digit Growth In Downloads Last Week Says Podtrac.

Inside Radio (Podtrac) May 4, 2021

http://www.insideradio.com/podcastnewsdaily/five-podcast-categories-had-double-digit-growth-in-downloads-last-week-says-podtrac/article_122306f8-acfa-11eb-8a5f-0f7791422429.html

Mobile Advertisers: Context Is King, Again

MediaPost May 4, 2021

https://www.mediapost.com/publications/article/362949/mobile-advertisers-context-is-king-again.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=122252&hasid=XOWE7PwDT4-lekA7MLbhQg

Podcasting's Three Inconvenient Truths

Jacob's Media Strategies (Fred Jacobs) May 4, 2021

<https://jacobsmedia.com/podcasting-three-inconvenient-truths/>

Trip Giveaways Are Back – Are Listeners (and Stations) Ready?

Inside Radio May 3, 2021

http://www.insideradio.com/free/trip-giveaways-are-back-are-listeners-and-stations-ready/article_b086768c-abdc-11eb-8616-fb44266a8d17.html

Broadcasters Conspiring in Their Own Demise

To survive, radio must fix its management of metadata in dashboards

RadioWorld May 3, 2021

https://www.radioworld.com/columns-and-views/guest-commentaries/broadcasters-conspiring-in-their-own-demise?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=95DB70D6-2233-4F0D-BED3-CC1413B1B586

It's Not Just Brand Ads That Are Growing In 2021. So Are Branded Podcasts.

Inside Radio May 3, 2021

http://www.insideradio.com/podcastnewsdaily/it-s-not-just-brand-ads-that-are-growing-in-2021-so-are-branded-podcasts/article_7e6a5e5c-ac31-11eb-9917-4b3f53cadf93.html

Comscore And The Challenges Of Audience Measurement

Forbes May 3, 2021

<https://www.forbes.com/sites/bradadgate/2021/05/03/comscore-and-the-challenges-of-audience-measurement/?sh=5944a9534ce9>

Radio's Royalty Fight Restarts In Congress, Again Led By Resolutions Opposing The Fee.

Inside Radio May 3, 2021

http://www.insideradio.com/free/radio-s-royalty-fight-restarts-in-congress-again-led-by-resolutions-opposing-the-fee/article_978807e0-abdc-11eb-9f57-dfe383028e60.html

New Rules Allowing AMs To Go Digital-Only Take Effect.

Inside Radio May 3, 2021

http://www.insideradio.com/free/new-rules-allowing-ams-to-go-digital-only-take-effect/article_40a93976-abdc-11eb-9997-972621428bd5.html

Apple and Facebook face off in an epic user privacy showdown

FORTUNE May 2, 2021

<https://fortune.com/2021/05/02/apple-facebook-ios-ipados-14-5-ad-targeting-user-privacy-opt-out-tracking-apps-small-business-advertising/>

TV and OOH ad spending has peaked

eMarketer April 28, 2021

<https://www.emarketer.com/content/tv-oo-ad-spending-has-peaked?cid=NL1009>

Tech Titans Poised to Reap Long-Term Benefits of Pandemic Shifts

Bloomberg May 1, 2021

<https://www.bloomberg.com/news/articles/2021-05-01/tech-titans-poised-to-reap-long-term-benefits-of-pandemic-shifts>

How the pandemic led to a rental car crisis just as Americans are ready to bust loose Consumers are fuming as prices have spiked after firms shed hundreds of thousands of cars, with fleets depleted until 2022

Washington Post May 1, 2021

<https://www.washingtonpost.com/business/2021/05/01/rental-car-shortage-economy/>

Nielsen Launches New Advertising Solution

Podcast Business Journal April 30, 2021

https://podcastbusinessjournal.com/nielsen-launches-new-advertising-solution/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Here's Nielsen's press release on this new product:

NIELSEN LAUNCHES PODCAST AD EFFECTIVENESS+ TO MEASURE DIGITALLY INSERTED PODCAST ADS IN REAL TIME

https://www.nielsen.com/us/en/press-releases/2021/nielsen-launches-podcast-ad-effectiveness-to-measure-digitally-inserted-podcast-ads-in-real-time/?utm_source=podnews.net&utm_medium=email&utm_campaign=podnews.net:2021-04-30

Nielsen, TV Networks Clash Over Coronavirus Viewership, And The Future

Variety April 30, 2021

<https://variety.com/2021/tv/news/nielsen-tv-networks-ratings-coronavirus-1234962609/>

Could A Broadcast TV Network Disappear In 5 Years?

MediaPost April 30, 2021

https://www.mediapost.com/publications/article/362827/could-a-broadcast-tv-network-disappear-in-5-years.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=122262&hashid=GkaoK9PSSKGhs-uNohSxFw

The FCC Can See Your Public File

How to make sure your online files can withstand its glare

Radio World April 29, 2021

https://www.radioworld.com/news-and-business/business-and-law/the-fcc-can-see-your-public-file?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=95DB70D6-2233-4F0D-BED3-CC1413B1B586

How to Manage Conflict in Remote Teams Effectively

Namely April 26, 2021

<https://blog.namely.com/how-manage-conflict-remote-teams-effectively>

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