

APRIL 14, 2021

The March Nielsen Survey for our PPM markets is now completed and the full reports will be issued on Monday, April 19, for Los Angeles and Riverside/San Bernardino and on Tuesday, April 20, 2021, for San Diego. The summary AQH and Cume data for the full month and March Week 4 are included below. Overall good progress this week, especially for LA:

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%

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%

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%

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%

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%

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%)

Whether you are in sales or senior management, this week's specially curated lists of resources and articles again covers a wide range of topics for you to choose from depending on your priorities and interests . Happy reading!

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS:

Looking To Grow Digital Revenue? Some Ad Categories May Offer Better Odds, Says Magna.

Inside Radio (MAGNA) April 12, 2021

http://www.insideradio.com/free/looking-to-grow-digital-revenue-some-ad-categories-may-offer-better-odds-says-magna/article_55ab4fa2-9b52-11eb-9b36-072741880755.html

A Big Radio Bump For A Home Improvement Giant

Radio+TV Business Report April 12, 2021

<https://www.rbr.com/mmr-041221-a/>

Westwood One's Pierre Bouvard Takes Aim At Ad Buyers' Misperceptions Of AM/FM Radio In Blog Post

All Access April 13, 2021

<https://www.allaccess.com/net-news/archive/story/206346/westwood-one-s-pierre-bouvard-takes-aim-at-ad-buye>

A Year Into The Pandemic, Podcast Listening Habits Are Expanding Says Survey.

Inside Radio (Morning Consult) April 13, 2021

http://www.insideradio.com/podcastnewsdaily/a-year-into-the-pandemic-podcast-listening-habits-are-expanding-says-survey/article_6ebe9d72-9c70-11eb-bf1d-e3514f808d6b.html

This Is Radio's Real 21st Century Opportunity

Radio Ink (Loyd Ford) April 12, 2021

https://radioink.com/2021/04/12/this-is-radios-real-21st-century-opportunity/?vgo_ee=g4MdllvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Report: Americans itching to get out and spend their \$2 trillion in savings

Chain Store Age April 12, 2021

https://chainstoreage.com/report-americans-itching-get-out-and-spend-their-2-trillion-savings?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

More Cars Will Likely Be Sold In 2021. Could Auto Advertising Follow?

Inside Radio (NADA) April 12, 2021

http://www.insideradio.com/free/more-cars-will-likely-be-sold-in-2021-could-auto-advertising-follow/article_a0d5b25c-9b51-11eb-a309-b7c32f585292.html

Cars, anyone? How the computer chip shortage is rattling the economy

Las Vegas Review Journal, April 10, 2021

<https://www.reviewjournal.com/news/nation-and-world/cars-anyone-how-the-computer-chip-shortage-is-rattling-the-economy-2326719/>

Value-Based Stories Establish Credibility In Sales

SalesFuel April 10, 2021

<https://salesfuel.com/value-based-stories-establish-credibility-in-sales/>

5 Things Every Great Sales Manager Knows

SalesFuel April 10, 2021

<https://salesfuel.com/5-things-every-great-sales-manager-knows/>

The Rising Confidence Of Hispanic Consumers

Radio+TV Business Report April 9, 2021

<https://www.rbr.com/the-rising-confidence-of-hispanic-consumers/?event=login>

Nielsen's Message To Marketers In 2021: Don't Cut Ad Budgets, Think Omnichannel.

Inside Radio (Nielsen) April 9, 2021

http://www.insideradio.com/free/nielsen-s-message-to-marketers-in-2021-don-t-cut-ad-budgets-think-omnichannel/article_83a48f2a-98fc-11eb-8519-9fd04b581c17.html

Here is the full Nielsen Annual Marketing Report:

ATTACHMENT: [Nielsen Annual Marketing Report – Era of Adaptation](#)

How The Automotive Industry Will Accelerate Online In 2021

Forbes April 8, 2021

<https://www.forbes.com/sites/forbestechcouncil/2021/04/08/how-the-automotive-industry-will-accelerate-online-in-2021/?sh=3b479e881056>

Mastercard: U.S. retail sales up 26.3% in March, one year since first lockdown

Chain Store Age April 8, 2021

https://chainstoreage.com/mastercard-us-retail-sales-263-march-one-year-first-lockdown?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

Report: Amazon Prime Day may come early this year

Chain Store Age April 8, 2021

https://chainstoreage.com/report-amazon-prime-day-may-come-early-year?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=8319H4585489H7M

Biden plan calls for \$100 billion in new EV consumer rebates

Administration wants 'to encourage people to switch to electric vehicles and efficient electric appliances'

Automotive News April 8, 2021

https://www.autonews.com/regulation-safety/biden-plan-calls-100-billion-new-ev-consumer-rebates?utm_source=daily&utm_medium=email&utm_campaign=20210408&utm_content=article3-readmore

Data Makes Case For How Podcasts Helps Marketers Extend Ads To New Audiences.

Inside Radio (Edison Research) April 8, 2021

http://www.insideradio.com/podcastnewsdaily/data-makes-case-for-how-podcasts-helps-marketers-extend-ads-to-new-audiences/article_a8fc5c18-9883-11eb-9d3a-d306a2422558.html

Radio Is Where to Hook Anglers and to Trap Hunters.

Inside Radio (Media Audit) April 8, 2021

http://www.insideradio.com/free/inside-info-radio-is-where-to-hook-anglers-and-to-trap-hunters/article_c024f146-9830-11eb-b235-f73a53416dac.html

A Look at Black and Hispanic Audio Consumption

RAB Radio Matters Blog April 6, 2021

<http://www.radiomatters.org/index.php/2021/04/06/a-look-at-black-and-hispanic-radio-consumers/#more-4012>

Improving Sales Performance | Targeting a Vertical Market

The Center For Sales Strategy April 8, 2021

https://blog.thecenterforsalesstrategy.com/improving-sales-performance-targeting-a-vertical-market?utm_campaign=subscriber&utm_medium=email&_hsmi=120290116&_hsenc=p2ANqtz-8LF1naIM7F-rddYkuCRTycD6GWgAlfOUD-wf3_9rC5PuaMaM9trPA_sGSF3DWqWBLbka5Ju-gYrdHh14jxyuO5BAd3pg&utm_content=120290116&utm_source=hs_email

Xperi Says Pandemic Put Emphasis on Dashboard

Company says its survey shows the ongoing importance of radio

Radio World April 6, 2021

https://www.radioworld.com/news-and-business/programming-and-sales/xperi-says-pandemic-put-emphasis-on-dashboard?utm_source=SmartBrief&utm_medium=email&utm_campaign=0028F35E-226C-4B60-AC88-AB2831C8A639&utm_content=6D86CE1A-975C-4ED2-85DB-C8305A2A94FD

Fourteen retailers expanding in 2021

Chain Store Age March 19, 2021

https://chainstoreage.com/fourteen-retailers-expanding-2021?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA_Real+Estate&utm_keyword=

Good news for stores: Consumer sentiment about COVID-19 recovery improving

Chain Store Age April 7, 2021

https://chainstoreage.com/good-news-stores-consumer-sentiment-about-covid-19-recovery-improving?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA_Real+Estate&utm_keyword=

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

Digital Audio Ad Spending To Jump 16% in 2021, Predicts eMarketer.

Inside Radio (eMarketer) April 24, 2021

http://www.insideradio.com/free/digital-audio-ad-spending-to-jump-16-in-2021-predicts-emarketer/article_7cc4f97e-9cdf-11eb-99ca-8387e7244b1b.html

Tech Titans' Disruptive Impact Worries Local Broadcasters.

Inside Radio April 14, 2021

http://www.insideradio.com/free/tech-titans-disruptive-impact-worries-local-broadcasters/article_618343a0-9cdf-11eb-8242-dfbd3fe92ee6.html

Radio Rules! (A Helpful Resource From NAB)

This resource from the NAB is a helpful guide for anyone in U.S. radio

Radio World April 14, 2021

https://www.radioworld.com/columns-and-views/from-the-editor/radio-rules-a-helpful-resource-from-nab?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=290794F9-9654-451B-BEFE-A6A942D5546D

Sources: FEMA Plans To Bring Back National EAS Test This Summer.

Inside Radio April 14, 2021

http://www.insideradio.com/free/sources-fema-plans-to-bring-back-national-eas-test-this-summer/article_2cfc1fee-9cdf-11eb-8a79-132ef88bdd0a.html

Motivating Listeners to Act in 2021

ANA (RAB) April 7, 2021

https://www.ana.net/blogs/show/id/mm-blog-2021-04-rab-motivating-listeners-to-act?utm_source=Advertisers&utm_campaign=58ffb5f7f0-EMAIL_CAMPAIGN_2018_12_11_11_38_COPY_01&utm_medium=email&utm_term=0_5d16c92ac6-58ffb5f7f0-523492069

Ad industry expected to make a major COVID comeback

AXIOS April 13, 2021

<https://www.axios.com/advertising-industry-covid-pandemic-80c4c676-4ab5-4690-a5a7-0d897df76d49.html>

Nielsen Must Restore Clients' Confidence

The Video Advertising Bureau accuses Nielsen of a “systematic undercounting” of TV program viewership since last March. Nielsen needs to respond to the accusation with more than a white paper.

TVNewsCheck April 13, 2021

(Note: this is a followup to an initial story from last week)

<https://tvnewscheck.com/top-news/business/article/nielsen-must-restore-clients-confidence/>

LeadsRx And Triton Team Up With An Eye On Podcast Ad Attribution.

Inside Radio (LeadsRX) April 17, 2021

http://www.insideradio.com/podcastnewsdaily/leadsrx-and-triton-team-up-with-an-eye-on-podcast-ad-attribution/article_4a646332-9c6e-11eb-9ae9-87d7c47229e2.html

Analyst Sees Opportunities For Broadcasters In ‘Transitional Year.’

Inside Radio April 12, 2021

http://www.insideradio.com/free/analyst-sees-opportunities-for-broadcasters-in-transitional-year/article_e13a49c0-9b51-11eb-a3a5-abd8e02ecfbb.html

Study: The Brain Processes Podcasting Differently Than Radio Or Music Streaming.

Inside Radio (ARN Neurolab) April 9, 2021

http://www.insideradio.com/podcastnewsdaily/study-the-brain-processes-podcasting-differently-than-radio-or-music-streaming/article_ff0b14d0-994d-11eb-98da-ab55e9f84e97.html

VAB Claims Nielsen Has Been Undercounting TV Usage Since Pandemic Began

MediaPost April 9, 2021

(Note: This is interesting and could also have implications for PPM measured audiences)

<https://www.mediapost.com/publications/article/362184/vab-claims-nielsen-has-been-undercounting-tv-usage.html>

Ad Agencies Are Forecasting A Stronger Ad Marketplace In 2021

Forbes April 8, 2021

<https://www.forbes.com/sites/bradadgate/2021/04/08/ad-agencies-are-forecasting-a-stronger-ad-marketplace-in-2021/?sh=5c9169db3161>

Nearly half of execs expect social marketing budgets to double in next 3 years, study finds

MarketingDive April 8, 2021

https://www.marketingdive.com/news/nearly-half-of-exec-expected-social-marketing-budgets-to-double-in-next-3-ye/598012/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-04-09%20Marketing%20Dive%20Newsletter%20%5Bissue:33502%5D&utm_term=Marketing%20Dive

Podcast 360: A Deep Dive Into The Growing Market

Billboard (MRC) April 9, 2021

ATTACHMENT: [U.S. Podcast 360 Report 2021](#)

IAB: Digital Ads Grew 29% In Q4 In Pandemic Rebound

AdExchanger April 7, 2021

<https://www.adexchanger.com/online-advertising/iab-digital-ads-grew-29-in-q4-in-pandemic-rebound/>

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