



July 27, 2021

**Ratings Report: ABC News Programming**  
For the week of July 19, 2021

**'GMA' Is No. 1 Morning Show for the Week of July 19, More Than Tripling Its Lead Over 'Today' Year-to-Year**

**'GMA' Hits 4-Week High in Adults 25-54**

**Season to Date, 'GMA' Is No. 1 in Total Viewers for the 9<sup>th</sup> Consecutive Year, Its Largest Lead Over 'Today' in 4 Years**

**'GMA' Is Cutting Its Margin With 'Today' in Adults 25-54 to Its Closest Performance in 6 Years**

**"GMA3: What You Need to Know"**

**'GMA3' Grows Across the Board Both Week-to-Week and Year-to-Year**



**"Good Morning America" ranked as the morning's No. 1 newscast in Total Viewers (3.104 million) for the week of July 19, 2021, based on Live + Same Day Data from Nielsen Media Research. "GMA" outdelivered "Today" (3.014 million) by 90,000, more than tripling its lead year to year (+260%; vs. 25,000).**

**"GMA" ranked No. 1 in Adults 25-54, leading NBC's "Today" on Wednesday (+39,000 – 838,000 vs. 799,000) and Thursday (+19,000 – 836,000 vs. 817,000).**

**For the 2<sup>nd</sup> week in a row, "GMA" was up from the prior week in Adults 25-54 (+3% - 808,000 vs. 783,000) and Adults 18-49 (+2% - 543,000 vs. 534,000), hitting 4-week highs in both key Adult demos – since w/o 6/21/21.**

**"GMA" slashed its year-to-year gaps with "Today" in Adults 25-54 (-94% - 6,000 vs. 101,000) and Adults 18-49 (-83%- 22,000 vs. 133,000).**

Season to date, **“GMA”** (3.411 million) is ranking as the **No. 1 morning newscast in Total Viewers for the 9<sup>th</sup> year in a row**. In fact, **“GMA” is increasing its advantage over “Today”** (3.284 million) **from the same point last season (+51% - 127,000 vs. 84,000) to its largest in 4 years—since the 2016-2017 season**.

In addition, **“GMA” is cutting its season margin with “Today” in Adults 25-54 (-15% - 82,000 vs. 96,000) to its closest performance in 6 years—since the 2014-2015 season**.

During the week, **“GMA”** (3.104 million, 808,000 and 543,000, respectively) **defeated “CBS This Morning”** (2.435 million, 469,000 and 333,000, respectively) **in Total Viewers (+669,000), Adults 25-54 (+339,000) and Adults 18-49 (+210,000)**.

NOTE: Due to coverage of the Blue Origin Launch on Tuesday (7/20/21), **“Today”** was retitled to **“Today-TS.”** In addition, **“Today”** was retitled to **“Today 11A Oly Spc”** on Friday (7/23/21). **“CBS This Morning”** was retitled to **“CBS This Morn”** on Friday. The retitled telecasts are excluded from the weekly and the season averages. CBS’ weekly averages are based on four days (Monday-Thursday) and NBC’s weekly averages are based on three days (Monday, Wednesday and Thursday).

### **“GMA3: What You Need to Know”**

ABC’s **“GMA3: What You Need to Know”** averaged **1.570 million Total Viewers, 255,000 Women 25-54 and 181,000 Women 18-49**, during the week of July 19, 2021, based on Live + Same Day Data from Nielsen Media Research.

**“GMA3: What You Need to Know”** grew from the previous week in **Total Viewers (+2% - 1.570 million vs. 1.534 million), Women 25-54 (+15% - 255,000 vs. 166,000) and Women 18-49 (+9% - 181,000 vs. 166,000)**.

**“GMA3: What You Need to Know”** improved year to year in **Total Viewers (+4% - 1.570 million vs. 1.510 million), Women 25-54 (+7% - 255,000 vs. 239,000) and Women 18-49 (+18% - 181,000 vs. 154,000)**.

### **MORNING NEWS (Week of July 19, 2021):**

	<b><u>TOTAL VIEWERS</u></b>	<b><u>ADULTS 25-54</u></b>	<b><u>ADULTS 18-49</u></b>	<b><u>HOUSEHOLDS</u></b>
<b>GOOD MORNING AMERICA</b>	<b>3,104,000</b>	<b>0.7/12; 808,000</b>	<b>0.4/10; 543,000</b>	<b>2.2/13</b>
<b>TODAY</b>	<b>3,014,000</b>	<b>0.7/12; 814,000</b>	<b>0.4/11; 565,000</b>	<b>2.1/12</b>
<b>CBS THIS MORNING</b>	<b>2,435,000</b>	<b>0.4/ 7; 469,000</b>	<b>0.3/ 6; 333,000</b>	<b>1.7/10</b>

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 7/19/21), Previous Week (w/o 7/12/21) and Year-Ago Week (w/o 7/20/20). Most Current: 2020 -2021 Season (9/21/20 – 7/25/21) and Most Current: 2019 -2020 Season (9/23/19 – 7/26/20). Live GMA3” year-ago time slot (“GMA3: Strahan, Sara & Keke”/“Pandemic-What You Need to Know”/“GMA3: What You Need to Know”). \*Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

Emmy® Award-winning **“GMA,”** featuring the anchor team of Robin Roberts, George Stephanopoulos, Michael Strahan and chief meteorologist Ginger Zee, airs live Monday–Friday (7:00-9:00 a.m. EDT) on ABC.

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