



Oct. 19, 2021

**** Ratings Report for ABC News' "Good Morning America"**

For the week of Oct. 11, 2021

'Good Morning America' Is the No. 1 Morning Show in Total Viewers for the Week of Oct. 11

'GMA' Ranks No. 1 in Adults 25-54 on Thursday, Oct. 14

Season to Date, 'GMA' Is No. 1 in Total Viewers for the 10th Year in a Row

"Good Morning America" ranked as the morning's No. 1 newscast in Total Viewers (3.253 million) for the week of Oct. 11, 2021, based on Live + Same Day Data from Nielsen Media Research. "GMA" **outdelivered "Today"** (3.174 million) **by 79,000.**

On Thursday (10/14/21), **"GMA" ranked No. 1 in Adults 25-54, leading NBC's Today by 36,000** (835,000 vs. 799,000).

Season to date, **"GMA" (3.287 million) is ranking as No. 1 morning newscast in Total Viewers for the 10th year in a row, leading NBC's "Today" (3.178 million) by 109,000.**

During the week, **"GMA" (3.253 million, 764,000 and 493,000, respectively) defeated "CBS Mornings" (2.490 million, 529,000 and 375,000, respectively) in Total Viewers (+763,000), Adults 25-54 (+235,000) and Adults 18-49 (+118,000).**

NOTE: Due to the holiday on Monday (10/11/21), "Good Morning America" was retitled to "GMA-ABC." The retitled telecast is excluded from the weekly and season averages. ABC's weekly averages are based on four days (Tue-Fri).

MORNING NEWS (Week of Oct. 11, 2021):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	3,253,000	0.6/11; 764,000	0.4/ 9; 493,000	2.3/13
TODAY	3,174,000	0.7/12; 874,000	0.5/12; 621,000	2.2/13
CBS MORNINGS	2,490,000	0.4/ 7; 529,000	0.3/ 7; 375,000	1.7/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 10/11/21), Previous Week (w/o 10/4/21) and Year-Ago Week (w/o 10/12/20). Most Current: 2021 -2022 Season (9/20 – 10/17/21 and 2020 -2021 Season (9/21 – 10/18/20). 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. Simone Swink is the executive producer.

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