

Oct. 4, 2022

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

For the week of Sept. 26, 2022

'GOOD MORNING AMERICA' IS NO.1 MORNING NEWSCAST IN TOTAL VIEWERS AND ADULTS 25-54 FOR SECOND WEEK STRAIGHT OF NEW SEASON

For the First Time in 8 Years, 'GMA' Is Leading in Adults 25-54 Season to Date

'GMA' Outdelivers 'Today' With Largest Lead in 6 Weeks and Draws Largest Audience in 4 Months

'GMA' Is Ranking as the No. 1 Morning Newscast in Total Viewers for the 11th Consecutive Year



**ABC News/"Good Morning America"*

"Good Morning America" stood as America's No. 1 morning newscast in Total Viewers (3.335 million) and Adults 25-54 (749,000) for the week of Sept. 26, 2022, based on Live + Same Day Data from Nielsen Media Research. Leading in the key adult demos for the second week in a row, "GMA" won the first two weeks of the season for the first time in 8 years — since the 2014-2015 season.

"GMA" outdelivered "Today" (2.898 million) by 437,000, increasing its lead from the previous week by 30% (vs. 336,000) to its largest in 6 weeks — since w/o 8/15/22. In addition, "GMA" more than tripled its lead on the same week last year (+214%; vs. 139,000).

"GMA" improved in Total Viewers both week to week (+7% - 3.335 million vs. 3.121 million) and year to year (+1% - 3.335 million vs. 3.300 million), drawing its largest overall audience in 4 months — since w/o 5/30/22. In addition, "GMA" was the only morning newscast to grow its Total Viewer count year to year.

Two weeks into the new season, **“GMA”** (3.242 million) is ranking as the **No. 1 morning newscast in Total Viewers for the 11th consecutive year.** **“GMA”** is leading NBC’s **“Today”** (2.854 million) by **388,000, more than tripling its lead from the same point last season (+266%; vs. 106,000) to its largest in 7 years** — since the 2015-2016 season.

In addition, **“GMA”** (750,000) in ranking **No. 1 in Adults 25-54, beating “Today”** (749,000) in the key **Adult news demo for the first time in 8 years** — since the 2014-2015 season.

During the week, **“GMA”** (3.335 million, 749,000 and 511,000, respectively) **defeated “CBS Mornings”** (2.445 million, 552,000 and 361,000, respectively) in **Total Viewers (+890,000), Adults 25-54 (+197,000) and Adults 18-49 (+150,000).**

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.

MORNING NEWS (Week of Sept. 26, 2022):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	3,335,000	0.6/11; 749,000	0.4/10; 511,000	2.3/13
TODAY	2,898,000	0.6/11; 748,000	0.4/10; 517,000	2.0/12
CBS MORNINGS	2,445,000	0.5/ 8; 552,000	0.3/ 7; 361,000	1.7/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 9/26/22), Previous Week (w/o 9/19/22) and Year-Ago Week (w/o 9/27/21). Most Current Data Stream: Season 2022-2023 (9/19 – 10/2/22), Season 2021-2023 (9/20 – 10/3/22). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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