



June 8, 2021

Ratings Report: ABC News Programming
For the week of May 31, 2021

'GMA' Is No. 1 Morning Show Across the Board for the First Time in Nearly 6 Years

'GMA' Topples 'Today's' Winning Streak in Adults 25-54

'GMA' Posts Largest Lead Over 'Today' in Overall Viewers in 15 Weeks

Season to Date, 'GMA' Is No. 1 in Total Viewers for the 9th 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



"Good Morning America" ranked as the morning's No. 1 newscast in all key target demos: Total Viewers (3.289 million), Adults 25-54 (867,000) and Adults 18-49 (603,000) for the first time in nearly 6 years (since w/o 8/3/15) for the week of May 31, 2021, based on Live + Same Day Data from Nielsen Media Research.

"GMA" led NBC's "Today" (842,000) by 25,000 Adults 25-54 to snap the NBC program's 92-week winning streak in the key adult news demo with its largest margin of victory in nearly 5 ½ years—since weeks of 8/26/19 and 12/21/15, respectively.

In addition, "GMA" outdelivered "Today" (3.108 million) by 181,000 overall viewers, increasing its leads both week to week (+53%; vs. 118,000) and year to year (+62% vs. +112,000) to its largest in 15 weeks—since w/o 2/15/21. "GMA" beat "Today" by 6,000 Adults 18-49 (603,000 vs. 597,000).

"GMA" ranked No. 1 in Adults 25-54, beating NBC's "Today" on Wednesday (+72,000 – 887,000 vs. 815,000) and Friday (+154,000 - 915,000 vs. 761,000). In addition, "GMA's" Friday victory represented its largest single-day lead over "Today" in nearly 4 years – since 9/11/17, based on regular telecasts.

"GMA" was up week to week in Adults 25-54 (+4% - 867,000 vs. 837,000) and Adults 18-49 (+6% - 603,000 vs. 569,000).

Season to date, **“GMA”** (3.451 million) is ranking as the **No. 1 morning newscast in Total Viewers for the 9th year in a row**. In fact, **“GMA”- is substantially increasing its advantage over “Today”** (3.313 million) **from the same point last season (+70% - 138,000 vs. 81,000) to its largest in 4 years—** since the 2016-17 season.

In addition, **“GMA” is cutting its season margin with “Today” in Adults 25-54 (-10% - 90,000 vs. 100,000) to its closest performance in 6 years—** since the 2014-15 season.

During the week, **“GMA”** (3.289 million, 867,000 and 603,000, respectively) **defeated “CBS This Morning”** (2.552 million, 521,000 and 406,000, respectively) **in Total Viewers (+737,000), Adults 25-54 (+346,000) and Adults 18-49 (+197,000).**

NOTE: On Memorial Day (5/31/21), all three programs were coded specials, and each telecast is excluded from the averages. ABC’s, CBS’ and NBC’s weekly averages are based on four days (Tue-Fri).

“GMA3: What You Need to Know”

ABC’s **“GMA3: What You Need to Know”** averaged **1.416 million Total Viewers, 227,000 Women 25-54 and 156,000 Women 18-49**, during the week of May 31, 2021, based on Live + Same Day Data from Nielsen Media Research.

“GMA3: What You Need to Know” was up over the previous week in **Women 25-54 (+10% - 227,000 vs. 207,000).**

NOTE: On Memorial Day (5/31/21), **“GMA3: What You Need to Know”** was retitled to **“GMA3: What You Need 2Know-5/31.”** The telecast is excluded from the weekly and season averages. **“GMA3”**’s weekly averages are based on 4 days (Mon-Thurs).

MORNING NEWS (Week of May 31, 2021):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	3,289,000	0.7/11; 867,000	0.5/10; 603,000	2.3/13
TODAY	3,108,000	0.7/11; 842,000	0.5/10; 597,000	2.2/12
CBS THIS MORNING	2,552,000	0.4/ 7; 521,000	0.3/ 7; 406,000	1.8/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 5/31/21), Previous Week (w/o 5/24/21) and Year-Ago Week (w/o 6/1/20). Most Current: 2020 -2021 Season (9/21/20 – 6/6/21) and Most Current: 2019 -2020 Season (9/23/19 – 6/7/20). **“GMA3”** year-ago time-slot (**“GMA3: Strahan, Sara & Keke”/“Pandemic-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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