



Nov. 23, 2021

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

For the week of Nov. 15, 2021

'Good Morning America' Is the No. 1 Morning Show in Total Viewers for the Week of Nov. 15, Increasing Its Lead From the Previous Week by 41%

'GMA' Cuts Its Margins From the Previous Week With 'Today' in Adults 25-54 (-25%) and Adults 18-49 (-25%)

'GMA' Narrows Its Year-to-Year Gaps With 'Today' in Adults 25-54 (-64%) and Adults 18-49 (-39%)

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

"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (3.393 million) for the week of Nov. 15, 2021, based on Live + Same Day Data from Nielsen Media Research. "GMA" outperformed "Today" (3.260 million) by 133,000, increasing its lead from the previous week by 41% (vs. 94,000).

"GMA" cut its margins from the previous week with "Today" in Adults 25-54 (-25% - 65,000 vs. 87,000) and Adults 18-49 (-25%- 86,000 vs. 114,000).

"GMA" narrowed its year-to-year gaps with "Today" in Adults 25-54 (-64% - 65,000 vs. 183,000) and Adults 18-49 (-39%- 86,000 vs. 140,000).

Season to date, "GMA" (3.313 million) is ranking as the No. 1 morning newscast in Total Viewers for the 10th year in a row, leading NBC's "Today" (3.208 million) by 105,000. In addition, "GMA" is cutting its season margin with "Today" in Adults 25-54 (-4% - 96,000 vs. 100,000).

During the week, "GMA" (3.393 million, 805,000 and 556,000, respectively) beat "CBS Mornings" (2.614 million, 553,000 and 385,000, respectively) in Total Viewers (+779,000), Adults 25-54 (+252,000) and Adults 18-49 (+171,000).

MORNING NEWS (Week of Nov. 15, 2021):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	3,393,000	0.7/10; 805,000	0.4/10; 556,000	2.4/13
TODAY	3,260,000	0.8/11; 870,000	0.5/11; 642,000	2.2/12
CBS MORNINGS	2,614,000	0.5/ 7; 553,000	0.3/ 7; 385,000	1.8/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 11/15/21), Previous Week (w/o 11/8/21) and Year-Ago Week (w/o 11/16/20). Most Current: 2021 -2022 Season (9/20 – 11/21/21) and 2020

-2021 Season (9/21 – 11/22/20). 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. EST) on ABC. Simone Swink is the executive producer.

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ABC News Media Relations

Elizabeth Hecht

elizabeth.g.hecht@abc.com

Pons Rongavilla

ponciano.rongavilla@abc.com

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