



Jan. 25, 2022

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

For the week of Jan. 17, 2022

'Good Morning America' Is the No. 1 Morning Show in Total Viewers for the Week of Jan. 17, Increasing Its Lead From the Previous Week by 8%

'GMA' Posts Week-to-Week Gains in Adults 25-54 and Adults 18-49, Hitting Season-Highs in Both Measures and Turning in Its Best Adults 25-54 Performance in Over 4 Months and Strongest Adults 18-49 Number in 10 Months

'GMA' Is No. 1 on Friday in Adults 25-54, Its Top Adults 25-54 Telecast in 8 Months

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 (3.436 million) for the week of Jan. 17, 2022, based on Live + Same Day Data from Nielsen Media Research. "GMA" beat "Today" (3.331 million) by 105,000, increasing its lead from the previous week by 8% (vs. 97,000).

"GMA" posted week-to-week gains in Adults 25-54 (+9% - 888,000 vs. 816,000) and Adults 18-49 (+8% - 603,000 vs. 560,000), hitting season highs in both measures. In fact, "GMA" turned in its best Adults 25-54 performance in over 4 months and strongest Adults 18-49 number in 10 months – since weeks of 8/30/21 and 3/8/21, respectively.

"GMA" narrowed its margins from the previous week with "Today" in Adults 25-54 (-27% - 77,000 vs. 105,000) and Adults 18-49 (-14%- 81,000 vs. 94,000).

"GMA" ranked No. 1 on Friday in Adults 25-54, leading NBC's "Today" by 122,000 (976,000 vs. 854,000 on 1/21/22). In addition, the Friday airing stood as GMA's top Adults 25-54 telecast in 8 months – since 5/13/21.

Season to date, "GMA" (3.349 million) is ranking as the No. 1 morning newscast in Total Viewers for the 10th year in a row, leading NBC's "Today" (3.246 million) by 103,000.

In addition, "GMA" is cutting its season margin with "Today" in Adults 25-54 (-1% - 87,000 vs. 88,000) to its closest performance in 7 years – since the 2014-2015 season.

During the week, "GMA" (3.436 million, 888,000 and 603,000, respectively) defeated "CBS Mornings" (2.551 million, 564,000 and 417,000, respectively) in Total Viewers (+885,000), Adults 25-54 (+324,000) and Adults 18-49 (+186,000).

NOTE: Due to the Martin Luther King holiday (1/17/22), all three programs were coded as specials. The retitled telecasts are excluded from the weekly and season averages. ABC's, CBS' and NBC's weekly averages are based on 4 days (Tuesday-Friday).

MORNING NEWS (Week of Jan. 17, 2022):

<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>			
GOOD MORNING AMERICA	3,436,000	0.7/12;	888,000	0.5/11;	603,000	2.5/14
TODAY	3,331,000	0.8/13;	965,000	0.5/12;	684,000	2.3/13
CBS MORNINGS	2,551,000	0.5/ 7;	564,000	0.3/ 7;	417,000	1.8/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 1/17/22), Previous Week (w/o 1/10/21) and Year-Ago Week (w/o 1/18/21). Most Current: 2021 -2022 Season (9/20/21 – 1/23/22) and 2020 -2021 Season (9/21/20 – 1/24/21). 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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