



Sept. 27, 2022

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

For the Week of Sept. 19, 2022

'GOOD MORNING AMERICA' BEGINS 2022-23 SEASON AS AMERICA'S NO. 1 MORNING NEWSCAST IN TOTAL VIEWERS AND ADULTS 25-54, LEADING PREMIERE WEEK IN KEY ADULT DEMO FOR FIRST TIME IN 8 YEARS

'GMA' Outperforms NBC's 'Today' by Its Largest Opening Week Lead in Total Viewers in 7 Years

'GMA' Posts Week to Week Increases Across the Board, Only Morning Newscast to Grow in All Key Demos

'GMA' Sees Its Best Adults 25-54 Audience in More Than 3 Months



*ABC News**

"Good Morning America" kicked off the 2022-2023 season ranked as America's No. 1 morning newscast in Total Viewers (3.121 million) and Adults 25-54 (751,000) for the week of Sept. 19, 2022, based on Live + Same Day Data from Nielsen Media Research. "GMA" won premiere week in Total Viewers for the 11th consecutive season and led in Adults 25-54 for the first time in 8 years — since the 2012-2013 and 2014-2015 seasons, respectively.

“GMA” outperformed “Today” (2.785 million) by 336,000, substantially increasing its lead from the year-ago premiere week (+425%; vs. 64,000) to its largest opening week lead in 7 years — since premiere week of the 2015-2016 season.

“GMA” posted across-the-board increases week to week: Total Viewers (+4% - 3.121 million vs. 2.991 million), Adults 25-54 (+5% - 751,000 vs. 718,000) and Adults 18-49 (+7% - 518,000 vs. 485,000), standing as the only morning newscast to grow in all key target demos. In addition, “GMA” delivered its strongest Adults 25-54 performance in more than 3 months — since w/o 5/30/22.

During the week, “GMA” (3.121 million, 751,000 and 518,000, respectively) **beat “CBS Mornings” (2.376 million, 501,000 and 341,000, respectively) in Total Viewers (+745,000), Adults 25-54 (+250,000) and Adults 18-49 (+177,000).**

NOTE: On Monday (9/19/22), “Good Morning America” and NBC’s “Today” were preempted and “CBS Mornings” was retitled to “CBS Morn” due to live coverage of the funeral of Queen Elizabeth. The retitled telecast is excluded from the week and season averages. The weekly averages for all three programs are based on four days (Tuesday-Friday).

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. 19, 2022):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	3,121,000	0.6/12; 751,000	0.4/11; 518,000	2.2/13
TODAY	2,785,000	0.6/12; 719,000	0.4/12; 539,000	1.9/12
CBS MORNINGS	2,376,000	0.4/ 8; 501,000	0.3/ 7; 341,000	1.7/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 9/19/22), Previous Week (w/o 9/12/22) and Year-Ago Week (w/o 9/20/21). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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