

April 9, 2021

## Quick Take for Sunday, April 4, 2021 (National Live+3 Day Program Ratings)

### ABC Wins Sunday Among Adults 18-49

#### 'American Idol' Ranks No. 1 in Its 2-Hour Time Slot

#### 'The Rookie' Posts Gains Over Prior Week



ABC/Eric McCandless, ABC/Eric McCandless\*  
Series photos are available at [digeppress.com/abc](https://digeppress.com/abc).

#### ABC Sunday Primetime (7:00-11:00 p.m. – 6.2 million and 0.9/7 in AD18-49):

ABC ranked as Sunday's No. 1 network among Adults 18-49 (0.9/7) in the Live+3 Day ratings, topping runner-up CBS with an all-original lineup by 13% (0.8/6).

- ABC's "American Idol" stood as the No. 1 program in its 2-hour time period with Adults 18-49 (1.0/7), leading its nearest competition in the slot by 11% (CBS' "The Equalizer"/"NCIS: Los Angeles" = 0.9/7).
- ABC's "The Rookie" grew over its week-earlier mid-season premiere in both Total Viewers (+2% - 6.7 million vs. 6.6 million) and Adults 18-49 (+13% - 0.9/7 vs. 0.8/6). The ABC drama won Sunday's 10 p.m. hour with Adults 18-49 by 29% over runner-up CBS' "NCIS: New Orleans" (0.9/7 vs. 0.7/6).

Source: The Nielsen Company, National Live+3 Day Program Ratings, 4/4/21. Beginning 8/31/20, National Program Ratings also include Out of Home (OOH) viewing.

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