



Sept. 21, 2021

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

For the 2020-21 season, 3rd Quarter 2021 and the week of Sept. 13, 2021

'GMA' Wins the 2020-2021 Season, Leading for the 9th Consecutive Year and With Its Largest Lead Over 'Today' in 4 Years

Week of Sept. 13

'GMA' Is the No. 1 Morning Show for the Week of Sept. 13, Turning in Its Largest Lead in 9 Weeks

On Thursday, 'GMA' Ranks No. 1 in Adults 25-54 and Posts Its Largest Single-Day Total Viewer Win Over 'Today' in Over 2 Years

'GMA' Is Up Over the Previous Week in Total Viewers

3rd Quarter 2021

'GMA' Wins the 3rd Quarter 2021 in Total Viewers

'GMA' Wins the 3rd Quarter for the 5th Year in a Row and for the 9th Time in the Last 10 Years, Winning 35 of the Last 37 Quarters, Including the Last 14

2020-2021 Season:

For the 2020-2021 season, "GMA" (3.379 million) ranked as the **No. 1 morning newscast in Total Viewers for the 9th year in a row**. In fact, "GMA" **increased its advantage over "Today"** (3.276 million) **versus last season** (+21% - 103,000 vs. 85,000) **to its largest in 4 years** — since the 2016-2017 season.

In addition, "GMA" is **cutting its season margin with "Today" in Adults 25-54** (-9% - 86,000 vs. 94,000) **to its closest performance in 6 years** — since the 2014-2015 season.

"GMA" (3.379 million, 876,000 and 589,000, respectively) **beat "CBS This Morning"** (2.681 million, 577,000 and 310,000, respectively) **in Total Viewers** (+698,000), **Adults 25-54** (+299,000) **and Adults 18-49** (+179,000) **during the season**.

Week of Sept. 13, 2021:

“Good Morning America” ranked as the No. 1 morning newscast in Total Viewers (3.284 million) for the week of Sept. 13, 2021, based on Live + Same Day Data from Nielsen Media Research. “GMA” outdelivered “Today” (3.087 million) by 197,000, turning in its largest lead in 9 weeks — since w/o 7/12/21.

On Thursday (9/16/21), **“GMA” ranked No. 1 in Adults 25-54, leading NBC’s Today by 112,000 (933,000 vs. 821,000).** In addition, **“GMA” posted its largest single-day Total Viewer win over “Today” (+489,000 – 3.499 million vs. 3.010 million) in over 2 years – since 6/14/19, based on regular telecasts.**

“GMA” was up over the previous week in Total Viewers (+1% - 3.284 million vs. 3.251 million).

During the week, **“GMA” (3.284 million, 825,000 and 556,000, respectively) defeated “CBS This Morning” (2.404 million, 505,000 and 350,000, respectively) in Total Viewers (+880,000), Adults 25-54 (+320,000) and Adults 18-49 (+206,000).**

3rd Quarter 2021:

ABC News’ “Good Morning America” won the 3rd Quarter 2021 in Total Viewers (3.204 million), based on Most Current Data from Nielsen Media Research.

“GMA” won the 3rd quarter for the 5th year in a row and for the 9th time in the last 10 years – since 3Q12, only finishing behind “Today” during its 2016 Summer Olympics-fueled 3Q16. Overall, “GMA” has won 35 of the last 37 quarters, including the last 14.

“GMA” (3.204 million, 800,000 and 539,000, respectively) outperformed “CBS This Morning” (2.496 million, 496,000 and 349,000, respectively) during 3Q21 by 708,000 Total Viewers, by 304,000 Adults 25-54 and by 190,000 Adults 18-49.

MORNING NEWS (2020-2021 Season):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	3,379,000	0.7/11; 876,000	0.5/10; 589,000	2.4/13
TODAY	3,276,000	0.8/12; 962,000	0.5/11; 390,000	2.3/12
CBS THIS MORNING	2,681,000	0.5/ 7; 577,000	0.3/ 7; 410,000	1.9/10

MORNING NEWS (Week of Sept. 13, 2021):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	3,284,000	0.7/11; 825,000	0.4/10; 556,000	2.3/13
TODAY	3,087,000	0.7/12; 859,000	0.5/11; 617,000	2.2/12
CBS THIS MORNING	2,404,000	0.4/ 7; 505,000	0.3/ 6; 350,000	1.7/10

MORNING NEWS (3rd Quarter 2021):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	3,204,000	0.7/11; 800,000	0.4/10; 539,000	2.3/13

TODAY	3,181,000	0.7/12;	880,000	0.5/12;	626,000	2.2/13
CBS THIS MORNING	2,496,000	0.4/ 7;	496,000	0.3/ 7;	349,000	1.8/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 9/13/21), Previous Week (w/o 9/6/21) and Year-Ago Week (w/o 9/14/20). Most Current: 2020 -2021 Season (9/21/20-9/19/21) and 2019-2020 Season (9/23/13-9/20/20). Most Current - 3Q20: 6/28 – 9/19/21. 2Q20: 3/29 – 6/27/21. 3Q20: 6/29 – 9/20/20. 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. EDT) on ABC. Simone Swink is the executive producer.

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