

May 10, 2021

Quick Take for Sunday, May 2, 2021 (National Live+3 Day Program Ratings)

ABC Is Sunday's No. 1 Network for 4th Time in 5 Weeks in Adults 18-49

'American Idol' Ties as Night's No. 1 Program

'The Rookie' Wins Sunday's 10 p.m. Hour



ABC/Eric McCandless, ABC/Scott Everett White*
Series photos are available at digeppress.com/abc.

ABC Sunday Primetime (7:00-11:00 p.m. – 6.4 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). In fact, ABC stood as Sunday's No. 1 network for the 4th time in 5 weeks with Adults 18-49.

"American Idol" (8:00-10:00 p.m. – 7.0 million and 1.0/8 in AD18-49):

On Disney Night, ABC's "American Idol" stood as Sunday's No. 1 program with Adults 18-49 (1.0/8), tying CBS' "The Equalizer."

Returning after the prior week's pre-emption due to "The Oscars®," "American Idol" grew over its most recent telecast by 8% in Total Viewers (7.0 million vs. 6.5 million) and by 11% among Adults 18-49 (1.0/8 vs. 0.9/6).

"The Rookie" (10:00-11:00 p.m. – 6.7 million and 0.9/6 in AD18-49):

ABC's "The Rookie" won Sunday's 10 p.m. hour in Adults 18-49 (0.9/6), leading CBS' "NCIS: New Orleans" by 29% (0.7/5) and NBC's "Good Girls" by 50% (0.6/5). The ABC drama also stood as the most-watched program in the hour (6.7 million).

Returning from the prior week's pre-emption, "The Rookie" built over its last telecast by 5% in Total Viewers (6.7 million vs. 6.4 million) and by 13% with Adults 18-49 (0.9/6 vs. 0.8/6).

Source: The Nielsen Company, National Live+3 Day Program Ratings, 5/2/21. Beginning 8/31/20, National Program Ratings also include Out of Home (OOH) viewing.

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