

Aug. 2, 2022

'GOOD MORNING AMERICA' IS NO. 1 MORNING NEWS SHOW IN ALL KEY DEMOS — TOTAL VIEWERS, ADULTS 25-54 AND ADULTS 18-49; 'GMA' WINS JULY SWEEP IN TOTAL VIEWERS AND ADULTS 25-54

'GMA' Wins in Adults 25-54 for 3rd Week in a Row and for 11th Time in the Last 13 Weeks

For the First Time in 7 Years, 'GMA' Wins July Sweep and Also Scores 11th Consecutive July Victory in Total Viewers

Season to Date, 'GMA' Ranks as the No. 1 Morning News Shows in Total Viewers for the 10th Year in a Row



*ABC News**

Week of July 25, 2022

"Good Morning America" stood as the morning's No. 1 newscast in all key target demos: Total Viewers (2.941 million), Adults 25-54 (642,000) and Adults 18-49 (445,000) for the week of July 25, 2022, based on Live + Same Day Data from Nielsen Media Research. "GMA" won the week in Adults 25-54 for the 3rd week in a row and for the 11th time in the last 13 weeks.

"GMA" outperformed "Today" (2.769 million, 633,000 and 444,000, respectively) by 172,000 Total Viewers, by 9,000 Adults 25-54 and by 1,000 Adults 18-49.

Season to date, "GMA" (3.288 million) is ranking as the No. 1 morning newscast in Total Viewers for the 10th year in a row, nearly doubling its lead over NBC's "Today" (3.068 million) at the same point last season (+88% - 220,000 vs. 117,000) to its largest in 6 years — since the 2015-2016 season.

In addition, **“GMA” is cutting its season margin with “Today” in Adults 25-54 by more than half (-51% - 41,000 vs. 84,000) to its closest performance in 7 years** — since the 2014-2015 season.

During the week, **“GMA” (2.941 million, 642,000 and 445,000, respectively) defeated “CBS Mornings” (2.301 million, 493,000 and 307,000, respectively) in Total Viewers (+640,000), Adults 25-54 (+149,000) and Adults 18-49 (+138,000).**

July 2022 Sweep

ABC News’ **“Good Morning America” won the July 2022 sweep in both Total Viewers (2.949 million) and Adults 25-54 (632,000),** based on Most Current Data from Nielsen Media Research, **representing “GMA”’s first news demo win during the month in 7 years** — since July 2015.

“GMA” led in Total Viewers representing its 11th consecutive July victory and 39th win in the last 41 sweeps overall — since July 2012. **“GMA” outdelivered NBC’s “Today” (2.714 million) by 235,000 during the month, more than tripling its lead from the year-ago sweep (+256%; vs. 66,000) to its largest during a July sweep in 7 years** — since July 2015.

“GMA” (2.949 million, 632,000 and 424,000) defeated “CBS This Morning” (2.277 million, 460,000 and 295,000) during the 2022 July sweep in all key demos: Total Viewers (+672,000 million), Adults 25-54 (+172,000) and Adults 18-49 (+129,000).

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 July 25, 2022):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,941,000	0.5/11; 642,000	0.3/11; 445,000	2.1/13
TODAY	2,769,000	0.5/11; 633,000	0.3/11; 444,000	1.9/12
CBS MORNINGS	2,301,000	0.4/ 9; 493,000	0.2/ 7; 307,000	1.6/10

MORNING NEWS (July 2022 Sweep):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,949,000	0.5/11; 632,000	0.3/10; 424,000	2.1/13
TODAY	2,714,000	0.5/11; 628,000	0.3/11; 443,000	1.9/12
CBS MORNINGS	2,277,000	0.4/ 8; 460,000	0.2/ 7; 295,000	1.6/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 7/25/22), Previous Week (w/o 7/18/22) and Year-Ago Week (w/o 7/26/21). Most Current: 2021 -2022 Season (9/20/21 – 7/31/22) and 2020 -2021 Season (9/21/20 – 8/1/21). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts. Sweeps based on Live+7/Most Current: July 2022 (6/30 – 7/27/22), May 2022 (4/28 – 5/25/22) and July 2021 (7/1-7/28/21). Sweep periods (November, February, May and July). NOTE: Due to the digital transition, the 2009 February sweep was 3/5 – 4/1/09.

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