



May 10, 2022

**\*\*Ratings Report for ABC News' "GMA3: What You Need to Know"**

*For the week of May 2, 2022*

**'GMA3: What You Need to Know' Ranks No. 1 in Total Viewers**

**'GMA3' Makes Gains Week to Week in All Key Target Demos: Total Viewers, Women 25-54 and Women 18-49**

**For the 6<sup>th</sup> Week in a Row, 'GMA3' Posts Gains in Total Viewers From One Year Ago**

**Season to Date, 'GMA3' Leads CBS' 'The Talk' in All Key Target Demos: Total Viewers, Women 25-54 and Women 18-49**

**"GMA3: What You Need to Know" ranked No. 1 in Total Viewers** during the week of May 2, 2022, based on Live + Same Day Data from Nielsen Media Research, **leading both CBS' "The Talk" and NBC's "TODAY Hoda & Jenna."** In addition, **"GMA3" beat CBS' "The Talk" in Women 18-49.**

**"GMA3" posted gains week to week in all key target demos: Total Viewers** (+2% - 1.602 million vs. 1.576 million), **Women 25-54** (+9% - 214,000 vs. 197,000) **and Women 18-49** (+11% - 162,000 vs. 146,000). **"GMA3" delivered its best Women 18-49 performance in 9 weeks** — since w/o 2/28/22.

For the 6<sup>th</sup> week in a row, **"GMA3" posted gains on the year-ago week in Total Viewers** (+8% - 1.602 million vs. 1.482 million).

Season to date, **"GMA3" leads CBS' "The Talk" in all key target demos: Total Viewers, Women 25-54 and Women 18-49.**

NOTE: On Tuesday (05/3/22), NBC's "TODAY with Hoda & Jenna" was retitled to "Tdy Hoda & Jenna" due to NBC's live coverage of President Biden's remarks on the Supreme Court. Due to coverage of the UEFA Championship League on Wednesday (5/4/22), CBS' "The Talk" was preempted. The retitled telecast is excluded from the weekly and season averages. "The Talk"'s weekly averages are based on four days (Monday, Tuesday, Thursday and Friday) and "TODAY with Hoda & Jenna"'s weekly averages are based on four days (Monday, and Wednesday-Friday).

**Week of May 2, 2022:**

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>Women 25-54(000)</u>	<u>Women18-49(000)</u>
"GMA3"	1,602,000	214,000	162,000
"The Talk"	1,572,000	232,000	158,000
"TODAY Hoda & Jenna"	1,473,000	250,000	176,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 5/2/22), Previous Week (w/o 4/25/22) and Year-Ago Week (w/o 5/3/21). Most Current: 2021 -2022 Season (9/20/21 – 5/8/22) and 2020 -2021 Season (9/21/21 – 5/9/21). \*Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

“GMA3: What You Need to Know” is a one-hour program co-anchored by Amy Robach and T.J. Holmes with Dr. Jennifer Ashton as chief medical correspondent, airing weekdays at 1:00 p.m. ET | 12:00 p.m. CT on ABC. Catherine McKenzie is the executive producer.

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