



June 15, 2021

*Ratings Report: ABC News Programming*  
For the week of June 7, 2021

**'GMA' Cuts Its Year-to-Year Margins With 'Today' By Double Digits in Adults 25-54 (-32%)**

**Season to Date, 'GMA' Is No. 1 in Total Viewers for the 9th Consecutive Year, Its Largest Lead Over 'Today' in 4 Years**

**'GMA' Is Cutting Its Margin With 'Today' in Adults 25-54 to Its Closest Performance in 6 Years**

**'GMA3: What You Need to Know'**

**'GMA3' Draws Its Largest Overall Audience in 7 Weeks**



**"Good Morning America" averaged 3.150 million Total Viewers, 815,000 Adults 25-54 and 543,000 Adults 18-49 for the week of June 7, 2021, based on Live + Same Day Data from Nielsen Media Research.**

**"GMA" cut its year-to-year margins with "Today" by double digits in Adults 25-54 (-32% - 51,000 vs. 75,000) and Adults 18-49 (-44%- 62,000 vs. 111,000).**

Season to date, **"GMA" (3.442 million) is ranking as the No. 1 morning newscast in Total Viewers for the 9<sup>th</sup> year in a row.** In fact, **"GMA" is substantially increasing its advantage over "Today" (3.311 million) from the same point last season (+54% - 131,000 vs. 85,000) to its largest in 4 years—since the 2016-17 season.**

In addition, **"GMA" is cutting its season margin with "Today" in Adults 25-54 (-10% - 89,000 vs. 99,000) to its closest performance in 6 years—since the 2014-15 season.**

During the week, **"GMA" (3.150 million, 815,000 and 543,000, respectively) beat "CBS This Morning" (2.600 million, 498,000 and 349,000, respectively) in Total Viewers (+550,000), Adults 25-54 (+317,000) and Adults 18-49 (+194,000).**

**"GMA3: What You Need to Know"**

ABC's "GMA3: What You Need to Know" averaged 1.492 million Total Viewers, 224,000 Women 25-54 and 166,000 Women 18-49, during the week of June 7, 2021, based on Live + Same Day Data from Nielsen Media Research.

"GMA3: What You Need to Know" improved week to week in Total Viewers (+5% - 1.492 million vs. 1.416 million) and Women 18-49 (+6% - 166,000 vs. 156,000), drawing its largest overall audience in 7 weeks – since w/o 4/19/21.

"GMA3: What You Need to Know" was up on the year-ago week in Women 18-49 (+1% - 166,000 vs. 164,000).

#### MORNING NEWS (Week of June 7, 2021):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	3,150,000	0.7/11; 815,000	0.4/10; 543,000	2.3/13
TODAY	3,215,000	0.7/12; 866,000	0.5/11; 605,000	2.2/12
CBS THIS MORNING	2,600,000	0.4/ 7; 498,000	0.3/ 6; 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 6/7/21), Previous Week (w/o 5/31/21) and Year-Ago Week (w/o 6/8/20). Most Current: 2020 -2021 Season (9/21/20 – 6/13/21) and Most Current: 2019 -2020 Season (9/23/19 – 6/14/20). "GMA3" year-ago time-slot ("GMA3: Strahan, Sara & Keke"/"Pandemic-What You Need to Know"). \*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.

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