

Oct. 25, 2022

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

*For the week of Oct. 17, 2022*

**'GOOD MORNING AMERICA' WINS THE WEEK IN TOTAL VIEWERS AND IS THE MOST-WATCHED MORNING NEWSCAST FOR 11TH CONSECUTIVE YEAR**

**'GMA' Grows Lead Over 'Today' in Total Viewers, More Than Tripling Its Margin Year to Year**

**'GMA' Is No. 1 Morning Newscast in Total Viewers and Adults 25-54 Season to Date**



*\*ABC News/Good Morning America*

**"Good Morning America" finished as America's No. 1 morning newscast in Total Viewers** (3.051 million) during the week of Oct. 17, 2022, based on Live + Same Day Data from Nielsen Media Research.

**"GMA" beat "Today" (2.841 million) by 210,000 Total Viewers increasing its lead over the NBC program from week to week by 2% (vs. 205,000) and more than tripling its margin year to year (+239%; vs. 62,000).**

**"GMA" improved on the previous week in Total Viewers (+2% - 3.051 million vs. 2.980 million).**

**"GMA" slashed its year-to-year margins with "Today" in Adults 25-54 (-94% - 7,000 vs. 123,000) and Adults 18-49 (-60% - 45,000 vs. 113,000).**

Season to date, **"GMA" (3.112 million) is ranking as the No. 1 morning newscast in Total Viewers for the 11th consecutive year. "GMA" is leading NBC's "Today" (2.825 million) by 287,000, nearly tripling its lead from the same point last season (+187%; vs. 100,000) to its largest in 7 years — since the 2015-2016 season.**

In addition, “GMA” (727,000) is ranking No. 1 in Adults 25-54 season to date, beating “Today” (719,000) in the key Adult news demo (+8,000) for the first time in 8 years — since the 2014-2015 season.

During the week, “GMA” (3.051 million, 697,000 and 466,000, respectively) beat “CBS Mornings” (2.432 million, 535,000 and 376,000, respectively) in Total Viewers (+619,000), Adults 25-54 (+162,000) and Adults 18-49 (+90,000).

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 Oct. 17, 2022):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	3,051,000	0.6/9; 697,000	0.4/10; 466,000	2.1/13
TODAY	2,841,000	0.6/11; 704,000	0.4/11; 511,000	2.0/12
CBS MORNINGS	2,432,000	0.4/11; 535,000	0.3/ 8; 376,000	1.7/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 10/17/22), Previous Week (w/o 10/10/22) and Year-Ago Week (w/o 10/18/21). Most Current Data Stream: Season 2022-2023 (9/19 – 10/23/22), Season 2021-2022 (9/20 – 10/24/21). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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