



Aug. 16, 2022

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

For the week of Aug. 8, 2022

'Good Morning America' Is America's Top Morning Show in Total Viewers, Adults 25-54 and Adults 18-49

'GMA' Wins Adults 25-54 for the 5th Week in a Row and for the 13th Time in the Last 15 Weeks

'GMA' Increases Its Lead Over 'Today' From the Previous Week to Its Largest in 10 Weeks in Total Viewers and Its Biggest in 8 Weeks in Adults 25-54

'GMA' Posts Gains Week to Week in Total Viewers, Adults 25-54 and Adults 18-49

'GMA' Sees Best Numbers in Total Viewers and Adults 25-54 Since June and Strongest Adults 18-49 Performance Since May

'GMA' Stands as the Only Morning News Show to Grow in Any Measure Year to Year

"Good Morning America" ranked as the morning's No. 1 newscast in Total Viewers (3.139 million), Adults 25-54 (707,000) and Adults 18-49 (500,000) for the week of Aug. 8, 2022, based on Live + Same Day Data from Nielsen Media Research. "GMA" won in Adults 25-54 for the 5th week in a row and for the 13th time in the last 15 weeks.

"GMA" outdelivered "Today" (2.670 million, 639,000 and 450,000, respectively) by 469,000 Total Viewers, by 68,000 Adults 25-54 and by 50,000 Adults 18-49. In fact, "GMA" increased its lead on the NBC program from the previous week to its largest in 10 weeks in Total Viewers (+68%; vs. 280,000) and its biggest in 8 weeks in Adults 25-54 (+3300%; vs. 2,000) — since weeks of 5/30/22 and 6/13/22, respectively.

"GMA" posted across-the-board gains week to week: Total Viewers (+6% - 3.139 million vs. 2.962 million), Adults 25-54 (+12% - 707,000 vs. 633,000) and Adults 18-49 (+20% - 500,000 vs. 416,000). "GMA" saw its best numbers in Total Viewers and Adults 25-54 since June and strongest Adults 18-49 performance since May — since weeks of 6/6/22, 6/13/22 and 5/30/22, respectively.

"GMA" was up over the year-ago week in Total Viewers (+3% - 3.139 million vs. 3.037 million) and Adults 18-49 (+2% - 500,000 vs. 492,000), standing as the only morning newscast to grow in any key measure year to year.

Season to date, “GMA” (3.277 million) is ranking as the No. 1 morning newscast in Total Viewers for the 10th year in a row, more than doubling its lead over NBC’s “Today” (3.050 million) at the same point last season (+118% - 227,000 vs. 104,000) to its largest in 7 years — since the 2014-2015 season.

In addition, “GMA” is cutting its season margin with “Today” in Adults 25-54 by more than half (-57% - 37,000 vs. 87,000) to its closest performance in 7 years — since the 2014-2015 season.

During the week, “GMA” (3.139 million, 707,000 and 500,000, respectively) defeated “CBS Mornings” (2.283 million, 457,000 and 318,000, respectively) in Total Viewers (+856,000), Adults 25-54 (+250,000) and Adults 18-49 (+182,000).

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 Aug. 8, 2022):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	3,139,000	0.6/12; 707,000	0.4/11; 500,000	2.2/13
TODAY	2,670,000	0.5/11; 639,000	0.3/10; 450,000	1.9/11
CBS MORNINGS	2,283,000	0.4/ 8; 457,000	0.2/ 7; 318,000	1.6/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 8/8/22), Previous Week (w/o 8/1/22) and Year-Ago Week (w/o 8/8/21). Most Current: 2021 -2022 Season (9/20/21 – 8/14/22) and 2020 -2021 Season (9/21/20 – 8/15/21). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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ABC News Media Relations

Denise Horn

denise.horn@abc.com

Pons Rongavilla

ponciano.rongavilla@abc.com

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