

Dec. 20, 2022

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

For the week of Dec. 12, 2022

'GOOD MORNING AMERICA' IS THE NO. 1 MORNING NEWSCAST IN TOTAL VIEWERS, INCREASING ITS LEAD FROM THE PREVIOUS WEEK BY 7%

'GMA' Grows in Total Viewers, Adults 25-54, and Adults 18-49 From the Previous Week, Drawing Its Largest Overall Audience in Over 9 Months

'GMA' Narrows Gap With 'Today' From the Previous Week and Year-Ago Week in Adults 25-54 and Adults 18-49

Season to Date, 'GMA' Ranks as the No. 1 Morning Newscast in Total Viewers for the 11th Consecutive Year, Tripling Its Lead Over 'Today' from the Same Point Last Season



*ABC News/Good Morning America**

"Good Morning America" stood as the morning's No. 1 newscast in Total Viewers (3.424 million) during the week of Dec. 12, 2022, based on Live + Same Day Data from Nielsen Media Research. "GMA" outdelivered NBC's "Today" (3.048 million) by 376,000, increasing its lead from the previous week by 7% (vs. 353,000) and the same week last year by 30% (vs. 290,000).

"GMA" grew from the previous week in Total Viewers (+2% - 3.424 million vs. 3.343 million), Adults 25-54 (+5% - 761,000 vs. 728,000) and Adults 18-49 (+5% - 521,000 vs. 495,000), drawing its largest overall audience in over 9 months — since w/o 3/28/22.

"GMA" cut its gaps with "Today" from the previous week in Adults 25-54 (-82% - 7,000 vs. 39,000) and Adults 18-49 (-66% - 20,000 vs. 59,000).

“GMA” narrowed its year-to-year margins with “Today” in Adults 25-54 (-81% - 7,000 vs. 37,000) and Adults 18-49 (-67% - 20,000 vs. 61,000).

Season to date, **“GMA” (3.211 million) is ranking as the No. 1 morning newscast in Total Viewers for the 11th consecutive year. “GMA” is leading “Today” (2.960 million) by 251,000, more than tripling its lead from the same point last season (+222%; vs. 78,000) to its largest in 7 years — since the 2015-2016 season.**

In addition, **“GMA” is slashing its season margin with “Today” in Adults 25-54 versus the same point last season (-82% - 18,000 vs. 118,000) to its closest performance in 8 years — since the 2014-2015 season.**

During the week, **“GMA” (3.424 million, 761,000 and 521,000, respectively) defeated “CBS Mornings” (2.553 million, 547,000 and 389,000, respectively) in Total Viewers (+871,000), Adults 25-54 (+214,000) and Adults 18-49 (+132,000).**

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. EST) on ABC. Simone Swink is the executive producer.

MORNING NEWS (Week of Dec. 12, 2022):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	3,424,000	0.6/12; 761,000	0.4/11; 521,000	2.3/14
TODAY	3,048,000	0.6/12; 768,000	0.4/11; 541,000	2.1/13
CBS MORNINGS	2,553,000	0.5/8; 547,000	0.3/ 8; 389,000	1.7/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 12/12/22), Previous Week (w/o 12/5/22) and Year-Ago Week (w/o 12/13/21). Most Current Data Stream: Season 2022-2023 (9/19 – 12/18/22), Season 2021-2022 (9/20 – 12/19/21). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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