



Oct. 26, 2021

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

*For the week of Oct. 18, 2021*

**'Good Morning America' Is the No. 1 Morning Show in Total Viewers for the Week of Oct. 18**

**'GMA' Grows From the Previous Week in Adults 25-54 and Adults 18-49**

**'GMA' Narrows Its Adults 18-49 Margins With 'Today' Both Week-to-Week (-12%) and Year-to-Year (-20%)**

**Season to Date, 'GMA' Ranks No. 1 in Total Viewers for the 10<sup>th</sup> Year in a Row**

**"Good Morning America" stood as the No. 1 morning newscast in Total Viewers (3.238 million) for the week of Oct. 18, 2021, based on Live + Same Day Data from Nielsen Media Research.**

**"GMA" turned in gains from the previous week in Adults 25-54 (+4% - 798,000 vs. 764,000) and Adults 18-49 (+10% - 540,000 vs. 493,000).**

**"GMA" narrowed its Adults 18-49 margins with "Today," both week to week (-12% - 113,000 vs. 128,000) and year to year (-20%- 113,000 vs. 142,000).**

**Season to date, "GMA" (3.278 million) is ranking as No. 1 morning newscast in Total Viewers for the 10<sup>th</sup> year in a row, leading NBC's "Today" (3.178 million) by 100,000.**

**During the week, "GMA" (3.238 million, 798,000 and 540,000, respectively) beat "CBS Mornings" (2.515 million, 533,000 and 388,000, respectively) in Total Viewers (+723,000), Adults 25-54 (+265,000) and Adults 18-49 (+152,000).**

NOTE: On Monday (10/18/21), "CBS Mornings" was retitled to "CBS Morn" due to a CBS News special report on the death of Colin Powell. The retitled telecast is excluded from the weekly and season averages. CBS' weekly averages are based on four days (Tue-Fri).

**MORNING NEWS (Week of Oct. 18, 2021):**

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	3,238,000	0.7/11; 798,000	0.4/ 10; 540,000	2.3/13
TODAY	3,176,000	0.8/12; 921,000	0.5/12; 653,000	2.2/12
CBS MORNINGS	2,515,000	0.4/ 7; 533,000	0.3/ 7; 388,000	1.7/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 10/18/21), Previous Week (w/o 10/11/21) and Year-Ago Week (w/o 10/19/20). Most Current: 2021 -2022 Season (9/20 – 10/24/21) and 2020 -2021 Season (9/21 – 10/25/20). 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. Simone Swink is the executive producer.

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