

April 12, 2021

Quick Take for Wednesday, April 7, 2021 (National Live+3 Day Program Ratings)

'Home Economics' Scores Best Lead-in Retention of Any New Comedy Debut This Season

George Segal's Final Episode of 'The Goldbergs' Builds Week to Week

'The Conners' Matches Its Top-Rated Telecast Since January in Adults 18-49



ABC, ABC/Temma Hankin, ABC/Eric McCandless*
Series photos are available at digeppress.com/abc.

"The Goldbergs" (8:00-8:30 p.m. – 4.0 million and 0.8/6 in AD18-49):

The final episode of ABC's "The Goldbergs" featuring George Segal grew over the prior week's episode by 5% in Total Viewers (4.0 million vs. 3.8 million) and by 14% among Adults 18-49 (0.8/6 vs. 0.7/5).

"Home Economics" (8:30-9:00 p.m. – 4.1 million and 0.8/5 in AD18-49):

At 8:30 p.m., the series debut of ABC's "Home Economics" grew over its "The Goldbergs" lead-in by 3% in Total Viewers (4.1 million vs. 4.0 million) and held 100% among Adults 18-49 (0.8/5) despite airing opposite the second half-hours of Fox's "The Masked Singer" and NBC's "Chicago Med." In fact, "Home Economics" delivered the best lead-in retention in Adults 18-49 (100%) of any new comedy debut on any network so far this season and marked the only new comedy to build over its lead-in in Total Viewers (+3%).

"The Conners" (9:00-9:30 p.m. – 4.7 million and 1.0/7 in AD18-49):

ABC's "The Conners" soared week to week by 25% among Adults 18-49 (1.0/7 vs. 0.8/5) to match its highest-rated telecast since January – since 1/20/21.

"The Conners-SP 4/7" (9:30-10:00 p.m. – 4.8 million and 1.0/7 in AD18-49):

A special episode of "The Conners" at 9:30 p.m. grew over its earlier telecast in Total Viewers (+2% - 4.8 million vs. 4.7 million) and held even among Adults 18-49 (1.0/7).

Source: The Nielsen Company, National Live+3 Day Program Ratings, 4/7/21. Beginning 8/31/20, National Program Ratings also include Out of Home (OOH) viewing.

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