



June 28, 2022

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

*For the week Second Quarter 2022 and week of June 20, 2022*

**ABC News' 'Good Morning America' Ranks as No. 1 Morning Show for the 2<sup>nd</sup> Quarter 2022 in Total Viewers and Adults 25-54, Leads in News Demo for First time in 7 Years**

**'GMA' Marks Its 10<sup>th</sup> Consecutive 2<sup>nd</sup> Quarter Victory in Total Viewers**

**'GMA' Stands as the No. 1 Morning Newscast in Total Viewers, Adults 25-54 and Adults 18-49 for 5 Weeks in a Row for the First Time in More than 7 ½ Years**

**'GMA' Posts Its 8<sup>th</sup> Straight Win in Adults 25-54, Representing Its Longest Run at No. 1 in More Than 7 Years**

**2<sup>nd</sup> Quarter 2022**

**ABC News' "Good Morning America" ranked No. 1 for the 2<sup>nd</sup> quarter 2022 in Total Viewers (3.271 million) and Adults 25-54 (759,000), based on Most Current Data from Nielsen Media Research. "GMA" won a quarter in the key Adult news demo for the first time in nearly 7 years and a 2<sup>nd</sup> quarter for the first time in 7 years – since 3Q15 and 2Q15, respectively.**

In addition, "GMA"'s marked its 10<sup>th</sup> consecutive 2<sup>nd</sup> quarter victory in Total Viewers – since 2Q13. Overall, "GMA" has won 38 of the last 40 quarters in Total Viewers – since 3Q12, finishing behind NBC's "Today's" Summer Olympics-fueled 3Q16 and Winter Olympics-boosted 1Q18.

**"GMA" defeated NBC's "Today" (2.917 million) by +354,000 Total Viewers. "GMA" increased its lead over NBC from the previous quarter by 69% (vs. 210,000 for 1Q22) to its largest in nearly 7 years – since 3Q15. In addition, "GMA" more than quadrupled its margin over "Today" compared to the year-ago quarter (+302% - 354,000 vs. 88,000 for 2Q21) to its largest during a 2<sup>nd</sup> quarter in 7 years – since 2Q15.**

**"GMA" (3.271 million, 759,000 and 516,000, respectively) beat "CBS This Morning" (2.434 million, 526,000 and 357,000, respectively) during 2Q22 in Total Viewers (+837,000), Adults 25-54 (+233,000) and Adults 18-49 (+159,000).**

**Week of June 20, 2022**

**"Good Morning America" stood as the No. 1 morning newscast in Total Viewers (2.908), Adults 25-54 (668,000) and Adults 18-49 (443,000) for the week of June 20, 2022, based on Live + Same Day Data from Nielsen Media Research. "GMA" won in all three measures for 5 weeks in a row for the first time in more than 7 1/2 years – since weeks of 10/20/14 through 11/17/14.**

**"GMA" posted its 8<sup>th</sup> straight win in Adults 25-54, representing its longest run at No. 1 in more than 7 years – since weeks of 2/23/15 through 4/13/15.**

**“GMA” outperformed “Today” (2.621 million, 625,000 and 403,000, respectively) by 287,000 Total Viewers, by 43,000 Adults 25-54 and by 40,000 Adults 18-49.**

**Season to date, “GMA” (3.329 million) is ranking as the No. 1 morning newscast in Total Viewers for the 10<sup>th</sup> year in a row, widening its lead over NBC’s “Today” (3.114 million) at the same point last season (+69% - 215,000 vs. 127,000) to its largest in 6 years – since the 2015-2016 season.**

**In addition, “GMA” is cutting its season margin with “Today” in Adults 25-54 nearly in half (-47% - 46,000 vs. 87,000) to its closest performance in 7 years – since the 2014-2015 season.**

**During the week, “GMA” (2.908 million, 668,000 and 443,000, respectively) beat “CBS Mornings” (2.297 million, 506,000 and 342,000, respectively) in Total Viewers (+611,000), Adults 25-54 (+162,000) and Adults 18-49 (+101,000).**

NOTE: On Monday (6/20/22), “Today” was retitled to “Today Show – TS.” On Thursday (6/23/22), “Today” was also retitled to “Today Show - TS” due to live coverage of the Supreme Court Decision on the gun law. On Friday (6/24/22), “Good Morning America” was retitled to “GMA-ABC,” CBS’ “CBS Mornings” was retitled to “CBS Morn,” and NBC’s “Today” was retitled to “Today-TS” due to live coverage of the Supreme Court’s ruling on abortion. The retitled telecast is excluded from the weekly and season averages. ABC’s and CBS’ weekly averages are based on four days (Monday-Thursday), and NBC’s weekly averages are based on two days (Tuesday and Wednesday).

**MORNING NEWS (2<sup>nd</sup> Quarter, 2022):**

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	3,271,000	0.6/11; 759,000	0.4/10; 516,000	2.3/13
TODAY	2,917,000	0.6/11; 749,000	0.4/11; 540,000	2.0/12
CBS MORNINGS	2,434,000	0.4/ 8; 526,000	0.3/ 7; 357,000	1.7/10

**MORNING NEWS (Week of June 20, 2022):**

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,908,000	0.5/11; 668,000	0.3/10; 443,000	2.1/13
TODAY	2,621,000	0.5/11; 625,000	0.3/ 9; 403,000	1.9/12
CBS MORNINGS	2,297,000	0.4/ 9; 506,000	0.3/ 8; 342,000	1.6/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 6/20/22), Previous Week (w/o 6/13/22) and Year-Ago Week (w/o 6/21/21). Most Current: 2021 -2022 Season (9/20/21 – 6/26/22) and 2020 -2021 Season (9/21/20 – 6/27/21). Live+7/Most Current - 2Q22: 3/28 – 6/26/22, - 2Q21: 3/29 – 6/27/21 and 1Q22: 12/27/21 – 3/27/22. 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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