

Good Morning Britain achieved its highest-ever share of viewing yesterday (1 March), with a record 28.5% share.

Published Tue 02 Mar 2021



[Daytime](#), [Corporate](#)

Good Morning Britain achieves highest ever share of viewing since launch with a record 28.5% share

Plus live morning shows achieve highest share so far this year up 40 % on same day last year

Good Morning Britain achieved its highest-ever share of viewing yesterday (Monday 1 March), with a record 28.5% share.

Monday's show, presented by Piers Morgan and Susanna Reid, peaked (at 6.40am), with a 32.3% share, while total viewers peaked (at 8.40am) with 1.65 million.

Yesterday's show, which featured interviews with former Prime Minister Gordon Brown, Vaccines Minister Nadhim Zahawi and tributes to late Coronation Street star Johnny Briggs, was up on the equivalent day last year by +6.4 share points. The programme was also up +27% in total viewers, with an average of 1.0 million tuning in from 6am-9am - the tenth highest volume figure ever.

Yesterday's success was mirrored across the morning, with GMB, Lorraine, This Morning and Loose Women cumulatively attracting the highest share across the morning so far this year.

Between 6am and 1.30pm, ITV averaged a 24.2% share, which was up +4.2 share points and a 40% increase on the equivalent day last year. With 1.16million average viewers during this period, this marked ITV daytime's 7th highest volume in history.

Lorraine garnered its third highest share and 7th highest volume this year with a 23.8% share and 1.2million total viewers. This was up +3.9 share points and marked a +51% increase in volume YoY.

This Morning also scored its 3rd highest share of this year, with a 25.6% share and 1.3m viewers. This was an increase of +4.7 share points and +49% in volume YoY.

Rounding out the morning, Loose Women received its 4th highest share of the year with a 16.0% share and almost 1.2million viewers. This was up +1.5 share points and an increase of + 45% in volume YoY.

Must credit: Good Morning Britain, Lorraine, This Morning and Loose Women: weekdays on ITV from 6am and catch up on ITV Hub.

Press Contacts

jo.farrelly@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>