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Abbott Elementary
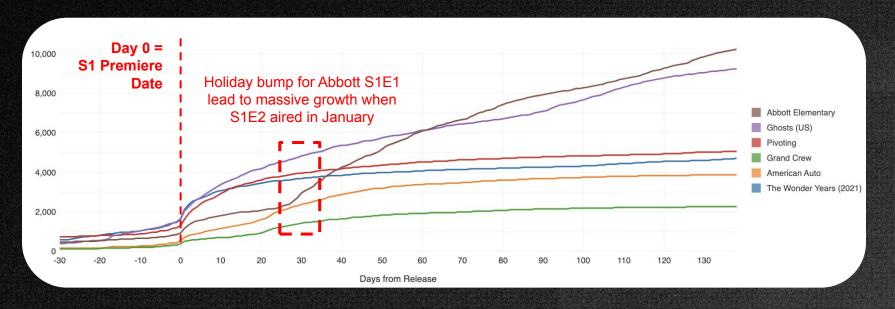S1 Performance Insights
Ahead of S2 Debut

August 2022

Abbott Elementary

Key Metrics

Abbott Elementary Strongest growth among new network comedies

At present, the following for *Abbott Elementary* is pacing ahead of other broadcast sitcoms coming out of their first season. Interestingly, upon its premiere, *Abbott Elementary*'s intent to view was behind *Ghosts*, *The Wonder Years*, and *Pivoting*. However, when Episode 2 premiered a month later, *Abbott Elementary* had a surge in Followers and is now outpacing others in the set.

Day 0 = S1 Premiere Date

Holiday bump for Abbott S1E1 lead to massive growth when S1E2 aired in January

In-App Followers

Days from Release

Legend:
- Abbott Elementary
- Ghosts (US)
- Pivoting
- Grand Crew
- American Auto
- The Wonder Years (2021)

*Growth over time represents demand/intent to view. As of Aug.1, 2022. TV Time US Balanced Panel. Days from Release (Day 0).

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Abbott Elementary Top anticipated returning network show

When looking at growth in interest/intent to view across titles with an upcoming returning season debut, we see very strong anticipation for *Abbott Elementary*.

Among all returning TV series slated for Fall 2022, *Abbott* **is the only network show** to make the top 10 most anticipated.

	SHOW	NETWORK	UPCOMING SEASON RELEASE DATE
1	Yellowstone (2018)	Paramount+	2022-11-13
2	The Handmaid's Tale	Hulu	2022-09-14
3	Locke & Key	Netflix	2022-08-10
4	Never Have I Ever	Netflix	2022-08-12
5	Cobra Kai	Netflix	2022-09-09
6	Star Wars: The Bad Batch	Disney+	2022-09-28
7	Abbott Elementary	ABC (US)	2022-09-21
8	Reservation Dogs	Hulu	2022-08-03
9	See	Apple TV+	2022-08-26
10	One of Us Is Lying	Peacock	2022-10-20

Abbott is firmly the **most anticipated returning network show** this Fall, having grown at twice the rate as CBS hit *Ghosts*.

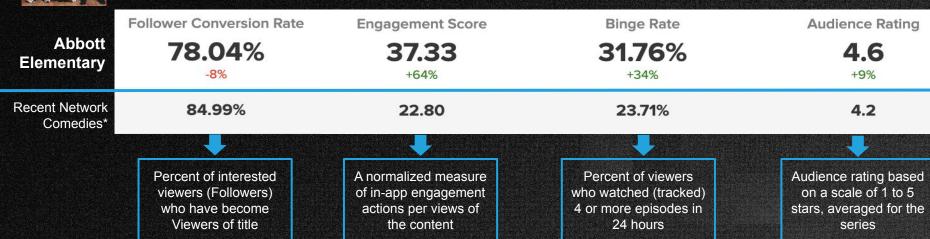|	SHOW	NETWORK	UPCOMING SEASON RELEASE DATE	Between Seasons NEW FOLLOWERS ▼	NEW FOLLOWER GROWTH %
1	Abbott Elementary	ABC (US)	2022-09-21	2,488	30.83%
2	Ghosts (US)	CBS	2022-09-29	1,274	15.06%
3	La Brea	NBC	2022-09-27	1,208	15.67%
4	The Cleaning Lady (US)	FOX	2022-09-19	795	16.22%
5	CSI: Vegas	CBS	2022-09-29	720	13.99%

*Followers represent demand/intent to view; A follower is a TV Time user who has added a title to his/her watch list. As of Aug.1, 2022. TV Time US Balanced Panel.

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Abbott Elementary Greatest engagement among new comedies
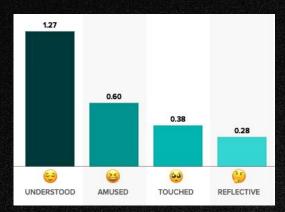
After respective debut seasons, *Abbott Elementary* ranks #1 among this competitive set in Engagement Score.

TITLE	ORIGINATING NETWORK	ENGAGEMENT SCORE
Abbott Elementary	ABC (US)	37.33
Grand Crew	NBC	26.87
Ghosts (US)	CBS	26.74
The Wonder Years (2021)	ABC (US)	25.83
Pivoting	FOX	24.87
American Auto	NBC	22.07

Engagement Score, US Balanced Panel, as of Aug. 2, 2022

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Abbott Elementary

Engagement

Abbott Elementary **Emotions**

◀ *Understood, Amused, Touched* and *Reflective* over-index for the show overall.
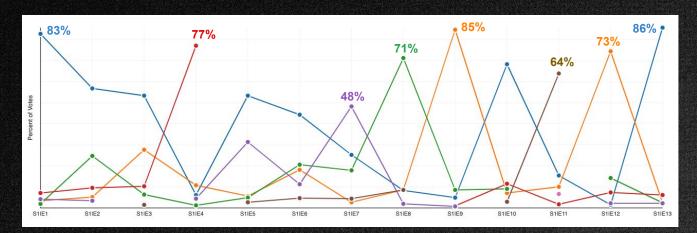
Episodically, we see that viewers are heavily *amused* by the show, with Ep 11 being a real stand-out. In addition, the final batch of S1 episodes were more emotionally touching to viewers, perhaps reflecting a deepening resonance with the characters and storylines. ▶
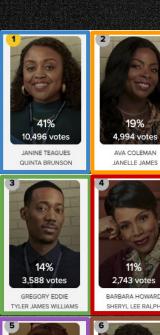
	AMUSED	TOUCHED	REFLECTIVE	UNDERSTOOD
S1 | E1	0.64	0.45	0.09	2.46
S1 | E2	0.79	-0.04	0.05	1.46
S1 | E3	0.71	0.22	1.10	2.51
S1 | E4	0.82	-0.22	0.53	1.95
S1 | E5	0.83	-0.27	-0.32	2.20
S1 | E6	0.81	-0.34	2.00	2.57
S1 | E7	0.70	0.04	-1.00	1.55
S1 | E8	0.60	0.54	1.49	0.72
S1 | E9	0.52	0.89	-0.09	0.89
S1 | E10	0.18	1.33	-0.45	0.88
S1 | E11	0.93	-0.71	0.00	0.30
S1 | E12	0.43	0.56	0.09	-1.00
S1 | E13	0.12	1.59	0.32	0.34

Understood, Amused, Touched and Reflective emotions indexed against all comedies. US Balanced Panel, August 2, 2022.

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Abbott Elementary **Characters**

Janine is the favorite character overall with 41% of the total votes. Early in the season she was consistently the top character, earning the majority of the votes for most episodes. Around Episode 7 we see others begin to emerge as favorite characters like Melissa, Gregory and Ava. Ava is the only character other than Janine to accumulate more than 80% of the votes in a single episode, earning her season high of 85% in Episode 9. Janine then finished the season out strong in the last episode with 86% of votes. **Trending these fan favorite votes over the season's run helps us understand how the characters are resonating with the audience and what storylines they care most about.**

1 41% 10,496 votes
JANINE TEAGUES
QUINTA BRUNSON

2 19% 4,994 votes
AVA COLEMAN
JANELLE JAMES

3 14% 3,588 votes
GREGORY EDDIE
TYLER JAMES WILLIAMS

4 11% 2,743 votes
BARBARA HOWARD
SHERYL LEE RALPH

5 8% 2,156 votes
MELISSA SCHEMMENTI
LISA ANN WALTER

6 6% 1,625 votes
JACOB HILL
CHRIS PERFETTI

Percent of Votes — character votes by episode across S1IE1 to S1IE13. Labeled peaks: 83%, 77%, 71%, 48%, 85%, 64%, 73%, 86%.

Character votes by episode and overall Season 1. US Balance Panel, August 2, 2022.

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Abbott Elementary

Comment Analysis
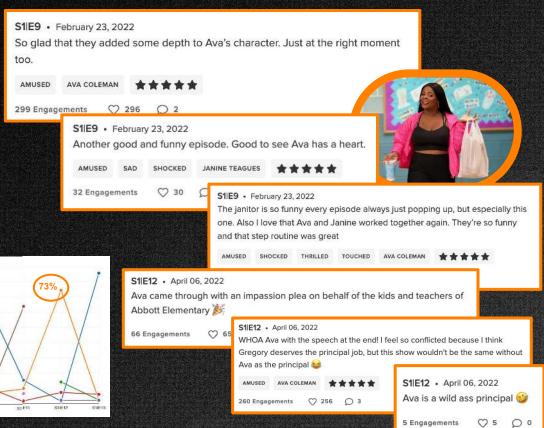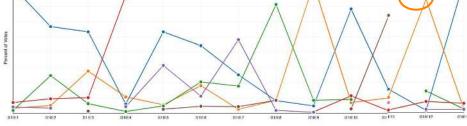
Abbott Elementary Ava
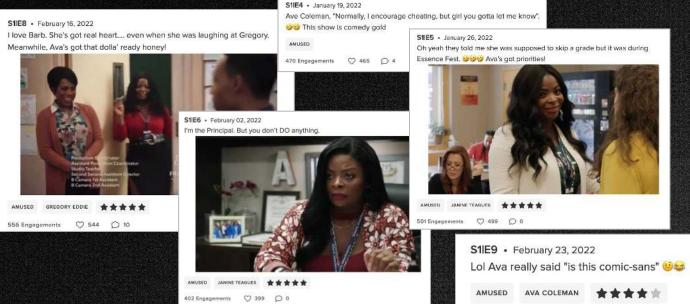
Looking into Ava's spike in Episode 9, we see that viewers appreciated the character's development in the episode. Commenters liked seeing that she "has a heart" and liked seeing her work with Janine again. In Episode 12 commeters mentioned Ava's speech and how the show would not be the same without her as principal.

S1|E9 · February 23, 2022
So glad that they added some depth to Ava's character. Just at the right moment too.

AMUSED   AVA COLEMAN   ★★★★★

299 Engagements   ♡ 296   💬 2

S1|E9 · February 23, 2022
Another good and funny episode. Good to see Ava has a heart.

AMUSED   SAD   SHOCKED   JANINE TEAGUES   ★★★★★

32 Engagements   ♡ 30

S1|E9 · February 23, 2022
The janitor is so funny every episode always just popping up, but especially this one. Also I love that Ava and Janine worked together again. They're so funny and that step routine was great

AMUSED   SHOCKED   THRILLED   TOUCHED   AVA COLEMAN   ★★★★★

S1|E12 · April 06, 2022
Ava came through with an impassion plea on behalf of the kids and teachers of Abbott Elementary 🎉

66 Engagements   ♡ 65

S1|E12 · April 06, 2022
WHOA Ava with the speech at the end! I feel so conflicted because I think Gregory deserves the principal job, but this show wouldn't be the same without Ava as the principal 😂

AMUSED   AVA COLEMAN   ★★★★★

260 Engagements   ♡ 256   💬 3

S1|E12 · April 06, 2022
Ava is a wild ass principal 🤣

5 Engagements   ♡ 5   💬 0

85%

73%

     Total Unique Comments/Memes/Posts 2,041 as of August 2, 2022   whip media

Abbott Elementary **Comment Analysis - Ava**

Ava's character drew in a lot of comments even before her surge in Episode 9. Viewers find her to be a source of humor especially with how she reacts to situations and makes unexpected comments.

S1IE8 • February 16, 2022
I love Barb. She's got real heart.... even when she was laughing at Gregory. Meanwhile, Ava's got that dolla' ready honey!

AMUSED   GREGORY EDDIE   ★★★★★
556 Engagements   ♡ 544   💬 10

S1IE4 • January 19, 2022
Ave Coleman, "Normally, I encourage cheating, but girl you gotta let me know". 😂😂 This show is comedy gold

AMUSED
470 Engagements   ♡ 465   💬 4

S1IE6 • February 02, 2022
I'm the Principal. But you don't DO anything.

AMUSED   JANINE TEAGUES   ★★★★★
402 Engagements   ♡ 399   💬 0

S1IE5 • January 26, 2022
Oh yeah they told me she was supposed to skip a grade but it was during Essence Fest. 😂😂😂 Ava's got priorities!

AMUSED   JANINE TEAGUES   ★★★★★
501 Engagements   ♡ 499   💬 0

S1IE9 • February 23, 2022
Lol Ava really said "is this comic-sans" 🤨😅

AMUSED   AVA COLEMAN   ★★★★☆
92 Engagements   ♡ 91   💬 1

S1 E2 • January 05, 2022

AMUSED   GREGORY EDDIE   ★★★★☆
457 Engagements   ♡ 458   💬 0

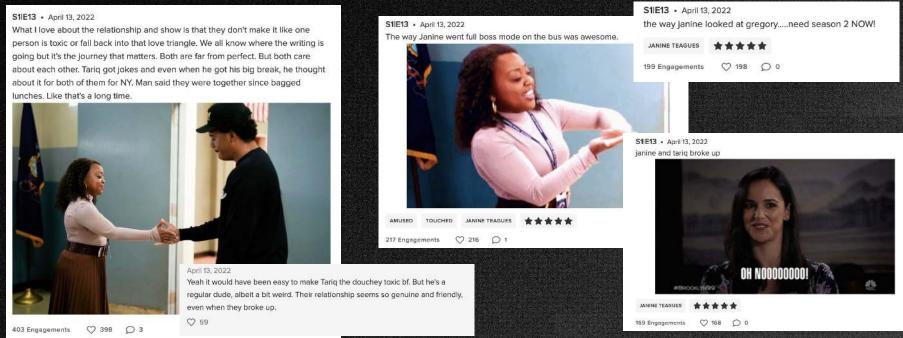Total Unique Comments/Memes/Posts 2,041 as of August 2, 2022

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Abbott Elementary Comment Analysis Finale

In Episode 13, viewers expressed appreciation for Janine's character and her breakup with Tariq in particular, calling their relationship "genuine and friendly even when they broke up." Commenters expressed excitement for a possible romance between Janine and Gregory in the future, now that she is single.

S1|E13 · April 13, 2022

What I love about the relationship and show is that they don't make it like one person is toxic or fall back into that love triangle. We all know where the writing is going but it's the journey that matters. Both are far from perfect. But both care about each other. Tariq got jokes and even when he got his big break, he thought about it for both of them for NY. Man said they were together since bagged lunches. Like that's a long time.

403 Engagements ♡ 398 ⬭ 3

April 13, 2022

Yeah it would have been easy to make Tariq the douchey toxic bf. But he's a regular dude, albeit a bit weird. Their relationship seems so genuine and friendly, even when they broke up.

♡ 59

S1|E13 · April 13, 2022

The way Janine went full boss mode on the bus was awesome.

AMUSED   TOUCHED   JANINE TEAGUES   ★★★★★

217 Engagements ♡ 216 ⬭ 1

S1|E13 · April 13, 2022

the way janine looked at gregory.....need season 2 NOW!

JANINE TEAGUES   ★★★★★

199 Engagements ♡ 198 ⬭ 0

S1|E13 · April 13, 2022

janine and tariq broke up

OH NOOOOOOOO!

#BROOKLYN99

JANINE TEAGUES   ★★★★★

169 Engagements ♡ 168 ⬭ 0

Total Unique Comments/Memes/Posts 2,041 as of August 2, 2022

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Thank You!

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