

Jan. 7, 2025

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

For the Week of Dec. 30, 2024

**'GOOD MORNING AMERICA' GROWS WEEK TO WEEK IN TOTAL VIEWERS AND
ADULTS 25-54**

For the 1,354th Week in a Row, 'GMA' Outperforms CBS in Total Viewers and Adults 25-54



ABC News*

"Good Morning America" averaged 2.530 million Total Viewers, 429,000 Adults 25-54 and 264,000 Adults 18-49 for the week of Dec. 30, 2024, based on Live+Same Day Data from Nielsen Media Research.

- **"GMA" was up over the previous week in Total Viewers (+3% - 2.530 million vs. 2.456 million) and Adults 25-54 (+3% - 429,000 vs. 417,000).**
- On Thursday, Jan. 2, the morning after the New Orleans terror attack, 'GMA' was the most-watched morning newscast with 2.7 million viewers.
- **"GMA" narrowed its margins with "Today" from the previous week by double digits in Adults 25-54 (-35% - 153,000 vs. 234,000) and Adults 18-49 (-38% - 100,000 vs. 160,000), posting its closest performance in both measures in more than 4 months — since w/o 8/19/24.**

- **“GMA” cuts its year-to-year gaps with “Today” by double digits in Adults 25-54 (-10% - 153,000 vs. 170,000) and Adults 18-49 (-34% - 100,000 vs. 151,000).**
- **“GMA” (2.530 million, 429,000 and 264,000, respectively) beat “CBS Mornings” (1.823 million, 331,000 and 196,000, respectively) in Total Viewers (+707,000), Adults 25-54 (+98,000) and Adults 18-49 (+68,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,354 weeks overall – since w/o 1/18/99.**

NOTE: On Monday (12/30/23), “Good Morning America” was retitled to “GMA-ABC.” On Tuesday (12/31/24), “CBS Mornings” and NBC’s “Today” were coded as specials. On Wednesday (1/1/25), all three morning programs were coded as specials. On Monday, Thursday (1/2/25) and Friday (1/3/25), “CBS Mornings” was retitled to “CBS Morn.” ABC’s (Tuesday, Thursday and Friday), CBS’ (Monday, Thursday and Friday) and NBC’s (Monday, Thursday and Friday) weekly averages are based on three days.

Emmy® Award-winning “Good Morning America,” 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. EST) on ABC. Simone Swink is the executive producer.

MORNING NEWS (Week of Dec. 30, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,530,000	0.3/10; 429,000	0.2/ 9; 264,000	1.7/13
TODAY	2,538,000	0.5/14;582,000	0.3/12 364,000	1.7/14
CBS MORNINGS	1,823,000	0.3/ 8; 331,000	0.1/ 7; 196,000	1.3/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 12/30/24), Previous Week (w/o 12/23/24) and Year-Ago Week (w/o 1/1/24). Most Current Data Stream: 2024-2025 Season (9/23-12/29/24) and 2023-2024 Season (9/25-12/31/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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