

April 16, 2024

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

For the week of April 8, 2024

'GOOD MORNING AMERICA' RANKS AS NO. 1 MORNING NEWSCAST IN TOTAL VIEWERS

'GMA' Improves Week to Week in Key Demos, Hitting 10-Week High in Adults 18-49

Season to Date, 'GMA' Ranks as the No. 1 Morning Newscast in Total Viewers for the 12th Straight Year

'GMA' Outperforms CBS Across the Board for the Week, Leads in Total Viewers and Adults 25-54 for the Last 1,317 Weeks



ABC News/Heidi Gutman*

"Good Morning America" ranked No. 1 in Total Viewers (2.855 million) for the week of April 8, 2024, based on Live + Same Day Data from Nielsen Media Research. "

"GMA" saw gains on the previous week in Adults 25-54 (+3% - 535,000 vs. 520,000) and Adults 18-49 (+5% - 371,000 vs. 354,000), hitting a 10-week high in Adults 18-49 — since w/o 1/29/24.

"GMA" cut its week-to-week margins with "Today" in Adults 25-54 (-1% - 145,000 vs. 147,000) and Adults 18-49 (-25% - 83,000 vs. 111,000).

“GMA” (2.855 million, 535,000 and 371,000, respectively) **beat “CBS Mornings”** (2.223 million, 475,000 and 337,000, respectively) **across the board: Total Viewers (+632,000), Adults 25-54 (+60,000) and Adults 18-49 (+34,000).** “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 in all 29 weeks of the season and for the last 1,317 weeks overall** – since w/o 1/18/99.

Season to date, “GMA” (2.943 million) **is ranking as the No. 1 morning newscast in Total Viewers for the 12th straight year** – since the 2012-2013 season. “GMA” **is leading NBC’s “Today”** (2.799 million) **by 144,000 and “CBS Mornings”** (2.241 million) **by 702,000.**

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.

MORNING NEWS (Week of April 8, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,855,000	0.4/10; 535,000	0.3/10; 371,000	1.9/13
TODAY	2,794,000	0.6/13; 680,000	0.3/12 454,000	1.9/12
CBS MORNINGS	2,223,000	0.4/ 9; 475,000	0.3/ 9; 337,000	1.5/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 4/8/24), Previous Week (w/o 4/1/24) and Year-Ago Week (w/o 4/3/23). Most Current Data Stream: 2023-2024 Season (9/25/23 – 4/14/24) and 2022-2023 Season (9/19/22 – 4/9/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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