

April 29, 2025

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

For the Week of April 21, 2025

'GOOD MORNING AMERICA' IS THE MOST-WATCHED MORNING NEWS PROGRAM

'GMA' Grows Week to Week in Adults 25-54 and Adults 18-49 and Decreases Its Year-to-Year Margin With 'Today' in Adults 25-54

Season to Date, 'GMA' Ranks as the No. 1 Morning Newscast In Total Viewers for the 13th Consecutive Year, Leading NBC and CBS



ABC News*

"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.659 million) during the week of April 21, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" outperformed NBC's "Today" (2.561 million) by 98,000 to beat the NBC program for the 8th straight week.

- **"GMA" improved on the previous week in Adults 25-54 (+4% - 467,000 vs. 451,000) and Adults 18-49 (+6% - 298,000 vs. 280,000).**
- **For the 5th week in a row, "GMA" decreased its year-to-year margin with "Today" in Adults 25-54 (-12% - 143,000 vs. 162,000).**

- “GMA” (2.659 million, 467,000 and 298,000, respectively) **beat “CBS Mornings”** (1.897 million, 314,000 and 181,000, respectively) **in Total Viewers (+762,000), Adults 25-54 (+153,000) and Adults 18-49(+117,000).** “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,371 weeks overall** — since w/o 1/18/99.
- Season to date, “GMA” (2.698 million) **is ranking as the No. 1 morning newscast in Total Viewers for the 13th consecutive year** — since the 2012-2013 season. “GMA” **is leading NBC’s “Today”** (2.693 million) **and “CBS Mornings”** (2.025 million).

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. EDT) on ABC. Simone Swink is the senior executive producer.

MORNING NEWS (Week of April 21, 2025):

| | <u>TOTAL VIEWERS</u> | <u>ADULTS 25-54</u> | <u>ADULTS 18-49</u> | <u>HOUSEHOLDS</u> |
|-----------------------------|-----------------------------|----------------------------|----------------------------|--------------------------|
| GOOD MORNING AMERICA | 2,659,000 | 0.4/11; 467,000 | 0.2/10; 298,000 | 1.7/13 |
| TODAY | 2,561,000 | 0.5/14; 610,000 | 0.3/14; 414,000 | 1.7/13 |
| CBS MORNINGS | 1,897,000 | 0.3/ 7; 314,000 | 0.1/ 6; 181,000 | 1.3/10 |

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 4/21/25), Previous Week (w/o 4/14/25) and Year-Ago Week (w/o 4/22/24). Most Current Data Stream: 2024-2025 Season (9/23/24-4/27/25) and 2023-2024 Season (9/25/23-4/28/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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