



April 30, 2024

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

For the week of April 22, 2024

ABC NEWS' 'GOOD MORNING AMERICA' IS THE NO. 1 MORNING SHOW IN TOTAL VIEWERS

'Good Morning America' Grows Week to Week in Adults 25-54

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 1,319 Weeks



ABC News/Heidi Gutman*

"Good Morning America" ranked No. 1 in Total Viewers (2.830 million) for the week of April 22, 2024, based on Live + Same Day Data from Nielsen Media Research. **"GMA" led "Today"** (2.729 million) **by 101,000.**

"GMA" improved on the previous week in Adults 25-54 (+2% - 497,000 vs. 488,000).

“GMA” narrowed its margins week to week with “Today” in Adults 25-54 (-4% - 162,000 vs. 169,000) and Adults 18-49 (-13% - 99,000 vs. 114,000).

“GMA” (2.830 million, 497,000 and 342,000, respectively) beat “CBS Mornings” (2.200 million, 448,000 and 307,000, respectively) across the board: Total Viewers (+630,000), Adults 25-54 (+49,000) and Adults 18-49 (+35,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 in all 31 weeks of the season and for the last 1,319 weeks overall — since w/o 1/18/99.

Season to date, “GMA” (2.935 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” (2.794 million) by 141,000 and “CBS Mornings” (2.237 million) by 698,000.

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 22, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,830,000	0.4/ 9; 497,000	0.3/ 9; 342,000	1.9/13
TODAY	2,729,000	0.5/12; 659,000	0.3/11 441,000	1.8/12
CBS MORNINGS	2,200,000	0.4/ 8; 448,000	0.2/ 6; 307,000	1.5/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 4/22/24), Previous Week (w/o 4/15/24) and Year-Ago Week (w/o 4/17/23). Most Current Data Stream: 2023-2024 Season (9/25/23–4/28/24) and 2022-2023 Season (9/19/22–4/23/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

*COPYRIGHT ©2024 American Broadcasting Companies, Inc. All photography is copyrighted material and is for editorial use only. Images are not to be archived, altered, duplicated, resold, retransmitted or used for any other purposes without written permission of ABC News. Images are distributed to the press to publicize current programming. Any other usage must be licensed.

ABC News Media Relations

Brooks Lancaster

brooks.lancaster@abc.com

Jordan Littlejohn

jordan.littlejohn@abc.com

-- ABC --