

March 19, 2024

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

For the week of March 11, 2024

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

'GMA' Nearly Doubles Its Lead Over 'TODAY' to Largest in 6 Weeks

'GMA' Outperforms CBS In All 25 Weeks of the Season and For the Last 1,313 Weeks Straight Among Total Viewers and Adults 25-54



ABC News/Heidi Gutman*

"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.677 million) for the week of March 11, 2024, based on Live + Same Day Data from Nielsen Media Research. "GMA" beat NBC's "Today" (2.534 million) by 143,000, nearly doubling its lead from the previous week (+86%; vs. 77,000) to its largest in 6 weeks – since w/o 1/29/24.

"GMA" cut its margins from the previous week versus "Today" by double-digits in Adults 25-54 (-16% - 92,000 vs. 109,000) and Adults 18-49 (-20% - 73,000 vs. 91,000) to its closest in 6 weeks — since w/o 1/29/24.

"GMA" (2.677 million, 521,000 and 330,000, respectively) beat "CBS Mornings" (1.980 million, 404,000 and 259,000, respectively) across the board: Total Viewers (+697,000), Adults 25-54 (+117,000)

and Adults 18-49 (+71,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 in all 25 weeks of the season and for the last 1,313 weeks overall — since w/o 1/18/99.

Season to date, “GMA” (2.961 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” (2.804 million) by 157,000 and “CBS Mornings” (2.256 million) by 705,000.**

NOTE: On Friday (3/15/24), “GMA” was retitled to “GMA-ABC” due to an ABC News special report. The retitled telecast is excluded from the weekly and season averages. ABC’s weekly averages are based on four days. (Monday-Thursday).

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 March 11, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,677,000	0.4/10; 521,000	0.3/ 9; 330,000	1.8/13
TODAY	2,534,000	0.5/12; 613,000	0.3/11 403,000	1.7/12
CBS MORNINGS	1,980,000	0.3/ 8; 404,000	0.2/ 7; 259,000	1.4/ 9

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 3/11/24), Previous Week (w/o 3/4/24) and Year-Ago Week (w/o 3/6/23). Most Current Data Stream: 2023-2024 Season (9/25/23 – 3/17/24) and 2022-2023 Season (9/19/22 – 3/12/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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ABC News Media Relations

Brooks Lancaster

brooks.lancaster@abc.com

Jordan Littlejohn

jordan.littlejohn@abc.com

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