

March 18, 2025

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

*For the Week of March 10, 2025*

**'GOOD MORNING AMERICA' IS #1 IN TOTAL VIEWERS**

**'GMA' Increases Its Lead Over 'Today' Versus the Previous Week to Its Largest in 5 Months**

**For the 1,364<sup>th</sup> Week in a Row, 'GMA' Outperforms CBS in Total Viewers and Adults 25-54**



ABC News\*

**"Good Morning America" ranked No. 1 in Total Viewers** (2.544 million) for the week of March 10, 2025, based on Live+Same Day Data from Nielsen Media Research. **"GMA" outdelivered NBC's "Today"** (2.467 million) **by 77,000, increasing its lead versus the previous week (+64; vs. 47,000) to its largest in 5 months** — since w/o 10/14/24. In addition, **"GMA" ranked No. 1 for the 2<sup>nd</sup> straight week and for the 4<sup>th</sup> time in the last 5 weeks.**

- **"GMA" (2.544 million, 433,00 and 262,000, respectively) defeated "CBS Mornings" (1.869 million, 332,000 and 211,000, respectively) in Total Viewers (+675,000), Adults 25-54 (+101,000) and Adults 18-49 (+51,000). "GMA" led "CBS Mornings" in Total Viewers and Adults 25-54 for the last 1,364 weeks overall — since w/o 1/18/99.**

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 March 10, 2025):**

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
<b>GOOD MORNING AMERICA</b>	<b>2,544,000</b>	<b>0.4/10; 433,000</b>	<b>0.2/ 9; 262,000</b>	<b>1.7/13</b>
<b>TODAY</b>	<b>2,467,000</b>	<b>0.5/14; 635,000</b>	<b>0.3/13 404,000</b>	<b>1.6/13</b>
<b>CBS MORNINGS</b>	<b>1,869,000</b>	<b>0.3/ 8; 332,000</b>	<b>0.2/ 7; 211,000</b>	<b>1.2/10</b>

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 3/10/25), Previous Week (w/o 3/3/25) and Year-Ago Week (w/o 3/11/24). Most Current Data Stream: 2024-2025 Season (9/23/24-3/16/25) and 2023-2024 Season (9/25/23-3/17/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

\*COPYRIGHT ©2025 Disney Enterprises, 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](mailto:brooks.lancaster@abc.com)

Jordan Littlejohn | [jordan.littlejohn@abc.com](mailto:jordan.littlejohn@abc.com)

-- ABC --