

April 1, 2025

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

For the Week of March 24, 2025

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

With 2.6 Million Viewers, 'GMA' Leads in Total Viewers for the 4th Consecutive Week

'GMA' Increases Its Lead Week to Week Over 'Today' to Its Largest in 5 Months



ABC News*

Week of March 24, 2025

"Good Morning America" ranked No. 1 in Total Viewers (2.604 million) for the week of March 24, 2025, based on Live+Same Day Data from Nielsen Media Research. **"GMA" beat NBC's "Today"** (2.524 million) **by 80,000, increasing its lead week to week by 16% (vs. 69,000) to its largest in 5 months** — since w/o 10/14/24. In addition, **"GMA" led for the 4th consecutive week and for the 6th time in the last 7 weeks.**

- **"GMA" improved on the previous week in Adults 18-49 (+11% - 313,000 vs. 283,000).**
- **For the second week in a row, "GMA" cut its margins with "Today" versus the previous week by double digits in Adults 25-54 (-18% - 144,000 vs. 176,000) and Adults 18-49 (-35% - 81,000 vs. 125,000). "GMA" delivered its closest performance in both key Adult demos in 5 weeks** — since w/o 2/17/25.

- **“GMA” narrowed its gaps with “Today” versus the year-ago week in Adults 25-54 (-13% - 144,000 vs. 165,000) and Adults 18-49 (-34% - 81,000 vs. 122,000).**
- **“GMA” (2.604 million, 465,00 and 313,000, respectively) defeated “CBS Mornings” (2.002 million, 365,000 and 231,000, respectively) in Total Viewers (+602,000), Adults 25-54 (+100,000) and Adults 18-49 (+82,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,366 weeks overall — since w/o 1/18/99.**

1st Quarter 2025

ABC News’ “Good Morning America” averaged 2.604 million Total Viewers, 464,000 Adults 25-54 and 313,000 Adults 18-49 during the 1st Quarter of 2025, based on Most Current Data from Nielsen Media Research.

- **“GMA” cut its margins with “Today” versus the previous quarter (4Q24) in Adults 25-54 (-12% - 196,000 vs. 222,000) and Adults 18-49 (-16% - 134,000 vs. 159,000).**
- **“GMA” (2.604 million, 464,000 and 313,000) beat “CBS Mornings” (2.024 million, 370,000 and 238,000, respectively) during 1Q25 in Total Viewers (+670,000), Adults 25-54 (+100,000) and Adults 18-49 (+57,000).**

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 24, 2025):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,604,000	0.4/11; 464,000	0.2/10; 313,000	1.7/13
TODAY	2,524,000	0.5/14; 609,000	0.3/13 394,000	1.7/13
CBS MORNINGS	2,002,000	0.3/ 8; 365,000	0.2/ 8; 231,000	1.3/10

MORNING NEWS (1st Quarter 2025):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,694,000	0.4/10; 470,000	0.2/ 9; 295,000	1.8/13
TODAY	2,701,000	0.5/14; 666,000	0.3/13 429,000	1.8/13
CBS MORNINGS	2,024,000	0.3/ 8; 370,000	0.2/ 7; 238,000	1.4/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 3/31/25), Previous Week (w/o 3/24/25) and Year-Ago Week (w/o 3/31/24). Most Current Data Stream: 2024-2025 Season (9/23/24-3/30/25) and 2023-2024 Season (9/25/23-3/31/24). Most Current Data Stream - 1Q25: 12/30/24 – 3/30/25, 4Q24: 9/23/24 – 12/29/24 and 1Q24: 1/1/24 – 3/31/24. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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