



March 26, 2024

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

*For the week of March 18, 2024*

**'GOOD MORNING AMERICA' RANKS AS NO. 1 MORNING NEWSCAST IN TOTAL VIEWERS, INCREASES WEEK TO WEEK ACROSS THE BOARD**

**Season to Date, 'GMA' Ranks as the No. 1 Morning Newscast in Total Viewers for the 12<sup>th</sup> Year Straight**

**'GMA' Outperforms CBS in All 26 Weeks of the Season and for the Last 1,314 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 (2.779 million) for the week of March 18, 2024, based on Live + Same Day Data from Nielsen Media Research. "GMA" defeated NBC's "Today" (2.719 million) by 60,000.**

**"GMA" saw gains over the previous week in Total Viewers (+4% - 2.779 million vs. 2.677 million), Adults 25-54(+4% - 540,000 vs. 521,000) and Adults 18-49 (+3% - 341,000 vs. 330,000).**

**"GMA" (2.779 million, 540,000 and 341,000, respectively) beat "CBS Mornings" (2.019 million, 400,000 and 264,000, respectively) across the board: Total Viewers (+760,000), Adults 25-54 (+140,000)**

and Adults 18-49 (+77,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 in all 26 weeks of the season and for the last 1,314 weeks overall — since w/o 1/18/99.

Season to date, “GMA” (2.953 million) is ranking as the No. 1 morning newscast in Total Viewers for the 12<sup>th</sup> straight year — since the 2012-2013 season. “GMA” is leading NBC’s “Today” (2.801 million) by 152,000 and “CBS Mornings” (2.247 million) by 706,000.

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 March 18, 2024):**

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,779,000	0.4/10; 540,000	0.3/ 9; 341,000	1.9/13
TODAY	2,719,000	0.6/13; 696,000	0.4/13 478,000	1.8/12
CBS MORNINGS	2,019,000	0.3/ 7; 400,000	0.2/ 7; 264,000	1.4/ 9

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 3/18/24), Previous Week (w/o 3/11/24) and Year-Ago Week (w/o 3/13/23). Most Current Data Stream: 2023-2024 Season (9/25/23 – 3/24/24) and 2022-2023 Season (9/19/22 – 3/19/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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