

Feb. 21, 2024

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

For the week of Feb. 12, 2024

'GOOD MORNING AMERICA' RANKS AS NO. 1 MORNING NEWSCAST IN TOTAL VIEWERS, DRAWING ITS LARGEST AUDIENCE IN 4 WEEKS

Season to Date, 'GMA' Leads NBC and CBS in Total Viewers for 12 Years Straight

'GMA' Outperforms CBS for 1,309 Weeks Straight Among Total Viewers and Adults 25-54



ABC News/Heidi Gutman*

"Good Morning America" ranked as the morning's No. 1 newscast in Total Viewers (2.966 million) for the week of Feb. 12, 2024, based on Live + Same Day Data from Nielsen Media Research. "GMA" outdelivered NBC's "Today" (2.847 million) by 119,000.

"GMA" was up over the previous week in Total Viewers (+3% - 2.966 million vs. 2.872 million), drawing its largest overall audience in 4 weeks — since w/o 1/15/24.

Season to date, "GMA" (2.985 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" (2.815 million) by 170,000 and "CBS Mornings" (2.276 million) by 709,000.

During the week, “GMA” (2.966 million and 559,000, respectively) **beat “CBS Mornings”** (2.517 million and 543,000, respectively) **in Total Viewers (+449,000) and Adults 25-54 (+16,000)**. “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 in all 21 weeks of the season and for the last 1,309 weeks overall** — since w/o 1/18/99.

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. EST) on ABC. Simone Swink is the executive producer.

MORNING NEWS (Week of Feb. 12, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,966,000	0.5/10; 559,000	0.3/ 9; 363,000	2.0/13
TODAY	2,847,000	0.6/12; 669,000	0.3/12 446,000	1.9/12
CBS MORNINGS	2,517,000	0.4/10; 543,000	0.4/10; 365,000	1.7/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 2/12/24), Previous Week (w/o 2/5/24) and Year-Ago Week (w/o 2/6/23). Most Current Data Stream: 2023-2024 Season (9/25/23 – 2/18/24) and 2022-2023 Season (9/19/22 – 2/12/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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