

April 15, 2025

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

*For the Week of April 7, 2025*

**'GOOD MORNING AMERICA' IS THE NO. 1 MOST-WATCHED MORNING NEWS PROGRAM FOR THE WEEK, WINNING ALL 5 DAYS**

**'GMA' More Than Doubles Its Lead Year to Year Over 'Today' and is #1 In Total Viewers for the 6<sup>th</sup> Consecutive Week**

**For the 3<sup>rd</sup> Week in a Row, 'GMA' Narrows Its Gap With 'Today' in Both Key Adult Demos Versus Year-Ago Week**



ABC News\*

**"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.732 million) for the week of April 7, 2025, based on Live+Same Day Data from Nielsen Media Research. Leading in each of the five days of the week, "GMA" outdelivered NBC's "Today" (2.602 million) by 130,000 to take the top spot for the 6<sup>th</sup> consecutive week.**

- **"GMA" more than doubled its lead over "Today" on the same week last year in Total Viewers (+113% - 130,000 vs. 61,000).**
- **For the third week in a row, "GMA" narrowed its year-to-year margins with "Today" in Adults 25-54 (-13% - 126,000 vs. 145,000) and Adults 18-49 (-5% - 79,000 vs. 83,000).**

- “GMA” (2.732 million, 493,00 and 325,000, respectively) **defeated “CBS Mornings”** (1.834 million, 317,000 and 200,000, respectively) **in Total Viewers (+898,000), Adults 25-54 (+176,000) and Adults 18-49 (+125,000).** “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,368 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 April 7, 2025):**

	<u><b>TOTAL VIEWERS</b></u>	<u><b>ADULTS 25-54</b></u>	<u><b>ADULTS 18-49</b></u>	<u><b>HOUSEHOLDS</b></u>
GOOD MORNING AMERICA	2,732,000	0.4/11; 493,000	0.2/11; 325,000	1.8/13
TODAY	2,602,000	0.5/14; 619,000	0.3/13 404,000	1.7/13
CBS MORNINGS	1,834,000	0.3/ 7; 317,000	0.1/ 7; 200,000	1.2/ 9

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 4/7/25), Previous Week (w/o 3/31/25) and Year-Ago Week (w/o 4/8/24). Most Current Data Stream: 2024-2025 Season (9/23/24-4/13/25) and 2023-2024 Season (9/25/23-4/14/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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