

Aug. 6, 2024

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

*For the Week of July 29, 2024*

**'GOOD MORNING AMERICA' RANKS AS NO. 1 MORNING SHOW IN TOTAL VIEWERS  
THIS SEASON FOR THE 12<sup>TH</sup> STRAIGHT YEAR**

**'GMA' Outdelivers CBS Across the Board for the Week, Leads in Total Viewers and Adults 25-54  
for All 45 Weeks of the Season and for the Last 1,133 Weeks**



ABC News\*

**"Good Morning America" averaged 2.549 million Total Viewers, 434,000 Adults 25-54 and 261,000 Adults 18-49 for the week of July 29, 2024, based on Live + Same Day Data from Nielsen Media Research, during the first week of the 2024 Summer Olympics.**

- "GMA" (2.549 million, 434,000 and 261,000, respectively) **defeated "CBS Mornings"** (1.992 million, 315,000 and 194,000, respectively) **across the board: Total Viewers (+627,000), Adults 25-54 (+119,000) and Adults 18-49 (+67,000).** "GMA" led "CBS Mornings" in Total Viewers and Adults 25-54 in all 45 weeks of the season and for the last 1,333 weeks overall — since w/o 1/18/99.
- Season to date, "GMA" (2.858 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" (2.751 million) by 107,000 and "CBS Mornings" (2.184 million) by 674,000.

NOTE: On Thursday (8/1/24), “CBS Mornings” was retitled to “CBS Morn” due to a special report on the Russian prisoner swap. On Friday (8/2/24), “CBS Mornings” was also retitled to “CBS Morn.” The retitled telecasts are excluded from the weekly and season averages. CBS’ weekly averages are based on three days (Monday-Wednesday).

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 July 29, 2024):**

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,549,000	0.4/ 9; 434,000	0.2/ 8; 261,000	1.7/12
TODAY	3,157,000	0.6/16; 754,000	0.4/15 508,000	2.1/15
CBS MORNINGS	1,992,000	0.3/ 7; 315,000	0.1/ 6; 194,000	1.3/ 9

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 7/29/24), Previous Week (w/o 7/22/24) and Year-Ago Week (w/o 7/24/23). Most Current Data Stream: 2023-2024 Season (9/25/23–8/4/24) and 2022-2023 Season (9/19/22–7/30/23), Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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