

Oct. 15, 2024

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

*For the Week of Oct. 7, 2024*

**'GOOD MORNING AMERICA' RANKS AS NO. 1 MORNING NEWSCAST IN TOTAL VIEWERS DRAWING LARGEST OVERALL AUDIENCE AND ADULTS 25-54 PERMORMANCE IN 4 MONTHS**

**'GMA' Increases Week to Week in Total Viewers, Adults 25-54 and Adults 18-49**

**With Its Largest Total Viewer Lead in Over 4 Months, 'GMA' Outdelivers 'TODAY' by 171,000**

**Season to Date, 'GMA' Ranks No. 1 in Total Viewers for the 13<sup>th</sup> Straight Year**



ABC News\*

**"Good Morning America" ranked as America's No. 1 morning newscast in Total Viewers (2.690 million) for the week of Oct. 7, 2024, based on Live + Same Day Data from Nielsen Media Research. "GMA" outdelivered NBC's "Today" (2.636 million) by 171,000, more than tripling its lead compared to the previous week (+235% vs. 51,000).**

- **"GMA" turned in its largest Total Viewer lead (+171,000) over "Today" in over 4 months — since w/o 5/27/24.**
- **"GMA" posted week to week increases in Total Viewers (+7% - 2.807 million vs. 2.618 million), Adults 25-54 (+9% - 495,000 vs. 456,000) and Adults 18-49 (+6% - 313,000 vs. 295,000).**

**“GMA” drew its largest overall audience and best key news demo performance in over 4 months** — since weeks of 5/27/24 and 5/20/24, respectively.

- **On Thursday (10/10/24), “GMA” saw its most-watched telecast (3.042 million) in 8 months** — since 2/15/24.
- **“GMA” (2.807 million, 495,000 and 313,000, respectively) defeated “CBS Mornings” (1.952 million, 373,000 and 266,000, respectively) across the board: Total Viewers (+855,000), Adults 25-54 (+122,000) and Adults 18-49 (+47,000).** “GMA” posted its **largest Total Viewer lead over CBS in over 1 year** — since w/o 10/2/23.
- **“GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,343 weeks overall** — since w/o 1/18/99.
- **Season to date, “GMA” (2.690 million) is ranking as the No. 1 morning newscast in Total Viewers for the 13<sup>th</sup> consecutive year** — since the 2012-2013 season. **“GMA” is leading NBC’s “Today” (2.605 million) by 85,000 and “CBS Mornings” (2.016 million) by 674,000.**

NOTE: On Thursday (10/10/24), “CBS Mornings” was retitled to “CBS Morn.” The retitled telecast is excluded from the weekly and season averages. CBS’ weekly averages are based on four days (Monday-Wednesday and Friday).

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 executive producer.

#### **MORNING NEWS (Week of Oct. 7, 2024):**

	<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>
<b>GOOD MORNING AMERICA</b>	<b>2,807,000</b>	<b>0.4/10; 495,000</b>	<b>0.2/ 9; 313,000</b>	<b>1.9/13</b>
<b>TODAY</b>	<b>2,636,000</b>	<b>0.6/14; 722,000</b>	<b>0.4/13 473,000</b>	<b>1.8/12</b>
<b>CBS MORNINGS</b>	<b>1,952,000</b>	<b>0.3/ 7; 373,000</b>	<b>0.2/ 8; 266,000</b>	<b>1.3/ 9</b>

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 10/7/24), Previous Week (w/o 9/30/24) and Year-Ago Week (w/o 10/9/23). Most Current Data Stream: 2024-2025 Season (9/23-10/6/24) and 2023-2024 Season (9/25-10/8/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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