



May 14, 2024

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

For the week of May 6, 2024

ABC NEWS' 'GOOD MORNING AMERICA' RANKS AS NO. 1 MORNING SHOW IN TOTAL VIEWERS

'GMA' Stands as Only Morning Newscast To Grow Week to Week in Adults 25-54, Hitting a 4-Week High

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



ABC News/Heidi Gutman*

"Good Morning America" ranked as the morning's No. 1 newscast in Total Viewers (2.724 million) for the week of May 6, 2024, based on Live + Same Day Data from Nielsen Media Research.

"GMA" saw gains on the previous week in Adults 25-54 (+2% - 502,000 vs. 493,000), hitting a 4-week high — since w/o 4/8/24. In fact, "GMA" stood as the only morning newscast to grow week to week in the key Adult news demo.

“GMA” cut its week-to-week margins with “Today” in Adults 25-54 (-32% - 124,000 vs. 182,000) and Adults 18-49 (-27% - 102,000 vs. 140,000), posting its closest news demo performance in 8 weeks — since w/o 3/11/24.

“GMA” (2.724 million, 502,000 and 325,000, respectively) beat “CBS Mornings” (2.187 million, 419,000 and 276,000, respectively) across the board: Total Viewers (+537,000), Adults 25-54 (+83,000) and Adults 18-49 (+49,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 in all 33 weeks of the season and for the last 1,321 weeks overall — since w/o 1/18/99.

Season to date, “GMA” (2.923 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” (2.791 million) by 132,000 and “CBS Mornings” (2.234 million) by 689,000.

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 May 6, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,724,000	0.4/10; 502,000	0.2/ 9; 325,000	1.9/12
TODAY	2,696,000	0.5/12; 626,000	0.3/12 427,000	1.8/12
CBS MORNINGS	2,187,000	0.3/ 8; 419,000	0.2/ 8; 276,000	1.5/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 5/6/24), Previous Week (w/o 4/29/24) and Year-Ago Week (w/o 5/2/23). Most Current Data Stream: 2023-2024 Season (9/25/23–5/12/24) and 2022-2023 Season (9/19/22–5/7/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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