

April 9, 2024

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

For the Week of April 1, 2024

'GOOD MORNING AMERICA' RANKS AS NO. 1 MORNING NEWSCAST IN TOTAL VIEWERS

'GMA' Improves Week to Week in Total Viewers and Adults 18-49, Hitting 4-Week High

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

'GMA' Outperforms CBS Across the Board for the Week, Leads in Total Viewers and Adults 25-54 for the Last 1,316 Weeks



ABC News/Heidi Gutman*

"Good Morning America" ranked No. 1 in Total Viewers (2.871 million) for the week of April 1, 2024, based on Live + Same Day Data from Nielsen Media Research. "GMA" outperformed NBC's "Today" (2.747 million) by 124,000.

"GMA" improved week to week in Total Viewers (+2% - 2.871 million vs. 2.803 million) and Adults 18-49 (+5% - 354,000 vs. 337,000), hitting 4-week highs in both measures — since w/o 3/4/24.

“GMA” narrowed its margins on the previous week over “Today” in Adults 25-54 (-11% - 147,000 vs. 165,000) and Adults 18-49 (-9% - 111,000 vs. 122,000).

“GMA” (2.871 million, 520,000 and 354,000, respectively) beat “CBS Mornings” (2.175 million, 451,000 and 316,000, respectively) across the board: Total Viewers (+696,000), Adults 25-54 (+69,000) and Adults 18-49 (+38,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 in all 28 weeks of the season and for the last 1,316 weeks overall – since w/o 1/18/99.

Season to date, **“GMA” (2.946 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” (2.799 million) by 147,000 and “CBS Mornings” (2.241 million) by 705,000.**

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 April 1, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,871,000	0.4/10; 520,000	0.3/ 9; 354,000	1.9/13
TODAY	2,747,000	0.6/12; 667,000	0.4/12 465,000	1.812
CBS MORNINGS	2,175,000	0.4/ 8; 451,000	0.2/ 8; 316,000	1.5/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 4/1/24), Previous Week (w/o 3/25/24) and Year-Ago Week (w/o 3/27/23). Most Current Data Stream: 2023-2024 Season (9/25/23 – 4/7/24) and 2022-2023 Season (9/19/22 – 4/2/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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