

April 22, 2025

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

*For the Week of April 14, 2025*

**'GOOD MORNING AMERICA' IS THE MOST-WATCHED MORNING NEWS PROGRAM**

**'GMA' Increases Its Lead Over 'Today' by Double Digits Week to Week and Year to Year,  
Outdelivering by Its Largest Margin in 6 Months**

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



ABC News\*

**"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.665 million) for the 7<sup>th</sup> week in a row during the week of April 14, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" outdelivered NBC's "Today" (2.489 million) by 176,000 to post its largest lead in 6 months – since w/o 10/7/24.**

- **"GMA" increased its lead over "Today" by double digits both week to week (+35% - 176,000 vs. 130,000) and year to year (+56% - 176,000 vs. 113,000).**
- **On Wednesday (4/16/25), "GMA" posted its largest single-day Total Viewer lead over "Today" (+394,000 – 2.715 million vs. 2.321 million) in 16 months – since 12/26/23, based on regular telecasts.**

- For the third consecutive week, **“GMA” narrowed its gaps with “Today” for the year-ago week in Adults 25-54** (-25% - 127,000 vs. 169,000) **and Adults 18-49** (-15% - 97,000 vs. 114,000).
- **“GMA”** (2.665 million, 451,000 and 280,000, respectively) **beat “CBS Mornings”** (2.453 million, 404,000 and 246,000, respectively) **in Total Viewers** (+212,000), **Adults 25-54** (+47,000) **and Adults 18-49** (+34,000). **“GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,369 weeks overall** — since w/o 1/18/99.
- Season to date, **“GMA”** (2.699 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”** (2.697 million) **and “CBS Mornings”** (2.029 million).

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 14, 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>
<b>GOOD MORNING AMERICA</b>	<b>2,655,000</b>	<b>0.4/11; 451,000</b>	<b>0.2/ 9; 280,000</b>	<b>1.8/13</b>
<b>TODAY</b>	<b>2,489,000</b>	<b>0.5/13; 578,000</b>	<b>0.3/13 377,000</b>	<b>1.7/12</b>
<b>CBS MORNINGS</b>	<b>2,453,000</b>	<b>0.3/ 9; 404,000</b>	<b>0.2/ 8; 246,000</b>	<b>1.6/12</b>

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 4/14/25), Previous Week (w/o 4/7/25) and Year-Ago Week (w/o 4/15/24). Most Current Data Stream: 2024-2025 Season (9/23/24-4/20/25) and 2023-2024 Season (9/25/23-4/21/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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