



June 24, 2025

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

*For the Week of June 16, 2025*

**FOR 16<sup>TH</sup> STRAIGHT WEEK, 'GOOD MORNING AMERICA' IS THE #1 MORNING NEWS PROGRAM IN TOTAL VIEWERS**

**Increasing Week to Week in Total Viewers and Adults 25-54, 'GMA' Hits a 10-week High in Adults 25-54**

**On Tuesday, 'GMA' Wins Across the Board, Outperforming 'Today' in Total Viewers and Both Key Adult Demos**

**Season to Date, 'GMA' Ranks as the #1 Morning Newscast in Total Viewers for the 13<sup>th</sup> Consecutive Year, Leading NBC and CBS**



ABC News\*

**"Good Morning America"**

**"Good Morning America" ranked as the #1 morning newscast in Total Viewers (2.646 million) during the week of June 16, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA"**

outperformed NBC's "Today" (2.482 million) by 164,000, leading the NBC program for the 16<sup>th</sup> straight week.

- "GMA" increased its Total Viewer lead over "Today" week to week (+48% - 164,000 vs. 111,000) and year to year (+9% - 164,000 vs. 150,000).
- "GMA" improved on the previous week in Total Viewers (+2% - 2.464 million vs. 2.598 million) and Adults 25-54 (+2% - 487,000 vs. 478,000), hitting a 10-week high in the key Adult news demo – since w/o 4/7/25.
- "GMA" posted gains on the same week last year Adults 25-54 (+8% - 487,000 vs. 453,000) and Adults 18-49 (+1% - 300,000 vs. 298,000).
- On Tuesday (6/17/25), "GMA" ranked #1 across the board leading "Today" in Total Viewers, Adults 25-54 (+40,000 – 548,000 vs. 508,000) and Adults 18-49 (+60,000 – 353,000 vs. 293,000).
- "GMA" narrowed its margins with "Today" versus the previous week in Adults 25-54 (-11% - 67,000 vs. 75,000) to its 2<sup>nd</sup> smallest of the season.
- "GMA" cut its gaps with "Today" year to year Adults 25-54 (-9% - 67,000 vs. 74,000) and Adults 18-49 (-18% - 40,000 vs. 49,000).
- "GMA" (2.464 million, 487,000 and 300,000, respectively) defeated "CBS Mornings" (1.868 million, 314,000 and 183,000, respectively) in Total Viewers (+778,000), Adults 25-54 (+173,000) and Adults 18-49 (+117,000). "GMA" led "CBS Mornings" in Total Viewers and Adults 25-54 for the last 1,379 weeks overall — since w/o 1/18/99.
- Season to date, "GMA" (2.686 million) is ranking as the #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" (2.660 million) and "CBS Mornings" (1.994 million).

NOTE: On Thursday (6/19/25), "CBS Mornings" was retitled to "CBS Morn" and "Today" was retitled to "Today-TS" due to Juneteenth. On Friday (6/20/25), "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), while NBC's weekly averages are based on four days (Monday-Wednesday and Friday).

#### Week of June 16, 2025:

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,646,000	0.4/12; 487,000	0.2/11; 300,000	1.7/13
TODAY	2,482,000	0.4/14; 554,000	0.3/12; 340,000	1.6/13

CBS MORNINGS	1,868,000	0.3/ 8; 314,000	0.1/ 7; 183,000	1.2/10
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Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 6/16/25), Previous Week (w/o 6/9/25) and Year-Ago Week (w/o 6/17/24). Most Current Data Stream: 2024-2025 Season (9/23/24-6/22/25) and 2023-2024 Season (9/25/23-6/23/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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.

"GMA3"

**“GMA3” averaged 1.200 million Total Viewers, 119,000 Women 25-54, and 89,000 Women 18-49 during the week of June 16, 2025, based on Live+Same Day Data from Nielsen Media Research, leading “NBC News Daily” in Total Viewers.**

- **“GMA3” improved on the previous week in Women 25-54 (+4% - 119,000 vs. 114,000) and Women 18-49 (+7% - 89,000 vs. 83,000).**
- Season to date, **“GMA3” ranks #1 in Total Viewers (1.349 million) versus CBS’ “The Talk” (1.240 million) and “NBC News Daily” (1.187 million) for the 3<sup>rd</sup> straight season.** In addition, **“GMA3” is improving versus the comparable weeks last season in Women 18-49 (+2% - 101,000 vs. 99,000).**

Emmy® Award-nominated "GMA3"" is a one-hour program airing weekdays at 1:00 p.m. EDT|12:00 p.m. CDT on ABC. Simone Swink is the senior executive producer.

**Week of June 16, 2025:**

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
<i>“GMA3”</i>	1,200,000	119,000	89,000
<i>“NBC News Daily”</i>	1,139,000	161,000	104,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 6/16/25), Previous Week (w/o 6/9/25) and Year-Ago Week (w/o 6/17/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-6/22/25 for "GMA3" and 9/23/24-6/22/25 for "NBC News Daily" and "The Talk." Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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