

Feb. 11, 2025

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

For the Week of Feb. 3, 2025

**'GOOD MORNING AMERICA' STANDS AS THE ONLY MORNING SHOW TO GROW
WEEK-TO-WEEK IN TOTAL VIEWERS AND ADULTS 25-54**

'GMA' Narrows Margins With 'Today' Week to Week by Double Digits in Adults 25-54

For the 1,359TH Week in a Row, 'GMA' Outperforms CBS in Total Viewers and Adults 25-54



ABC News*

"Good Morning America" averaged 2.688 million Total Viewers, 471,000 Adults 25-54 and 282,000 Adults 18-49 for the week of Feb. 3, 2025, based on Live+Same Day Data from Nielsen Media Research.

- **"GMA" improved on the previous week in Total Viewers (+1% - 2.688 million vs. 2.662 million) and Adults 25-54 (+3% - 471,000 vs. 459,000), standing as the only morning newscast to grow week to week in both measures.**
- **"GMA" cut its Adults 25-54 margin with "Today" week to week by 17% (204,000 vs. 246,000).**
- **"GMA" ranked No. 1 in Total Viewers, beating NBC's "Today" on Thursday (+40,000 – 2.787 million vs. 2.747 million) and Friday (+34,000 – 2.645 million vs. 2.611 million).**

- “GMA” (2.688 million, 471,000 and 282,000, respectively) **defeated “CBS Mornings”** (2.066 million, 380,000 and 243,000, respectively) **in Total Viewers (+622,000), Adults 25-54 (+91,000) and Adults 18-49 (+39,000).** “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,359 weeks overall** — since w/o 1/18/99.

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. EST) on ABC. Simone Swink is the senior executive producer.

MORNING NEWS (Week of Feb. 3, 2025):

<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>	
GOOD MORNING AMERICA	2,688,000	0.4/10; 471,000	0.2/ 8; 282,000	1.8/13
TODAY	2,694,000	0.5/14; 675,000	0.3/13 434,000	1.8/13
CBS MORNINGS	2,066,000	0.3/ 8; 380,000	0.2/ 7; 243,000	1.4/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 2/3/25), Previous Week (w/o 1/27/25) and Year-Ago Week (w/o 2/4/24). Most Current Data Stream: 2024-2025 Season (9/23/24-2/9/25) and 2023-2024 Season (9/25/23-2/11/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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