

June 3, 2024

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

For the Week of May 26, 2025

'GOOD MORNING AMERICA' IS THE NO. 1 MORNING NEWS PROGRAM IN TOTAL VIEWERS

'GMA' Sees Growth Across Key Adult Demos — Hits 5-Week High in Adults 25-54 and 7-Week Best in Adults 18-49

'GMA' Delivers Closest Adults 25-54 Gap with 'Today' in 10+ Months and Adults 18-49 Margin in Nearly 1.5 Years



ABC News*

"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.629 million) during the week of May 26, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" beat NBC's "Today" (2.558 million) by 71,000 to take the top spot for the 13th consecutive week.

- For the 2nd week in a row, "GMA" improved on the previous week in **Adults 25-54 (+3% - 466,000 vs. 451,000) and Adults 18-49 (+2% - 317,000 vs. 311,000), hitting 5-week high in Adults 25-54 and a 7-week best in Adults 18-49** — since weeks of 4/21/25 and 4/7/25, respectively.
- "GMA" slashed its margins with "Today" week to week by double digits in **Adults 25-54 (-49% - 76,000 vs. 150,000) and Adults 18-49 (-66% - 21,000 vs. 61,000) to post its closest**

performance of the season in both key Adult measures. In fact, “GMA” turned in its **narrowest delivery in over 10 months in Adults 25-54 and closest in nearly 1 1/2 years in Adults 18-49** — since weeks of 7/15/24 and 12/25/23, respectively.

- “GMA” **cut its year-to-year gaps with “Today” in Adults 25-54 (-16% - 76,000 vs. 90,000) and Adults 18-49 (-55% - 21,000 vs. 47,000).**
- “GMA” (2.629 million, 466,000 and 317,000, respectively) **defeated “CBS Mornings”** (1.823 million, 342,000 and 206,000, respectively) **in Total Viewers (+806,000), Adults 25-54 (+124,000) and Adults 18-49 (+111,000).** “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,376 weeks overall** — since w/o 1/18/99.
- Season to date, “GMA” (2.692 million) **is ranking as the No. 1 morning newscast in Total Viewers for the 13th consecutive year** — since the 2012-2013 season. “GMA” **is leading NBC’s “Today”** (2.675 million) **and “CBS Mornings”** (2.010 million).

NOTE: On Monday (5/26/25), all three morning programs were coded as specials due to the Memorial Day holiday. The special telecasts are excluded from the weekly and season averages. ABC’s, CBS’ and NBC’s weekly averages are based on four days (Tuesday-Friday).

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 May 26, 2025):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,629,000	0.4/11; 466,000	0.2/11; 317,000	1.7/14
TODAY	2,558,000	0.4/13; 542,000	0.3/12; 338,000	1.7/13
CBS MORNINGS	1,823,000	0.3/ 8; 342,000	0.2/ 7; 206,000	1.9/ 9

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 5/26/25), Previous Week (w/o 5/19/25) and Year-Ago Week (w/o 5/27/24). Most Current Data Stream: 2024-2025 Season (9/23/24-6/1/25) and 2023-2024 Season (9/25/23-6/2/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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