

April 8, 2025

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

For the Week of March 31, 2025

WITH 2.8 MILLION TOTAL VIEWERS, 'GOOD MORNING AMERICA' IS THE MOST-WATCHED MORNING NEWS PROGRAM FOR THE WEEK, WINNING ALL 5 DAYS

With the Largest Lead Over 'Today' in 5 months, 'GMA' Ranks No. 1 for the 5th Consecutive Week

'GMA' Grows Week to Week Across the Board With Largest Adults 25-54 Performance in 1 Year and Narrows the Gap With 'Today' in Both Key Adult Demos to Its Closest in 8 Months



ABC News*

"Good Morning America" ranked No. 1 in Total Viewers (2.778 million) for the week of March 31, 2025, based on Live+Same Day Data from Nielsen Media Research. Leading in each of the 5 days of the week, "GMA" outdelivered NBC's "Today" (2.614 million) by 164,000, more than doubling its advantage versus the previous week (+105%; vs. 80,000) to its largest in 5 months — since w/o 10/14/24. In addition, "GMA" took the top spot for the 5th week in a row and for the 7th time in the last 8 weeks.

- **"GMA" widened its Total Viewers margin over "Today" year to year by 32% (164,000 vs. 124,000)**

- **“GMA” saw week-to-week gains in Total Viewers (+7% - 2.778 million vs. 2.604 million), Adults 25-54 (+11% - 518,000 vs. 465,000) and Adults 18-49 (+3% - 323,000 vs. 313,000). “GMA” turned in its strongest Adults 25-54 performance in nearly 1 year — since w/o 4/8/24.**
- **For the 3rd week in a row, “GMA” cut its margins with “Today” versus the previous week in Adults 25-54 (-24% - 109,000 vs. 144,000) and Adults 18-49 (-5% - 77,000 vs. 81,000). “GMA” scored its closest performances with “Today” of the season in both key Adult demos to its smallest in over 8 months — since weeks of 7/22/24 and 7/15/24, respectively.**
- **“GMA” decreased its gaps with “Today” year to year in Adults 25-54 (-26% - 109,000 vs. 147,000) and Adults 18-49 (-5% - 77,000 vs. 111,000).**
- **“GMA” (2.778 million, 518,00 and 323,000, respectively) defeated “CBS Mornings” (1.978 million, 344,000 and 211,000, respectively) in Total Viewers (+800,000), Adults 25-54 (+174,000) and Adults 18-49 (+112,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,367 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. EDT) on ABC. Simone Swink is the senior executive producer.

MORNING NEWS (Week of March 31, 2025):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,778,000	0.4/11; 518,000	0.2/10; 323,000	1.8/13
TODAY	2,614,000	0.5/14; 627,000	0.3/13 400,000	1.7/13
CBS MORNINGS	1,978,000	0.3/ 8; 344,000	0.2/ 7; 211,000	1.3/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 3/31/25), Previous Week (w/o 3/24/25) and Year-Ago Week (w/o 3/31/24). Most Current Data Stream: 2024-2025 Season (9/23/24-4/6/25) and 2023-2024 Season (9/25/23-4/7/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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