

Feb. 6, 2024

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

*For the week of Jan. 29, 2024*

**ABC NEWS' 'GOOD MORNING AMERICA' RANKS AS NO. 1 MORNING NEWSCAST IN TOTAL VIEWERS**

**'GMA' Stands as Only Morning Show To Grow Over Previous Week in All Key Demos**

**'GMA' Nearly Triples Its Lead Over 'TODAY' Week to Week to Its Largest in 5 Weeks**

**Season to Date, 'GMA' Ranks as the No. 1 Morning Newscast in Total Viewers for the 12<sup>th</sup> Straight Year**



ABC News/Heidi Gutman\*

**"Good Morning America" ranked as the morning's No. 1 newscast in Total Viewers (2.908 million) for the week of Jan. 29, 2024, based on Live + Same Day Data from Nielsen Media Research. "GMA" outperformed NBC's "Today" (2.763 million) by 145,000. "GMA" nearly tripled its lead over the previous week (+184%; vs. 51,000) to its largest in 5 weeks — since w/o 12/25/23.**

**"GMA" posted week-to-week increases in Total Viewers (+2% - 2.908 million vs. 2.857 million), Adults 25-54 (+6% - 593,000 vs. 557,000) and Adults 18-49 (+8% - 392,000 vs. 364,000), standing as the only morning newscast to deliver increases over the previous week.**

**“GMA” cut its margins with “Today” from the previous week in Adults 25-54 (-52% - 67,000 vs. 141,000) and Women 18-49 (-43% - 66,000 vs. 116,000).**

Season to date, **“GMA” (2.992 million) is ranking as the No. 1 morning newscast in Total Viewers for the 12<sup>th</sup> straight year** — since the 2012-2013 season. **“GMA” is leading NBC’s “Today” (2.816 million) by 176,000.**

During the week, **“GMA” (2.908 million, 593,000 and 392,000, respectively) beat “CBS Mornings” (2.261 million, 492,000 and 324,000, respectively) in Total Viewers (+647,000), Adults 25-54 (+101,000) and Adults 18-49 (+68,000).**

Emmy® Award-winning **“GMA,”** 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 executive producer.

#### **MORNING NEWS (Week of Jan. 29, 2024):**

<b><u>TOTAL VIEWERS</u></b>	<b><u>ADULTS 25-54</u></b>	<b><u>ADULTS 18-49</u></b>	<b><u>HOUSEHOLDS</u></b>	
<b>GOOD MORNING AMERICA</b>	<b>2,908,000</b>	<b>0.5/11; 593,000</b>	<b>0.3/10; 392,000</b>	<b>2.0/13</b>
<b>TODAY</b>	<b>2,763,000</b>	<b>0.5/12; 660,000</b>	<b>0.3/12 458,000</b>	<b>1.9/12</b>
<b>CBS MORNINGS</b>	<b>2,261,000</b>	<b>0.4/ 9; 492,000</b>	<b>0.2/ 8; 324,000</b>	<b>1.5/10</b>

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 1/29/24), Previous Week (w/o 1/22/24) and Year-Ago Week (w/o 1/23/23). Most Current Data Stream: 2023-2024 Season (9/25/23 – 2/4/24) and 2022-2023 Season (9/19/22 – 1/29/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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