

May 29, 2024

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

For the week of May 20, 2024

**'GOOD MORNING AMERICA' RANKS AS NO. 1 MORNING SHOW IN TOTAL VIEWERS,
DRAWS ITS LARGEST AUDIENCE IN 4 WEEKS**

'GMA' More Than Doubles Its Lead Week to Week Over NBC; It Largest in 4 Weeks

For the 2nd Week in a Row, 'GMA' Grows in Total Viewers Versus the Previous Week

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



ABC News/Heidi Gutman*

"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.830 million) for the week of May 20, 2024, based on Live + Same Day Data from Nielsen Media Research. "GMA" beat NBC's "Today" (2.748 million) by 82,000, more than doubling its lead week to week (+148%; vs. 33,000) to its largest in 4 weeks — w/o 4/22/24.

For the 2nd week in a row, "GMA" grew in Total Viewers versus the previous week (+3% - 2.830 million vs. 2.753 million). "GMA" drew its largest overall audience in 4 weeks — since w/o 4/22/24.

“GMA” narrowed its margins with “Today” from the previous week in Adults 25-54 (-8% - 117,000 vs. 127,000) and Adults 18-49 (-22% - 82,000 vs. 105,000), posting its closest performance in over 2 months — since w/o 3/11/24.

“GMA” (2.830 million, 501,000 and 327,000, respectively) beat “CBS Mornings” (2.156 million, 454,000 and 310,000, respectively) across the board: Total Viewers (+647,000), Adults 25-54 (+47,000) and Adults 18-49 (+17,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 in all 35 weeks of the season and for the last 1,323 weeks overall — since w/o 1/18/99.

Season to date, “GMA” (2.916 million) is ranking as the No. 1 morning newscast in Total Viewers for the 12th straight year — since the 2012-2013 season. “GMA” is leading NBC’s “Today” (2.788 million) by 128,000 and “CBS Mornings” (2.229 million) by 687,000.

NOTE: On Friday (5/24/24), “Good Morning America” was retitled to “GMA-ABC,” “CBS Mornings” was retitled to “CBS Morn,” and “Today” was retitled to “Today-TS.” The retitled telecasts are excluded from the weekly and season averages. ABC’s, CBS’ and NBC’s weekly averages are based on four days (Monday-Thursday).

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. EDT) on ABC. Simone Swink is the executive producer.

MORNING NEWS (Week of May 20, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,830,000	0.4/10; 501,000	0.2/9; 327,000	1.9/13
TODAY	2,748,000	0.5/12; 618,000	0.3/11; 409,000	1.9/13
CBS MORNINGS	2,206,000	0.4/9; 448,000	0.2/8; 304,000	1.5/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 5/20/24), Previous Week (w/o 5/13/24) and Year-Ago Week (w/o 5/16/23). Most Current Data Stream: 2023-2024 Season (9/25/23–5/26/24) and 2022-2023 Season (9/19/22–5/21/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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