

Aug. 13, 2024

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

*For the Week of Aug. 5, 2024*

**'GOOD MORNING AMERICA' DRAWS ITS LARGEST OVERALL AUDIENCE IN 7 WEEKS,  
GROWING WEEK TO WEEK ACROSS THE BOARD**

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

**'GMA' Outdelivers CBS Across the Board for the Week, Leads in Total Viewers and Adults 25-54  
for All 46 Weeks of the Season and for the Last 1,134 Weeks**



ABC News\*

**"Good Morning America" averaged 2.680 million Total Viewers, 480,000 Adults 25-54 and 289,000 Adults 18-49 for the week of Aug. 5, 2024, based on Live + Same Day Data from Nielsen Media Research, during the second week of the 2024 Summer Olympics.**

- **"GMA" improved on the previous week in Total Viewers (+5% - 2.680 million vs. 2.549 million), Adults 25-54 (+11% - 480,000 vs. 434,000) and Adults 18-49 (+11% - 289,000 vs. 261,000).** Despite airing against an Olympics-fueled "Today," "GMA" drew its **largest overall audience in 7 weeks** — since w/o 6/17/24.
- **"GMA" narrowed its margins with "Today" in week two of the Summer Olympics compared to its margins in week one in all key target demos: Total Viewers (-25% - 458,000**

vs. 608,000), **Adults 25-54** (-13% - 280,000 vs. 320,000) and **Adults 18-49** (-6% - 231,000 vs. 247,000).

- “GMA” (2.680 million, 480,000 and 289,000, respectively) **defeated “CBS Mornings”** (1.944 million, 371,000 and 259,000, respectively) **across the board: Total Viewers (+736,000), Adults 25-54 (+109,000) and Adults 18-49 (+30,000).** “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 in all 46 weeks of the season and for the last 1,334 weeks overall** — since w/o 1/18/99.
- Season to date, “GMA” (2.584 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”** (2.759 million) **by 95,000 and “CBS Mornings”** (2.181 million) **by 673,000.**

NOTE: On Tuesday (8/6/24), “CBS Mornings” was retitled to “CBS Morn” due to coverage of Vice President Harris’ running mate pick. On Thursday (8/8/24) and Friday (8/9/24), “CBS Mornings” was also retitled to “CBS Morn.” The retitled telecasts are excluded from the weekly and season averages. CBS’ weekly averages are based on two days (Monday and Wednesday).

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 Aug. 5, 2024):**

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,680,000	0.4/ 10; 480,000	0.2/ 8; 289,000	1.8/13
TODAY	3,138,000	0.6/16; 760,000	0.4/15 520,000	2.1/15
CBS MORNINGS	1,944,000	0.3/ 8; 371,000	0.2/ 8; 259,000	1.3/ 9

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 8/5/24), Previous Week (w/o 7/29/24) and Year-Ago Week (w/o 7/31/23). Most Current Data Stream: 2023-2024 Season (9/25/23–8/11/24) and 2022-2023 Season (9/19/22–8/6/23), Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

\*COPYRIGHT ©2024 Disney Enterprises, Inc. All photography is copyrighted material and is for editorial use only. Images are not to be archived, altered, duplicated, resold, retransmitted or used for any other purposes without written permission of ABC News. Images are distributed to the press to publicize current programming. Any other usage must be licensed.

#### **ABC News Media Relations**

Jordan Littlejohn

[jordan.littlejohn@abc.com](mailto:jordan.littlejohn@abc.com)