

May 13, 2025

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

For the Week of May 5, 2025

**WITH ITS LARGEST AUDIENCE IN 4 WEEKS, 'GOOD MORNING AMERICA' IS
NO. 1 IN TOTAL VIEWERS**

'GMA' Increases Its Lead Over 'Today' Both Week to Week and Year to Year

**Season to Date, 'GMA' Ranks as the No. 1 Morning Newscast in Total Viewers for the 13th
Consecutive Year, Leading NBC and CBS**



ABC News*

"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.718 million) during the week of May 5, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" outperformed NBC's "Today" (2.591 million) by 127,000 to take the top spot for the 10th week in a row.

- **"GMA" increased its lead over "Today" both week to week (+11% - 127,000 vs. 114,000) and year to year (+354% - 127,000 vs. 28,000).**
- **"GMA" improved on the previous week in Total Viewers (+1% - 2.718 million vs. 2.686 million) and Adults 25-54 (+2% - 453,000 vs. 442,000), drawing its largest overall audience in 4 weeks — since w/o 4/7/25.**

- “GMA” (2.718 million, 453,000 and 279,000, respectively) **beat “CBS Mornings”** (1.946 million, 318,000 and 182,000, respectively) **in Total Viewers (+772,000), Adults 25-54 (+135,000) and Adults 18-49 (+97,000).** “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,373 weeks overall** — since w/o 1/18/99.
- Season to date, “GMA” (2.698 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”** (2.686 million) **and “CBS Mornings”** (2.019 million).

NOTE: On Wednesday (5/7/25), “Good Morning America” was retitled to “GMA-ABC” and “CBS Mornings” was retitled to “CBS Morn.” The retitled telecast is excluded from the weekly and season averages. ABC’s and CBS’ weekly averages are based on four days (Monday-Tuesday and Thursday-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 5, 2025):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,718,000	0.4/10; 453,000	0.2/ 9; 279,000	1.8/13
TODAY	2,591,000	0.5/14; 620,000	0.3/13; 399,000	1.7/13
CBS MORNINGS	1,946,000	0.3/ 7; 318,000	0.1/ 6; 182,000	1.3/ 9

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 5/5/25), Previous Week (w/o 4/28/25) and Year-Ago Week (w/o 5/6/24). Most Current Data Stream: 2024-2025 Season (9/23/24-5/11/25) and 2023-2024 Season (9/25/23-5/12/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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