

July 16, 2024

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

For the Week of July 8, 2024

'GOOD MORNING AMERICA' RANKS AS NO. 1 MORNING SHOW IN TOTAL VIEWERS

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

'GMA' Outdelivers CBS Across the Board for the Week, Leads in Total Viewers and Adults 25-54 for the Last 1,330 Weeks



ABC News*

"Good Morning America" ranked as the morning's No. 1 newscast in Total Viewers (2.568 million) for the week of July 8, 2024, based on Live + Same Day Data from Nielsen Media Research. "GMA" beat NBC's "Today" (2.479 million) by 89,000.

- **"GMA" narrowed its margins by double digits with "Today" versus the previous week in Adults 25-54 (-33% - 89,000 vs. 133,000) and Adults 18-49 (-22% - 66,000 vs. 85,000).**
- **"GMA" (2.568 million, 432,000 and 280,000, respectively) defeated "CBS Mornings" (2.000 million, 386,000 and 262,000, respectively) across the board: Total Viewers(+568,000), Adults 25-54 (+46,000) and Adults 18-49 (+18,000). "GMA" led "CBS Mornings" in Total Viewers and Adults 25-54 in all 42 weeks of the season and for the last 1,330 weeks overall — since w/o 1/18/99.**

- Season to date, **“GMA”** (2.878 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”** (2.753 million) **by 125,000 and “CBS Mornings”** (2.199 million) **by 679,000.**

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

MORNING NEWS (Week of July 8, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,568,000	0.4/10; 432,000	0.2/ 9; 280,000	1.7/13
TODAY	2,479,000	0.4/12; 521,000	0.3/11 346,000	1.7/12
CBS MORNINGS	2,000,000	0.3/ 9; 386,000	0.2/ 8; 262,000	1.3/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 7/8/24), Previous Week (w/o 7/1/24) and Year-Ago Week (w/o 7/3/23). Most Current Data Stream: 2023-2024 Season (9/25/23–7/14/24) and 2022-2023 Season (9/19/22–7/9/23), Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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