

May 20, 2025

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

For the Week of May 12, 2025

'GOOD MORNING AMERICA' IS THE NO. 1 MOST-WATCHED MORNING NEWS PROGRAM FOR THE WEEK

For the 3rd Consecutive Week, 'GMA' Widens Its Lead Over 'Today' Year to Year by Triple Digits

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 (2.578 million) during the week of May 12, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" beat NBC's "Today" (2.499 million) by 79,000 to take the top spot for the 11th week running.

- For the 3rd consecutive week, "GMA" increased its lead over "Today" year to year by triple digits (+139% - 79,000 vs. 33,000).
- "GMA" narrowed its margins with "Today" versus the previous week in Adults 25-54 (-8% - 154,000 vs. 167,000) and Adults 18-49 (-26% - 89,000 vs. 120,000).
- "GMA" (2.578 million, 425,000 and 273,000, respectively) beat "CBS Mornings" (1.904 million, 310,000 and 193,000, respectively) in Total Viewers (+674,000), Adults 25-54 (+115,000) and

Adults 18-49 (+80,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,374 weeks overall — since w/o 1/18/99.

- Season to date, **“GMA” (2.694 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” (2.680 million) and “CBS Mornings” (2.015 million).**

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 12, 2025):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,578,000	0.3/10; 425,000	0.2/ 9; 273,000	1.7/13
TODAY	2,499,000	0.5/14; 579,000	0.3/12; 362,000	1.7/13
CBS MORNINGS	1,904,000	0.3/ 7; 310,000	0.1/ 7; 193,000	1.3/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 5/12/25), Previous Week (w/o 5/5/25) and Year-Ago Week (w/o 5/13/24). Most Current Data Stream: 2024-2025 Season (9/23/24-5/18/25) and 2023-2024 Season (9/25/23-5/19/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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