



May 21, 2024

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

For the week of May 13, 2024

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

'GMA' Improves Week to Week Across the Board

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

'GMA' Outperforms CBS Across the Board for the Week, Leads in Total Viewers and Adults 25-54 for the Last 1,322 Weeks



ABC News/Heidi Gutman*

"Good Morning America" ranked as the morning's No. 1 newscast in Total Viewers (2.753 million) for the week of May 13, 2024, based on Live + Same Day Data from Nielsen Media Research.

"GMA" improved on the previous week in Total Viewers (+1% - 2.753 million vs. 2.724 million), Adults 25-54 (+1% - 508,000 vs. 502,000) and Adults 18-49 (+1% - 328,000 vs. 325,000).

“GMA” (2.753 million, 508,000 and 3285,000, respectively) beat “CBS Mornings” (2.118 million, 412,000 and 280,000, respectively) across the board: Total Viewers (+635,000), Adults 25-54 (+96,000) and Adults 18-49 (+48,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 in all 34 weeks of the season and for the last 1,322 weeks overall — since w/o 1/18/99.

Season to date, **“GMA” (2.918 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” (2.789 million) by 129,000 and “CBS Mornings” (2.230 million) by 688,000.**

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 May 13, 2024):

| | <u>TOTAL VIEWERS</u> | <u>ADULTS 25-54</u> | <u>ADULTS 18-49</u> | <u>HOUSEHOLDS</u> |
|----------------------|----------------------|---------------------|---------------------|-------------------|
| GOOD MORNING AMERICA | 2,753,000 | 0.4/10; 508,000 | 0.2/ 9; 328,000 | 1.9/13 |
| TODAY | 2,720,000 | 0.5/12; 635,000 | 0.3/12 433,000 | 1.8/12 |
| CBS MORNINGS | 2,118,000 | 0.3/ 8; 412,000 | 0.2/ 8; 280,000 | 1.5/10 |

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 5/13/24), Previous Week (w/o 5/6/24) and Year-Ago Week (w/o 5/9/23). Most Current Data Stream: 2023-2024 Season (9/25/23–5/19/24) and 2022-2023 Season (9/19/22–5/14/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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