



July 1, 2025

****Ratings Report for ABC News' "Good Morning America" and "GMA3"**

For the 2nd Quarter of 2025 and Week of June 16, 2025

**ABC NEWS' 'GOOD MORNING AMERICA' IS THE NO. 1 MORNING NEWS PROGRAM FOR
THE WEEK AND QUARTER**

**With Its Largest Total Viewer Lead Over 'Today' in 18 Months, 'GMA' Increases Its Margin By
Triple Digits Both Week to Week and Year to Year**

**'GMA' Marks Its 13th Consecutive 2nd Quarter Victory in Total Viewers and Posts Its Largest Lead
Over 'Today' in 6 Quarters**



ABC News*

"Good Morning America"

Week of June 23, 2025

"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.645 million) during the week of June 23, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" outperformed NBC's "Today" (2.309 million) by 336,000, leading the NBC program for the 17th straight week.

- **“GMA” increased its Total Viewer lead over “Today” by triple digits both week to week (+105% - 336,000 vs. 164,000) and year to year (+257% - 336,000 vs. 94,000). In fact, “GMA” turned in its largest Total Viewer lead in 18 months — since w/o 12/25/23.**
- **“GMA” was up on the year-ago week in Adults 25-54 (+2% - 477,000 vs. 466,000), standing as the only morning newscast to grow on the year-ago week in the key Adult news demo.**
- **On Thursday (6/26/25), “GMA” ranked No. 1 across the board, leading “Today” in Total Viewers (+368,000 – 2.669 million vs. 2.301 million), Adults 25-54 (+9,000 – 475,000 vs. 466,000) and Adults 18-49 (+38,000 – 316,000 vs. 278,000).**
- **“GMA” slashed its margins week to week with “Today” by double digits in both Adults 25-54 (-64% - 24,000 vs. 67,000) and Adults 18-49 (-80% - 8,000 vs. 40,000), posting its closest performance in Adults 25-54 in 18 months and narrowest in Adults 18-49 in nearly 2 years — since weeks of 12/25/23 and 8/7/23, respectively.**
- **“GMA” also slashed its gaps with “Today” year to year in both Adults 25-54 (-80% - 24,000 vs. 123,000) and Adults 18-49 (-89% - 8,000 vs. 72,000).**
- **“GMA” (2.645 million, 477,000 and 294,000, respectively) defeated “CBS Mornings” (1.818 million, 287,000 and 161,000, respectively) in Total Viewers (+827,000), Adults 25-54 (+190,000) and Adults 18-49 (+133,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,380 weeks overall — since w/o 1/18/99.**
- **Season to date, “GMA” (2.685 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” (2.650 million) and “CBS Mornings” (1.990 million).**

NOTE: On Friday (6/27/25), “Good Morning America” was retitled to “GMA-ABC” and “CBS Mornings” was retitled to “CBS Morn.” The retitled telecasts are excluded from the weekly and season averages. ABC’s and CBS’ weekly averages are based on four days (Monday-Thursday).

2nd Quarter 2025

ABC News’ “Good Morning America” ranked No. 1 for the 2nd quarter of 2025 in Total Viewers (2.663 million), based on Most Current Data from Nielsen Media Research. “GMA” defeated NBC’s “Today” (2.527 million) by +136,000 Total Viewers to post its largest lead over the NBC program in 6 quarters – since 4Q23. In addition, “GMA” led “Today” in all 13 weeks of the 2nd quarter.

- **“GMA”’s victory marked its 13th consecutive 2nd quarter victory in Total Viewers — since 2Q13.**

- “GMA” increased its Total Viewer margins with “Today” versus the year-ago quarter(2Q24) by 49% (136,000 vs. 91,000).
- “GMA” narrowed its margins with “Today” by double digits versus the previous quarter (1Q25) in Adults 25-54 (-42% - 113,000 vs. 196,000) and Adults 18-49 (-51% - 66,000 vs. 134,000) to deliver its closest performance in 7 quarters — since 3Q23.
- “GMA” cut its gaps with “Today” versus the year-ago quarter (2Q24) in Adults 25-54 (-10% - 113,000 vs. 126,000) and Adults 18-49 (-26% - 66,000 vs. 89,000).
- “GMA” (2.663 million, 467,000 and 301,000, respectively) beat “CBS This Morning” (1.923 million, 316,000 and 193,000, respectively) during 2Q25 in Total Viewers (+740,000), Adults 25-54 (+151,000) and Adults 18-49 (+108,000).

MORNING NEWS (Week of June 23, 2025)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,645,000	0.4/12; 477,000	0.2/11; 294,000	1.8/14
TODAY	2,309,000	0.4/13; 501,000	0.2/11; 302,000	1.5/12
CBS MORNINGS	1,818,000	0.2/ 7; 287,000	0.1/ 6; 161,000	1.2/ 9

MORNING NEWS (2nd Quarter, 2025)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,663,000	0.4/11; 467,000	0.2/10; 301,000	1.7/13
TODAY	2,527,000	0.5/14; 580,000	0.3/12; 367,000	1.7/13
CBS MORNINGS	1,923,000	0.3/ 7; 316,000	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 6/23/25), Previous Week (w/o 6/16/25) and Year-Ago Week (w/o 6/24/24). Most Current Data Stream: 2024-2025 Season (9/23/24-6/29/25) and 2023-2024 Season (9/25/23-6/30/24). Live+7/Most Current - 2Q25: 3/31 – 6/29/25, 2Q24: 4/1 – 6/30/24 and 1Q25: 12/30/24 – 3/30/25. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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.

“GMA3”

Week of June 23, 2025

“GMA3” averaged 1.275 million Total Viewers, 136,000 Women 25-54, and 103,000 Women 18-49 during the week of June 23, 2025, based on Live+Same Day Data from Nielsen Media Research, leading “NBC News Daily” in Total Viewers.

- **“GMA3” improved on the previous week in Total Viewers (+6% - 1.275 million vs. 1.200 million), Women 25-54 (+14% - 136,000 vs. 119,000) and Women 18-49 (+16% - 103,000 vs. 89,000). “GMA3” drew its largest overall audience in 7 weeks and posted its best numbers in both key Women demos in over 3 months — since weeks of 5/5/25 and 3/3/25, respectively.**
- **Season to date, “GMA3” ranks No. 1 in Total Viewers (1.348 million) versus CBS’ “The Talk” (1.240 million) and “NBC News Daily” (1.185 million) for the 3rd straight season. In addition, “GMA3” is improving versus the comparable weeks last season in Women 18-49 (+2% - 101,000 vs. 99,000).**

NOTE: On Monday (6/23/25), “GMA3” was retitled to “GMA3-ABC” and “NBC News Daily” was retitled to “NBC News Daily-ND.” The retitled telecasts are excluded from the weekly and season averages. “GMA3”’s and “NBC News Daily”’s weekly averages are based on four days (Tuesday-Friday).

2nd Quarter 2025

ABC’s “GMA3: What You Need to Know” 1.239 million Total Viewers, 122,000 Women 25-54, and 92,000 Women 18-49 during the 2nd quarter of 2025, based on Most Current Data from Nielsen Media Research, beating “NBC News Daily” in Total Viewers and Women 18-49.

Emmy® Award-nominated “GMA3” is a one-hour program airing weekdays at 1:00 p.m. EDT|12:00 p.m. CDT on ABC. Simone Swink is the senior executive producer.

Week of June 23, 2025:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,275,000	136,000	103,000
“NBC News Daily”	1,081,000	120,000	77,000

2nd Quarter 2025:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,239,000	122,000	92,000
“NBC News Daily”	1,095,000	137,000	89,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 6/23/25), Previous Week (w/o 6/16/25) and Year-Ago Week (w/o 6/24/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-6/29/25 for "GMA3" and 9/23/24-6/29/25 for "NBC News Daily" and "The Talk." Live+7/Most Current - 2Q25: 3/31 – 6/29/25, 2Q24: 4/1 – 6/30/24 and 1Q25: 12/30/24 – 3/30/25. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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