

April 2, 2024

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

For the 1st Quarter of 2024 and Week of March 25, 2024

**'GOOD MORNING AMERICA' IS NO. 1 FOR THE FIRST QUARTER IN TOTAL VIEWERS,
MARKING 24 QUARTER WINS IN A ROW**

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

**'GMA' Leads CBS in Total Views and Adults 25-54 in All 27 Weeks of the Season and for the Last
1,315 Weeks Overall**



ABC News/Heidi Gutman*

1st Quarter 2024

ABC News' "Good Morning America" stood as the No. 1 morning newscast during the 1st Quarter of 2024 in Total Viewers (2.891 million), based on Most Current Data from Nielsen Media Research. "GMA" won the 1st quarter for the 11th time in the last 12 years. Overall, "GMA" has won 24 quarters in a row and 45 of the last 47 quarters in Total Viewers.

"GMA" outdelivered NBC's "Today" (2.799 million) by 92,000.

“GMA” (2.891 million, 559,000 and 362,000) **beat “CBS Mornings”** (2.243 million, 474,000 and 310,000, respectively) **during 1Q24 in Total Viewers (+648,000), Adults 25-54 (+85,000) and Adults 18-49 (+52,000).**

Week of March 25, 2024

“Good Morning America” averaged **2.779 million Total Viewers, 540,000 Adults 25-54** and 341,000 Adults 18-49 for the week of March 25, 2024, based on Live + Same Day Data from Nielsen Media Research.

For the 2nd week in a row, “GMA” **was up over the previous week in Total Viewers (+1% - 2.803 million vs. 2.779 million).**

“GMA” (2.803 million, 523,000 and 337,000, respectively) **beat “CBS Mornings”** (2.105 million, 461,000 and 295,000, respectively) **across the board: Total Viewers (+685,000), Adults 25-54 (+80,000) and Adults 18-49 (+24,000).** “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 in all 27 weeks of the season and for the last 1,315 weeks overall** — since w/o 1/18/99.

Season to date, “GMA” (2.950 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”** (2.801 million) **by 149,000 and “CBS Mornings”** (2.243 million) **by 149,000.**

NOTE: On Tuesday (3/26/24), “GMA” was retitled to “GMA-ABC” due to a special report on the bridge collapse in Maryland. On Friday (3/29/24), all three programs were retitled due to Good Friday. The retitled telecasts are excluded from the weekly and season averages. ABC’s weekly averages are based on three days (Monday, Wednesday and Thursday), while CBS’ and NBC’s weekly averages are based on four days (Monday-Thursday).

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 (1st Quarter 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,891,000	0.5/10; 559,000	0.3/ 9; 362,000	1.9/13
TODAY	2,799,000	0.6/13; 690,000	0.4/12 470,000	1.9/12
CBS MORNINGS	2,243,000	0.4/ 9; 474,000	0.2/ 8; 310,000	1.5/10

MORNING NEWS (Week of March 25, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,803,000	0.4/10; 523,000	0.3/ 9; 337,000	1.9/13
TODAY	2,807,000	0.6/13; 688,000	0.3/12 459,000	1.913
CBS MORNINGS	2,138,000	0.4/ 9; 443,000	0.2/ 8; 313,000	1.4/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 3/25/24), Previous Week (w/o 3/18/24) and Year-Ago Week (w/o 3/20/23). Most Current Data Stream: 2023-2024 Season (9/25/23 – 3/31/24) and 2022-2023 Season (9/19/22 – 3/26/23). Most Current Data Stream - 1Q24: 1/1/24 – 3/31/24, 1Q23: 12/26/22 – 3/26/23 and 4Q23: 9/25/23 – 12/31/23. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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