

May 6, 2025

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

*For the Week of April 28, 2025*

**'GOOD MORNING AMERICA' IS THE NO. 1 MOST-WATCHED MORNING NEWSCAST  
FOR THE WEEK, WINNING ALL 5 DAYS**

**'GMA' Widens Its Lead Over 'Today' Both Week to Week and Year to Year by Double and Triple  
Digits, Respectively**

**Season to Date, 'GMA' Ranks as the No. 1 Morning Newscast in Total Viewers for the 13<sup>th</sup>  
Consecutive Year, Leading NBC and CBS**



ABC News\*

**"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.686 million) during the week of April 28, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" beat NBC's "Today" (2.572 million) by 114,000, leading the NBC program for the 9<sup>th</sup> consecutive week. In addition, "GMA" outdelivered "Today" in all five head-to-head telecasts of the week.**

- **"GMA" widened its lead over "Today" both week to week (+16% - 114,000 vs. 98,000) and year to year (+613% - 114,000 vs. 16,000).**
- **"GMA" was up week to week in Total Viewers (+1% - 2.686 million vs. 2.659 million).**

- “GMA” narrowed its margins “Today” from the year-ago week in Adults 25-54 (-14% - 156,000 vs. 182,000) and Adults 18-49 (-31% -96,000 vs. 140,000).
- “GMA” (2.686 million, 442,000 and 289,000, respectively) beat “CBS Mornings” (1.924 million, 302,000 and 183,000, respectively) in Total Viewers (+762,000), Adults 25-54 (+140,000) and Adults 18-49 (+106,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,372 weeks overall — since w/o 1/18/99.
- Season to date, “GMA” (2.698 million) is ranking as the No. 1 morning newscast in Total Viewers for the 13<sup>th</sup> consecutive year — since the 2012-2013 season. “GMA” is leading NBC’s “Today” (2.689 million) and “CBS Mornings” (2.021 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 April 28, 2025):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,686,000	0.4/11; 442,000	0.2/10; 289,000	1.8/13
TODAY	2,572,000	0.5/14; 598,000	0.3/13; 385,000	1.7/13
CBS MORNINGS	1,924,000	0.2/ 7; 302,000	0.1/ 6; 183,000	1.3/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 4/28/25), Previous Week (w/o 4/21/25) and Year-Ago Week (w/o 4/29/24). Most Current Data Stream: 2024-2025 Season (9/23/24-5/4/25) and 2023-2024 Season (9/25/23-5/5/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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