

March 25, 2025

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

*For the Week of March 17, 2025*

**'GOOD MORNING AMERICA' IS NO. 1 IN TOTAL VIEWERS**

**'GMA' Grows Week to Week Across the Board, Narrows Gap With 'Today' in Both Key Adult Demos**

**For the 1,365<sup>th</sup> Consecutive Week, 'GMA' Outperforms CBS in Total Viewers and Adults 25-54**



ABC News\*

**"Good Morning America" ranked No. 1 in Total Viewers** (2.661 million) for the week of March 17, 2025, based on Live+Same Day Data from Nielsen Media Research. **"GMA" outperformed NBC's "Today"** (2.592 million) **by 69,000, widening its lead versus the same year last year (+15% vs. 47,000).** In addition, **"GMA" took the top spot for the 3<sup>rd</sup> week in a row and for the 5<sup>th</sup> time in the last 6 weeks.**

- **"GMA" saw week-to-week gains in all key target demos: Total Viewers (+5% - 2.661 million vs. 2.544 million), Adults 25-54 (+7% - 464,000 vs. 433,000) and Adults 18-49 (+8% - 283,000 vs. 262,000).**
- **"GMA" narrowed its gaps with "Today" week to week in Adults 25-54 (-13% - 176,000 vs. 202,000) and Adults 18-49 (-12% - 125,000 vs. 142,000), marking its closest performance in the key Adult news demo in 4 weeks — since w/o 2/17/24.**

- “GMA” (2.661 million, 464,00 and 283,000, respectively) **defeated “CBS Mornings”** (2.007 million, 389,000 and 244,000, respectively) **in Total Viewers (+654,000), Adults 25-54 (+75,000) and Adults 18-49 (+39,000).** “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,365 weeks overall** – since w/o 1/18/99.

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 March 17, 2025):**

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
<b>GOOD MORNING AMERICA</b>	<b>2,661,000</b>	<b>0.4/10; 464,000</b>	<b>0.2/ 9; 283,000</b>	<b>1.7/13</b>
TODAY	2,592,000	0.5/14; 640,000	0.3/13 408,000	1.7/13
CBS MORNINGS	2,007,000	0.3/ 9; 389,000	0.2/ 8; 244,000	1.3/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 3/17/25), Previous Week (w/o 3/10/25) and Year-Ago Week (w/o 3/18/24). Most Current Data Stream: 2024-2025 Season (9/23/24-3/23/25) and 2023-2024 Season (9/25/23-3/24/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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