

March 4, 2025

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

For the Week of Feb. 24, 2025

'GOOD MORNING AMERICA' DRAWS OVERALL AUDIENCE OF 2.7 MILLION VIEWERS

'GMA' Narrows Margins With 'TODAY' Week to Week by Double Digits in Adults 18-49

For the 1,362nd Week in a Row, 'GMA' Outperforms CBS in Total Viewers and Adults 25-54



ABC News*

"Good Morning America" averaged 2.685 million Total Viewers, 465,000 Adults 25-54 and 307,000 Adults 18-49 for the week of Feb. 24, 2025, based on Live+Same Day Data from Nielsen Media Research.

- **"GMA" cut its Adults 18-49 margin with "Today" by 28% (110,000 vs. 152,000).**
- **"GMA" (2.685 million, 465,000 and 307,000, respectively) defeated "CBS Mornings" (2.025 million, 357,000 and 238,000, respectively) in Total Viewers (+660,000), Adults 25-54 (+108,000) and Adults 18-49 (+69,000). "GMA" led "CBS Mornings" in Total Viewers and Adults 25-54 for the last 1,362 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. EST) on ABC. Simone Swink is the senior executive producer.

MORNING NEWS (Week of Feb. 24, 2025):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,685,000	0.4/10; 465,000	0.2/ 9; 307,000	1.8/13
TODAY	2,725,000	0.5/15; 679,000	0.3/13 417,000	1.8/13
CBS MORNINGS	2,025,000	0.3/ 8; 357,000	0.2/ 7; 238,000	1.4/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 2/24/25), Previous Week (w/o 2/17/25) and Year-Ago Week (w/o 2/26/24). Most Current Data Stream: 2024-2025 Season (9/23/24-3/2/25) and 2023-2024 Season (9/25/23-3/3/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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