

Dec. 4, 2024

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

For the Week of Nov. 25, 2024

'GOOD MORNING AMERICA' HITS SEASON HIGH, DRAWS ITS LARGEST OVERALL AUDIENCE IN 6 MONTHS

With 2.8 Million Viewers, 'GMA's Total Audience Increases for the Second Week in a Row

For the 13th Consecutive Year, 'GMA' Leads as the No. 1 Morning Newscast in Total Viewers for the Season



ABC News*

"Good Morning America" averaged 2.808 million Total Viewers, 472,000 Adults 25-54 and 301,000 Adults 18-49 for the week of Nov. 25, 2024, based on Live+Same Day Data from Nielsen Media Research.

- For the second week in a row, "GMA" was up in Total Viewers (2.808 million vs. 2.802 million). In fact, "GMA" hit a season high and drew its largest overall audience in 6 months — since w/o 5/27/24.
- "GMA" (2.808 million, 472,000 and 301,000, respectively) defeated "CBS Mornings" (1.928 million, 356,000 and 238,000, respectively) in Total Viewers (+880,000), Adults 25-54 (+116,000) and Adults 18-49 (+83,000). "GMA" saw its largest Total Viewer lead over the CBS program in more than 1 year — since w/o 10/2/23.

- “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,350 weeks overall — since w/o 1/18/99.
- Season to date, “GMA” (2.701 million) is ranking as the No. 1 morning newscast in Total Viewers for the 13th consecutive year — since the 2012-2013 season.

NOTE: On Monday (11/25/24), Thursday (11/28/24) and Friday (11/29/24), “Good Morning America” was retitled to “GMA-ABC.” “CBS Mornings” was coded as specials from Wednesday through Friday. NBC’s “Today” was coded as a special on Wednesday and was retitled to “Today-TS” on Friday. All retitled and specialed telecasts are excluded from the weekly and season averages. ABC’s (Tuesday-Wednesday) and CBS’ (Monday-Tuesday) weekly averages are based on two days, while NBC’s weekly averages are based on three days (Monday, Tuesday and Thursday).

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 executive producer.

MORNING NEWS (Week of Nov. 25, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,808,000	0.4/10; 472,000	0.2/ 9; 301,000	1.9/14
TODAY	3,214,000	0.7/17; 849,000	0.4/16 575,000	2.0/14
CBS MORNINGS	1,928,000	0.3/ 9; 356,000	0.2/ 7; 238,000	1.3/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 11/25/24), Previous Week (w/o 11/18/24) and Year-Ago Week (w/o 11/27/23). Most Current Data Stream: 2024-2025 Season (9/23-12/1/24) and 2023-2024 Season (9/25-12/3/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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