

Oct. 1, 2024

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

*For the Week of Sept. 23, 2024*

**'GOOD MORNING AMERICA' WINS PREMIERE WEEK FOR THE 13<sup>th</sup> CONSECUTIVE SEASON**

**With 2.6 Million Viewers, 'GMA' Draws Its Largest Audience in 6 Weeks**

**'GMA' Outperforms CBS Across the Board for the Week, Leads in Total Viewers and Adults 25-54 for the Last 1,341 Weeks**



ABC News\*

**"Good Morning America" opened the 2024-2025 season ranked as America's No. 1 morning newscast in Total Viewers (2.632 million) for the week of Sept. 23, 2023, based on Live + Same Day Data from Nielsen Media Research. "GMA" won premiere week for the 13<sup>th</sup> consecutive season — since the 2012-2013 season.**

- **"GMA" improved on the previous week in Total Viewers (+5% - 2.632 million vs. 2.511 million) and Adults 25-54 (+5% - 444,000 vs. 421,000), drawing its largest overall audience in 6 weeks — since w/o 8/12/24.**
- **"GMA" narrowed its margins with "Today" versus the previous week in Adults 25-54 (-7% - 223,000 vs. 240,000), posting its closest performance in 4 weeks — since w/o 8/26/24.**

- “GMA” (2.532 million, 444,000 and 275,000, respectively) **defeated “CBS Mornings”** (2.093 million, 383,000 and 252,000, respectively) **across the board: Total Viewers (+539,000), Adults 25-54 (+61,000) and Adults 18-49 (+23,000).** “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,341 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 executive producer.

**MORNING NEWS (Week of Sept. 23, 2024):**

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,632,000	0.4/ 9; 444,000	0.2/ 8; 275,000	1.8/12
TODAY	2,601,000	0.5/13; 667,000	0.3/13 438,000	1.7/12
CBS MORNINGS	2,093,000	0.3/ 8; 383,000	0.2/ 7; 252,000	1.4/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 9/23/24), Previous Week (w/o 9/16/24) and Year-Ago Week (w/o 9/25/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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**ABC News Media Relations**

Jordan Littlejohn

[jordan.littlejohn@abc.com](mailto:jordan.littlejohn@abc.com)

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