

Feb. 19, 2025

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

For the Week of Feb. 10, 2025

**ABC NEWS 'GOOD MORNING AMERICA' IS THE MOST-WATCHED MORNING
NEWSCAST FOR THE WEEK**

**With 2.7 Million Viewers, 'GMA' Is the Only Morning News Program to See Week-to-Week
Growth Across the Board**

**'Good Morning America' Narrows Its Margins Week to Week With 'Today' by Double Digits in
Both Adult Demos**



ABC News*

"Good Morning America" ranked No. 1 in Total Viewers (2.752 million) for the week of Feb. 10, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" outperformed NBC's "Today" (2.680 million) by 72,000.

- **"GMA" saw week-to-week gains in all key target demos: Total Viewers (+2% - 2.752 million vs. 2.688 million), Adults 25-54 (+3% - 487,000 vs. 471,000) and Adults 18-49 (+7% - 303,000 vs. 282,000), standing as the only morning newscast to grow week to week in across the board.**
- **"GMA" narrowed its margins with "Today" versus the previous week in Adults 25-54 (-23% - 158,000 vs. 204,000) and Adults 18-49 (-25% - 114,000 vs. 152,000), posting its closest performance in 6 weeks — since w/o 12/30/24.**

- **On Wednesday (2/12/25), “GMA” scored its largest single-day telecast lead over NBC’s “Today” in Total Viewers (+367,000 - 2.895 million vs. 2.528 million) in over 1 year — since 12/28/23, based on regular telecasts.**
- **“GMA” (2.752 million, 487,000 and 303,000, respectively) defeated “CBS Mornings” (2.070 million, 357,000 and 234,000, respectively) in Total Viewers (+682,000), Adults 25-54 (+130,000) and Adults 18-49 (+69,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,360 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. 10, 2025):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,752,000	0.4/10; 487,000	0.2/ 9; 303,000	1.8/13
TODAY	2,680,000	0.5/14; 645,000	0.3/13 417,000	1.8/13
CBS MORNINGS	2,070,000	0.4/ 8; 357,000	0.2/ 7; 234,000	1.4/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 2/10/25), Previous Week (w/o 2/3/25) and Year-Ago Week (w/o 2/11/24). Most Current Data Stream: 2024-2025 Season (9/23/24-2/16/25) and 2023-2024 Season (9/25/23-2/18/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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