

Dec. 10, 2024

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

For the Week of Dec. 2, 2024

'GOOD MORNING AMERICA' DELIVERS 2.7 MILLION VIEWERS AND GROWS IN KEY ADULT DEMO VERSUS PREVIOUS WEEK

'GMA' Cuts Week-to-Week Margins With 'Today' by Double Digits in Both Key Adult Demos

For the 1,351ST Week In A Row, 'GMA' Outperforms CBS in Total Viewers and Adults 25-54



ABC News*

"Good Morning America" averaged 2.736 million Total Viewers, 475,000 Adults 25-54 and 290,000 Adults 18-49 for the week of Dec. 2, 2024, based on Live+Same Day Data from Nielsen Media Research.

- **"GMA" was up over the previous week in Adults 25-54 (+1% - 475,000 vs. 472,000).**
- **"GMA" cut its week-to-week margins with "Today" by double digits in Adults 25-54 (-46% - 202,000 vs. 377,000) and Adults 18-49 (-44% - 154,000 vs. 274,000).**
- **"GMA" (2.736 million, 475,000 and 290,000, respectively) defeated "CBS Mornings" (2.096 million, 410,000 and 266,000, respectively) in Total Viewers (+640,000), Adults 25-54 (+65,000) and Adults 18-49 (+24,000). "GMA" led "CBS Mornings" in Total Viewers and Adults 25-54 for the last 1,351 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 executive producer.

MORNING NEWS (Week of Dec. 2, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,736,000	0.4/10; 475,000	0.2/ 9; 290,000	1.9/13
TODAY	2,803,000	0.5/14; 677,000	0.3/13 444,000	1.9/13
CBS MORNINGS	2,096,000	0.3/ 9; 410,000	0.2/ 8; 266,000	1.4/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 12/2/24), Previous Week (w/o 11/25/24) and Year-Ago Week (w/o 12/4/23). Most Current Data Stream: 2024-2025 Season (9/23-12/8/24) and 2023-2024 Season (9/25-12/10/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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