

Dec. 27, 2023

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

For the week of Dec. 18, 2023

'GOOD MORNING AMERICA' RANKS NO. 1 IN TOTAL VIEWERS

'GMA' Increases Week to Week Across the Board

Season to Date, 'GMA' Ranks as the No. 1 Morning Newscast for 12 Straight Years



ABC News/Heidi Gutman*

"Good Morning America" ranked as the morning's No. 1 newscast in Total Viewers (2.922 million) for the week of Dec. 18, 2023, based on Live + Same Day Data from Nielsen Media Research. "GMA" outdelivered NBC's "Today" (2.786 million) by 136,000, more than doubling its lead versus the previous week (+106%; vs. 66,000).

"GMA" turned in across-the-board increases week to week: Total Viewers (+2% - 2.922 million vs. 2.871 million), Adults 25-54 (+4% - 544,000 vs. 521,000) and Adults 18-49 (+3% - 361,000 vs. 351,000).

"GMA" narrowed its margins versus "Today" compared to the previous week in Adults 25-54 (-7% - 154,000 vs. 165,000) and Adults 18-49 (-13% - 125,000 vs. 144,000).

Season to date, "GMA" (3.016 million) is ranking as the No. 1 morning newscast in Total Viewers for the 12th straight year — since the 2012-2013 season. "GMA" is leading NBC's "Today" (2.823 million) by 193,000.

During the week, "GMA" (2.922 million, 544,000 and 361,000, respectively) **beat "CBS Mornings"** (2.223 million, 443,000 and 288,000, respectively) **in Total Viewers (+699,000), Adults 25-54 (+101,000) and Adults 18-49 (+73,000).**

NOTE: On Friday (12/22/23), "CBS Mornings" was retitled to "CBS Morn," and "Today" was retitled to "Today-TS" due to Christmas weekend. The retitled telecast is excluded from the weekly and season averages. CBS' and NBC's weekly averages are based on four days (Monday-Thursday).

Emmy® Award-winning "GMA," 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. 18, 2023):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,922,000	0.4/10; 544,000	0.3/ 9; 361,000	2.0/12
TODAY	2,786,000	0.6/13; 698,000	0.4/12 486,000	1.9/12
CBS MORNINGS	2,223,000	0.4/ 8; 443,000	0.2/ 7; 288,000	1.5/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 12/18/23), Previous Week (w/o 12/11/23) and Year-Ago Week (w/o 12/12/22). Most Current Data Stream: 2022-2023 Season (9/25 – 12/24/22) and 2022-2023 Season (9/19 – 12/17/22). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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