

Sept. 4, 2024

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

*For the Week of Aug. 26, 2024*

**'GOOD MORNING AMERICA' RANKS AS NO. 1 MORNING SHOW IN TOTAL VIEWERS**

**For the 2<sup>nd</sup> Week in a Row, 'GMA' Is Up Week to Week in Adults 25-54**

**'GMA' Outperforms CBS Across the Board for the Week, Leads in Total Viewers and Adults 25-54 for the Season and Last 1,337 Weeks**



ABC News\*

**"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.549 million) for the week of Aug. 26, 2024, based on Live + Same Day Data from Nielsen Media Research.**

- For the 2<sup>nd</sup> week in a row, **"GMA" was up week to week in Adults 25-54 (+1% - 459,000 vs. 456,000).**
- **"GMA" (2.549 million, 459,000 and 286,000, respectively) defeated "CBS Mornings" (1.981 million, 377,000 and 247,000, respectively) across the board: Total Viewers (+568,000), Adults 25-54 (+82,000) and Adults 18-49 (+39,000). "GMA" led "CBS Mornings" in Total Viewers and Adults 25-54 in all 49 weeks of the season and for the last 1,337 weeks overall — since w/o 1/18/99.**

- Season to date, **“GMA”** (2.837 million) is ranking as the **No. 1 morning newscast in Total Viewers for the 12<sup>th</sup> straight year** — since the 2012-2013 season. **“GMA” is leading NBC’s “Today”** (2.745 million) **by 92,000** and **“CBS Mornings”** (2.165 million) **by 672,000**.

NOTE: On Friday (8/30/24), “CBS Mornings” was retitled to “CBS Morn” and NBC’s “Today” was retitled to “Today-TS” due to the Labor Day weekend. The retitled telecasts are excluded from the weekly and season averages. CBS’ and NBC’s 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. EDT) on ABC. Simone Swink is the executive producer.

**MORNING NEWS (Week of Aug. 26, 2024):**

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
<b>GOOD MORNING AMERICA</b>	<b>2,549,000</b>	<b>0.4/10; 459,000</b>	<b>0.2/ 9; 286,000</b>	<b>1.7/13</b>
TODAY	2,523,000	0.5/14; 640,000	0.3/13 423,000	1.7/13
CBS MORNINGS	1,981,000	0.3/ 8; 377,000	0.2/ 8; 247,000	1.3/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 8/26/24), Previous Week (w/o 8/19/24) and Year-Ago Week (w/o 8/21/23). Most Current Data Stream: 2023-2024 Season (9/25/23–9/1/24) and 2022-2023 Season (9/19/22–8/27/23), Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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