

Oct. 22, 2024

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

For the Week of Oct. 14, 2024

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

Hitting 5-Month High in Both Key Adult Demos, 'GMA' Increases Viewers in Adults 25-54 and Adults 18-49 for the 3rd Week in a Row

Season to Date, 'GMA' Ranks No. 1 in Total Viewers for the 13th Straight Year



ABC News*

"Good Morning America" ranked as America's No. 1 morning newscast in Total Viewers (2.708 million) for the week of Oct. 14, 2024, based on Live + Same Day Data from Nielsen Media Research. "GMA" beat NBC's "Today" (2.542 million) by 166,000.

- For the 3rd week in a row, "GMA" **grew from the previous week in Adults 25-54 (+2% - 505,000 vs. 495,000) and Adults 18-49 (+3% - 323,000 vs. 313,000).** "GMA" **hit 5-month highs in both key Adults demos** — since weeks of 5/13/24 and 5/20/24, respectively.
- "GMA" **cut its margins with "Today" week to week by double digits in Adults 25-54 (-31% - 157,000 vs. 227,000) and Adults 18-49 (-25% - 120,000 vs. 160,000), delivering its closest performance in both key Adult demos in 8 weeks** — since w/o 8/19/24.
- "GMA" (2.708 million, 505,000 and 323,000, respectively) **defeated "CBS Mornings" (1.918 million, 379,000 and 258,000, respectively) across the board: Total Viewers (+790,000), Adults 25-54 (+126,000) and Adults 18-49 (+65,000).** "GMA" saw its **biggest Adults 25-54 lead over CBS in 7 months** — since w/o 3/18/24.

- “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,344 weeks overall — since w/o 1/18/99.
- Season to date, “GMA” (2.693 million) is ranking as the No. 1 morning newscast in Total Viewers for the 13th consecutive year — since the 2012-2013 season. “GMA” is leading NBC’s “Today” (2.583 million) by 110,000 and “CBS Mornings” (1.991 million) by 702,000.

NOTE: On Monday (10/14/24), “GMA” was retitled to “GMA-ABC” due to Indigenous Peoples Day. The retitled telecast is excluded from the weekly and season averages. ABC’s weekly averages are based on four days (Tuesday-Friday).

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 Oct. 14, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,708,000	0.4/11; 505,000	0.2/10; 323,000	1.8/13
TODAY	2,542,000	0.5/14; 662,000	0.3/13 443,000	1.7/12
CBS MORNINGS	1,918,000	0.3/ 8; 379,000	0.2/ 8; 258,000	1.3/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 10/14/24), Previous Week (w/o 10/7/24) and Year-Ago Week (w/o 10/16/23). Most Current Data Stream: 2024-2025 Season (9/23-10/13/24) and 2023-2024 Season (9/25-10/15/23). 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

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