

Sept. 24, 2024

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

For the 2023-2024 Season and Week of Sept. 16, 2024

'GOOD MORNING AMERICA' IS AMERICA'S NO. 1 MORNING SHOW FOR 12TH STRAIGHT SEASON, WITH 2.8 MILLION VIEWERS

For the 2023-2024 Season, the Most-Watched Morning Show Leads With 2.819 Total Viewers

'GMA' Outperforms CBS Across the Board for the Week, Leads in Total Viewers and Adults 25-54 for the Season and Last 1,339 Weeks



ABC News*

2023-2024 Season:

For the 2023-2024 season, "Good Morning America" (2.819 million) ranked 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" (2.734 million) by 85,000 and "CBS Mornings" (2.157 million) by 662,000.

- In addition, "GMA" (524,000 and 342,000, respectively) **defeated "CBS Mornings"** (433,000 and 285,000, respectively) **by 91,000 Adults 25-54 and by 57,000 Adults 18-49.**

Week of Sept. 16, 2024:

“Good Morning America” averaged 2.511 million Total Viewers, 421,000 Adults 25-54 and 277,000 Adults 18-49 for the week of Sept. 16, 2024, based on Live + Same Day Data from Nielsen Media Research.

- **“GMA” narrowed its margins with “Today” versus the previous week in Adults 18-49 (-10% - 132,000 vs. 146,000).**
- **“GMA” (2.511 million, 421,000 and 277,000, respectively) defeated “CBS Mornings” (2.012 million, 394,000 and 266,000, respectively) across the board: Total Viewers (+499,000), Adults 25-54 (+27,000) and Adults 18-49 (+11,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 in all 52 weeks of the season and for the last 1,340 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. EDT) on ABC. Simone Swink is the executive producer.

MORNING NEWS (2023-2024 Season)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,819,000	0.4/10; 524,000	0.3/ 9; 342,000	1.9/13
TODAY	2,734,000	0.5/13; 663,000	0.3/12 451,000	1.9/12
CBS MORNINGS	2,157,000	0.4/ 8; 433,000	0.2/ 8; 285,000	1.5/10

MORNING NEWS (Week of Sept. 16, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,511,000	0.3/ 9; 421,000	0.2/ 9; 277,000	1.7/13
TODAY	2,526,000	0.5/14; 661,000	0.3/13 409,000	1.7/12
CBS MORNINGS	2,012,000	0.3/ 8; 394,000	0.2/ 8; 266,000	1.3/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 9/16/24), Previous Week (w/o 9/9/24) and Year-Ago Week (w/o 9/11/23). Most Current Data Stream: 2023-2024 Season (9/25/23–9/22/24) and 2022-2023 Season (9/19/22–9/24/23), Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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