

Aug. 27, 2024

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

For the Week of Aug. 19, 2024

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

'GMA' Is the Only Morning Newscast To Grow Week to Week in Key Adult Demos

'GMA' Outperforms CBS Across the Board for the Week, Leads in Total Viewers and Adults 25-54 for the Season and Last 1,336 Weeks



ABC News*

"Good Morning America" ranked as the morning's No. 1 newscast in Total Viewers (2.574 million) for the week of Aug. 19, 2024, based on Live + Same Day Data from Nielsen Media Research. "GMA" outdelivered NBC's "Today" (2.513 million) by 61,000, increasing its lead week to week by 39% (vs. 44,000).

- **"GMA" improved on the previous week in Adults 25-54 (+8% - 456,000 vs. 422,000) and Adults 18-49 (+13% - 294,000 vs. 260,000), standing as the only morning newscast to grow in the key Adults demos.**
- **For the 3rd straight week, "GMA" cut its gaps week to week with "Today" in Adults 25-54 (-29% - 150,000 vs. 211,000) and Adults 18-49 (-31% - 98,000 vs. 143,000), posting its closest performance with the NBC program in 5 weeks — since w/o 7/15/24.**

- “GMA” (2.574 million, 456,000 and 294,000, respectively) **defeated “CBS Mornings”** (1.889 million, 342,000 and 223,000, respectively) **across the board: Total Viewers (+685,000), Adults 25-54 (+114,000) and Adults 18-49 (+71,000).** “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 in all 48 weeks of the season and for the last 1,336 weeks overall – since w/o 1/18/99.
- Season to date, “GMA” (2.844 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” (2.749 million) by **95,000** and “CBS Mornings” (2.168 million) by **676,000**.

NOTE: On Monday (8/19/24), “GMA” was retitled to “GMA-ABC.” The retitled telecast is excluded from the weekly and season averages. “GMA”’s averages are based on four days (Tuesday-Friday).

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. 19, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,574,000	0.4/10; 456,000	0.2/ 9; 294,000	1.7/13
TODAY	2,513,000	0.5/13; 606,000	0.3/12 392,000	1.7/12
CBS MORNINGS	1,889,000	0.3/ 7; 342,000	0.2/ 7; 223,000	1.3/ 9

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 8/19/24), Previous Week (w/o 8/13/24) and Year-Ago Week (w/o 8/14/23). Most Current Data Stream: 2023-2024 Season (9/25/23–8/25/24) and 2022-2023 Season (9/19/22–8/20/23), Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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