

Oct. 8, 2024

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

*For the Week of Sept. 30, 2024*

**'GOOD MORNING AMERICA' IS AMERICA'S #1 MORNING SHOW FOR THE WEEK**

**'GMA' Posts 5-Week High in Adults 25-54, Increases Week to Week in Adults 25-54 and Adults 18-49**

**Outperforming CBS Across the Board for the Week, 'GMA' Leads in Total Viewers and Adults 25-54 for the Last 1,342 Weeks**

**For the 13<sup>th</sup> Year Straight, 'GMA' Is the Most-Watched Morning Show Season to Date**



ABC News\*

**"Good Morning America" ranked as America's No. 1 morning newscast in Total Viewers (2.618 million) for the week of Sept. 30, 2024, based on Live + Same Day Data from Nielsen Media Research.**

- **"GMA" saw week-to-week gains in Adults 25-54 (+3% - 456,000 vs. 444,000) and Adults 18-49 (+7% - 295,000 vs. 275,000), posting a 5-week high in Adults 25-54 – since w/o 8/26/24.**
- **"GMA" narrowed its margins with "Today" versus the previous week in Adults 25-54 (-4% - 214,000 vs. 223,000) and Adults 18-49 (-14% - 140,000 vs. 163,000), posting its closest key news demo performance in 5 weeks – since w/o 8/26/24.**

- **On Thursday (10/3/24) “GMA” scored its largest single-day margin over “Today” in Total Viewers (+328,000 – 2.707 million vs. 2.379 million) in 11 weeks – since 7/19/24.**
- **“GMA” (2.618 million, 456,000 and 295,000, respectively) defeated “CBS Mornings” (1.991 million, 379,000 and 252,000, respectively) across the board: Total Viewers (+627,000), Adults 25-54 (+77,000) and Adults 18-49 (+43,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,342 weeks overall – since w/o 1/18/99.**
- **Season to date, “GMA” (2.627 million) is ranking as the No. 1 morning newscast in Total Viewers for the 13<sup>th</sup> consecutive year – since the 2012-2013 season. “GMA” is leading NBC’s “Today” (2.587 million) by 40,000 and “CBS Mornings” (2.041 million) by 586,000.**

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 Sept. 30, 2024):**

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
<b>GOOD MORNING AMERICA</b>	<b>2,618,000</b>	<b>0.4/10; 456,000</b>	<b>0.2/ 9; 295,000</b>	<b>1.8/13</b>
TODAY	2,567,000	0.5/14; 670,000	0.3/13 435,000	1.7/13
CBS MORNINGS	1,991,000	0.3/ 8; 379,000	0.2/ 6; 252,000	1.3/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 9/30/24), Previous Week (w/o 9/23/24) and Year-Ago Week (w/o 10/2/23). Most Current Data Stream: 2024-2025 Season (9/23-10/6/24) and 2023-2024 Season (9/25-10/8/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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