

Nov. 19, 2024

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

For the Week of Nov. 11, 2024

**ABC NEWS' 'GOOD MORNING AMERICA' LEADS AS THE NO. 1 MORNING NEWSCAST
IN TOTAL VIEWERS FOR THE SEASON**

'GMA' Cuts Its Margins With 'Today' Week to Week in Both Key Demos by Double Digits

**Outperforming CBS Across the Board for the Week, 'GMA' Leads in Total Viewers and Adults
25-54 for the Season and Last 1,348 Weeks**



ABC News*

"Good Morning America" averaged 2.654 million Total Viewers, 467,000 Adults 25-54 and 284,000 Adults 18-49 for the week of Nov. 11, 2024, based on Live + Same Day Data from Nielsen Media Research.

- **"GMA" cut its margins with "Today" week to week in Adults 25-54 (-21% - 209,000 vs. 263,000) and Adults 18-49 (-19% - 153,000 vs. 188,000).**
- **"GMA" (2.654 million, 467,000 and 284,000, respectively) defeated "CBS Mornings" (2.070 million, 414,000 and 278,000, respectively) in Total Viewers, Adults 25-54 and Adults 18-49. "GMA" led "CBS Mornings" in Total Viewers and Adults 25-54 for the last 1,348 weeks overall — since w/o 1/18/99.**

- Season to date, “GMA” (2.681 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” (2.640 million) by 41,000 and “CBS Mornings” (2.020 million) by 661,000.

NOTE: On Monday (11/11/24), “GMA” was retitled to “GMA-ABC” due to Veteran’s Day.” The retitled telecast is excluded from the weekly and season averages. “GMA”’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. EST) on ABC. Simone Swink is the executive producer.

MORNING NEWS (Week of Nov. 11, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,654,000	0.4/ 9; 467,000	0.2/ 8; 284,000	1.8/12
TODAY	2,682,000	0.5/13; 676,000	0.3/12 437,000	1.8/12
CBS MORNINGS	2,070,000	0.3/ 8; 414,000	0.2/ 8; 278,000	1.4/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 11/11/24), Previous Week (w/o 11/4/24) and Year-Ago Week (w/o 11/6/23). Most Current Data Stream: 2024-2025 Season (9/23-11/17/24) and 2023-2024 Season (9/25-11/19/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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