

March 11, 2025

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

For the Week of March 3, 2025

'GOOD MORNING AMERICA' CLAIMS TOP SPOT IN WEEKLY VIEWERSHIP, WINNING ALL WEEK

'Good Morning America' Cuts Its Adults 25-54 Margins With 'Today' by 10%

'GMA' Stands as the Only Morning Newscast To Grow Week to Week in Total Viewers and Adults 25-54



ABC News*

"Good Morning America" ranked No. 1 in Total Viewers (2.741 million) for the week of March 3, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" outdelivered NBC's "Today" (2.694 million) to take the top spot for the 3rd time in the last 4 weeks. In addition, "GMA" outdelivered "Today" in each of the five head-to-head telecasts of the week.

- **"GMA" improved on the previous week across in Total Viewers (+2% - 2.741 million vs. 2.685 million) and Adults 25-54 (+2% - 476,000 vs. 465,000). "GMA" stood as the only morning newscast to grow week to week in both measures.**
- **"GMA" cut its Adults 25-54 margin with "Today" by 10% (192,000 vs. 214,000).**

- “GMA” (2.741 million, 476,000 and 303,000, respectively) **defeated “CBS Mornings”** (2.021 million, 373,000 and 242,000, respectively) **in Total Viewers (+720,000), Adults 25-54 (+103,000) and Adults 18-49 (+61,000).** “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,363 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 senior executive producer.

MORNING NEWS (Week of March 3, 2025):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,741,000	0.4/10; 476,000	0.2/ 9; 303,000	1.8/13
TODAY	2,694,000	0.5/14; 668,000	0.3/13 433,000	1.8/13
CBS MORNINGS	2,021,000	0.3/ 8; 373,000	0.2/ 7; 242,000	1.4/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 3/3/25), Previous Week (w/o 2/24/25) and Year-Ago Week (w/o 3/3/24). Most Current Data Stream: 2024-2025 Season (9/23/24-3/9/25) and 2023-2024 Season (9/25/23-3/10/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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