

Feb. 25, 2025

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

For the Week of Feb. 17, 2025

'GOOD MORNING AMERICA' IS THE NO. 1 MORNING PROGRAM, WINNING TOTAL VIEWERS AND DRAWING ITS LARGEST AUDIENCE IN 6 WEEKS

For the Second Week in a Row, 'GMA' Grows Across the Board Week to Week and Hits 3-Month High in Adults 25-54

'GMA' Cuts Its Margins Week to Week and Year to Year With 'Today' in Both Adult Key Demos



ABC News*

"Good Morning America" ranked No. 1 in Total Viewers (2.785 million) for the week of Feb. 17, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" **beat NBC's "Today"** (2.772 million).

- For the second straight week, "GMA" **improved on the previous week across the board: Total Viewers** (+1% - 2.785 million vs. 2.752 million), **Adults 25-54** (+4% - 506,000 vs. 487,000) and **Adults 18-49** (+9% - 331,000 vs. 303,000). "GMA" drew its **largest overall audience in 6 weeks while hitting a 3-month high in Adults 25-54** — since weeks of 1/6/25 and 11/18/24, respectively.

- **“GMA” narrowed its gaps with “Today” week to week in Adults 25-54 (-9% - 144,000 vs. 158,000) and Adults 18-49 (-11% - 102,000 vs. 114,000), marking its closest performance in the key Adult news demo in 7 months — since w/o 7/22/24.**
- **“GMA” cut its year-to-year margins with “Today” by double digits in Adults 25-54 (-11% - 144,000 vs. 161,000) and Adults 18-49 (-17% - 102,000 vs. 123,000).**
- **“GMA” (2.785 million, 506,000 and 331,000, respectively) defeated “CBS Mornings” (1.998 million, 341,000 and 216,000, respectively) in Total Viewers (+787,000), Adults 25-54 (+165,000) and Adults 18-49 (+115,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,361 weeks overall — since w/o 1/18/99.**

NOTE: On Monday (2/17/25), all three programs were coded as specials. The telecasts are excluded from the weekly and season averages. ABC’s, CBS’ and NBC’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 senior executive producer.

MORNING NEWS (Week of Feb. 17, 2025):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,785,000	0.4/11; 506,000	0.2/10; 331,000	1.9/13
TODAY	2,772,000	0.5/14; 650,000	0.3/13 433,000	1.8/13
CBS MORNINGS	1,998,000	0.3/ 7; 341,000	0.2/ 7; 216,000	1.4/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 2/10/25), Previous Week (w/o 2/3/25) and Year-Ago Week (w/o 2/11/24). Most Current Data Stream: 2024-2025 Season (9/23/24-2/16/25) and 2023-2024 Season (9/25/23-2/18/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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