

Nov. 12, 2024

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

*For the Week of Nov. 4, 2024*

**'GOOD MORNING AMERICA' IS AMERICA'S #1 MORNING SHOW**

**'GMA' Posts Week-to-Week Increases Across the Board and Hits Season Highs in the Key Adult Demos**

**Following the Election, 'GMA' Scores Its Most-Watched Telecast in 10 Months With 3.1 Million Viewers**



ABC News\*

**"Good Morning America" averaged 2.801 million Total Viewers, 506,000 Adults 25-54 and 324,000 Adults 18-49 for the week of Nov. 4, 2024, based on Live + Same Day Data from Nielsen Media Research.**

- **"GMA" posted week-to-week increases in Total Viewers (+8% - 2.801 million vs. 2.592 million), Adults 25-54 (+3% - 506,000 vs. 489,000) and Adults 18-49 (+5% - 324,000 vs. 309,000), hitting season highs in both key Adult demos. In fact, "GMA" posted its best key Adult performances since May — since the weeks of 5/13/24 and 5/20/24, respectively.**
- **On Wednesday (11/6/24), "GMA" scored its most-watched telecast (3.144 million) in 10 months and strongest Adults 25-54 airing (602,000) in 9 months — since 1/16/24 and 2/6/24, respectively.**

- “GMA” (2.801 million and 506,000, respectively) **defeated “CBS Mornings”** (2.198 million and 477,000, respectively) **in Total Viewers (+603,000) and Adults 25-54 (+29,000)**. “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,347 weeks overall** – since w/o 1/18/99.
- Season to date, “GMA” (2.684 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”** (2.633 million) **by 51,000 and “CBS Mornings”** (2.010 million) **by 674,000**.

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. EST) on ABC. Simone Swink is the executive producer.

**MORNING NEWS (Week of Nov. 4, 2024):**

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
<b>GOOD MORNING AMERICA</b>	<b>2,801,000</b>	<b>0.4/ 9; 506,000</b>	<b>0.2/ 8; 324,000</b>	<b>1.9/12</b>
TODAY	2,929,000	0.6/14; 769,000	0.4/13 512,000	2.0/13
CBS MORNINGS	2,198,000	0.4/ 9; 477,000	0.2/ 8; 326,000	1.5/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 11/4/24), Previous Week (w/o 10/28/24) and Year-Ago Week (w/o 11/6/23). Most Current Data Stream: 2024-2025 Season (9/23-11/10/24) and 2023-2024 Season (9/25-11/12/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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