

Aug. 20, 2024

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

For the Week of Aug. 12, 2024

'GOOD MORNING AMERICA' RANKS AS NO. 1 MORNING SHOW IN TOTAL VIEWERS

Season to Date, 'GMA' Ranks as the No. 1 Morning Newscast in Total Viewers for the 12th Year Straight

'GMA' Outperforms CBS Across the Board for the Week, Leads in Total Viewers and Adults 25-54 for the Season and Last 1,335 Weeks



ABC News*

"Good Morning America" ranked as the morning's No. 1 newscast in Total Viewers (2.636 million) for the week of Aug. 12, 2024, based on Live + Same Day Data from Nielsen Media Research.

- For the 2nd week in a row, "GMA" **narrowed its margins from the previous week with "Today" in Adults 25-54 (-25% - 211,000 vs. 280,000) and Adults 18-49 (-38% - 143,000 vs. 231,000).**
- "GMA" (2.636 million, 422,000 and 260,000, respectively) **defeated "CBS Mornings" (1.918 million, 344,000 and 277,000, respectively) across the board: Total Viewers (+718,000), Adults 25-54 (+78,000) and Adults 18-49 (+33,000).** "GMA" led "CBS Mornings" in Total Viewers and Adults 25-54 in all 47 weeks of the season and for the last 1,335 weeks overall — since w/o 1/18/99.

- Season to date, “GMA” (2.849 million) is ranking as the No. 1 morning newscast in Total Viewers for the 12th straight year — since the 2012-2013 season. “GMA” is leading NBC’s “Today” (2.755 million) by 94,000 and “CBS Mornings” (2.175 million) by 674,000.

Emmy® Award-winning “GMA,” 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 Aug. 12, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,636,000	0.3/ 9; 422,000	0.2/ 8; 260,000	1.8/13
TODAY	2,592,000	0.5/14; 633,000	0.3/12 403,000	1.8/13
CBS MORNINGS	1,918,000	0.3/ 8; 344,000	0.2/ 7; 227,000	1.3/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 8/12/24), Previous Week (w/o 8/6/24) and Year-Ago Week (w/o 8/7/23). Most Current Data Stream: 2023-2024 Season (9/25/23–8/18/24) and 2022-2023 Season (9/19/22–8/13/23), Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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