

Sept. 10, 2024

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

For the Week of Sept. 2, 2024

'GOOD MORNING AMERICA' IS AMERICAS #1 MORNING SHOW

'GMA' Outperforms CBS Across the Board for the Week, Leads in Total Viewers and Adults 25-54 for the Season and Last 1,338 Weeks



ABC News*

"Good Morning America" (2.832 million) is ranking as America's No. 1 morning newscast in Total Viewers for the 12th straight year — since the 2012-2013 season. "GMA" is leading NBC's "Today" (2.743 million) by 89,000 and "CBS Mornings" (2.162 million) by 670,000.

- **"Good Morning America" averaged 2.550 million Total Viewers, 430,000 Adults 25-54 and 286,000 Adults 18-49 for the week of Sept. 2, 2024, based on Live + Same Day Data from Nielsen Media Research.**
- **"GMA" ranked No. 1 in Total Viewers, leading "Today" on Wednesday (+22,000 – 2.669 million vs. 2.647 million) and Thursday (+14,000 – 2.531 million vs. 2.517 million).**
- **"GMA" (2.550 million, 430,000 and 286,000, respectively) defeated "CBS Mornings" (1.993 million, 380,000 and 253,000, respectively) across the board: Total Viewers (+557,000), Adults 25-54 (+50,000) and Adults 18-49 (+33,000). "GMA" led "CBS Mornings" in Total Viewers and Adults 25-54 in all 50 weeks of the season and for the last 1,338 weeks overall — since w/o 1/18/99.**

NOTE: On Monday (9/2/24), all three morning programs were coded as specials due to the Labor Day holiday. The special telecasts are excluded from the weekly and season averages. ABC's CBS' and NBC's averages are based on four days (Tuesday-Friday).

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 Sept. 2, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,550,000	0.3/ 9; 430,000	0.2/ 9; 286,000	1.7/13
TODAY	2,610,000	0.5/14; 663,000	0.3/13 433,000	1.8/13
CBS MORNINGS	1,993,000	0.3/ 8; 380,000	0.2/ 8; 253,000	1.3/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 9/2/24), Previous Week (w/o 8/26/24) and Year-Ago Week (w/o 8/28/23). Most Current Data Stream: 2023-2024 Season (9/25/23-9/8/24) and 2022-2023 Season (9/19/22-9/3/23), Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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