

Nov. 5, 2024

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

For the Week of Oct. 28, 2024

'GOOD MORNING AMERICA' IS AMERICA'S NO. 1 MORNING SHOW

Season to Date, 'GMA' Ranks No. 1 in Total Viewers for the 13th Straight Year

'GMA' Outperforms CBS Across the Board for the Week; Leads in Total Viewers and Adults 25-54 for the Season and Last 1,346 Weeks



ABC News*

"Good Morning America" averaged 2.592 million Total Viewers, 489,000 Adults 25-54 and 309,000 Adults 18-49 for the week of Oct. 28, 2024, based on Live + Same Day Data from Nielsen Media Research.

- **"GMA" (2.592 million, 489,000 and 309,000, respectively) defeated "CBS Mornings" (1.922 million, 422,000 and 282,000, respectively) across the board: Total Viewers (+600,000), Adults 25-54 (+67,000) and Adults 18-49 (+27,000). "GMA" led "CBS Mornings" in Total Viewers and Adults 25-54 for the last 1,346 weeks overall — since w/o 1/18/99.**
- **Season to date, "GMA" (2.663 million) is ranking as the No. 1 morning newscast in Total Viewers for the 13th consecutive year — since the 2012-2013 season. "GMA" is leading NBC's "Today" (2.585 million) by 78,000 and "CBS Mornings" (1.975 million) by 688,000.**

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

MORNING NEWS (Week of Oct. 28, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,592,000	0.4/10; 489,000	0.2/ 9; 309,000	1.7/13
TODAY	2,612,000	0.6/15; 692,000	0.3/13 450,000	1.8/13
CBS MORNINGS	1,922,000	0.3/ 9; 422,000	0.2/ 8; 282,000	1.4/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 10/28/24), Previous Week (w/o 10/21/24) and Year-Ago Week (w/o 10/30/23). Most Current Data Stream: 2024-2025 Season (9/23-10/3/24) and 2023-2024 Season (9/25-11/5/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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