

Nov. 26, 2024

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

For the Week of Nov. 18, 2024

'GOOD MORNING AMERICA' IS THE NO. 1 MORNING NEWSCAST IN TOTAL VIEWERS FOR THE SEASON

Increasing Week to Week Across the Board, 'GMA' Posts Its Strongest News Demo Performance in 6 Months

'GMA' Cuts Its Margins With 'Today' in Both Key Demos, Posting Its Closest News Demo Performance in 5 Weeks

For the 1,349th Week in a Row, 'GMA' Outperforms CBS in Total Viewers and Adults 25-54 for the Season



ABC News*

"Good Morning America" averaged 2.802 million Total Viewers, 507,000 Adults 25-54 and 312,000 Adults 18-49 for the week of Nov. 18, 2024, based on Live+Same Day Data from Nielsen Media Research.

- **"GMA" posted week-to-week increases in key target demos: Total Viewers (+6% - 2.802 million vs. 2.654 million), Adults 25-54 (+9% - 507,000 vs. 467,000) and Adults 18-49 (+10% - 312,000 vs. 284,000), posting its strongest news demo performance in 6 months — since w/o 5/13/24.**

- **“GMA” cut its margins with “Today” from the previous week in Adults 25-54 (-8% - 192,000 vs. 209,000) and Adults 18-49 (-6% - 144,000 vs. 153,000), posting its closest news demo performance in 5 weeks — since w/o 10/24/24.**
- **“GMA” (2.802 million, 507,000 and 312,000, respectively) defeated “CBS Mornings” (2.070 million, 401,000 and 253,000, respectively) in Total Viewers (+732,000), Adults 25-54 (+106,000) and Adults 18-49 (+59,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,349 weeks overall — since w/o 1/18/99.**
- **Season to date, “GMA” (2.695 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” (2.660 million) by 35,000 and “CBS Mornings” (2.026 million) by 669,000.**

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. 18, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,802,000	0.4/10; 507,000	0.2/ 9; 312,000	1.9/13
TODAY	2,817,000	0.6/14; 699,000	0.3/13 456,000	1.9/13
CBS MORNINGS	2,070,000	0.3/ 8; 401,000	0.2/ 7; 253,000	1.4/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 11/18/24), Previous Week (w/o 11/11/24) and Year-Ago Week (w/o 11/20/23). Most Current Data Stream: 2024-2025 Season (9/23-11/24/24) and 2023-2024 Season (9/25-11/26/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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