

June 18, 2024

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

For the week of June 10, 2024

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

'GMA' Is the Only Morning Newscast To Grow Week to Week in Key Adult Demos

On Tuesday, 'GMA' Outperforms NBC in Adults 25-54

'GMA' Outdelivers CBS Across the Board for the Week, Leads in Total Viewers and Adults 25-54 for the Last 1,326 Weeks



ABC News*

"Good Morning America" ranked as the morning's No. 1 newscast in Total Viewers (2.682 million) for the week of June 10, 2024, based on Live + Same Day Data from Nielsen Media Research. "GMA" outdelivered NBC's "Today" (2.580 million) by 102,000.

"GMA" turned in week-to-week gains in Adults 25-54 (+2% - 490,000 vs. 480,000) and Adults 18-49 (+1% - 305,000 vs. 301,000), standing as the only morning newscast to grow in the key Adult demos.

On Tuesday (6/11/24), "GMA" beat "Today" to rank No. 1 in Adults 25-54 (+9,000 - 512,000 vs. 503,000).

“GMA” narrowed its margins by double-digits with “Today” versus the previous week in Adults 25-54 (-52% - 48,000 vs. 99,000) and Adults 18-49 (-39% - 46,000 vs. 76,000). In fact, “GMA” posted its closest performance in both measures with the NBC program in more than 6 months – since w/o 12/25/23.

“GMA” (2.682 million, 490,000 and 305,000, respectively) beat “CBS Mornings” (1.936 million, 385,000 and 257,000, respectively) across the board: Total Viewers (+746,000), Adults 25-54 (+105,000) and Adults 18-49 (+48,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 in all 38 weeks of the season and for the last 1,326 weeks overall – since w/o 1/18/99.

Season to date, **“GMA” (2.903 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” (2.774 million) by 129,000 and “CBS Mornings” (2.215 million) by 688,000.**

NOTE: On Thursday (6/13/24), “CBS Mornings” was retitled to “CBS Morn” and “Today” was retitled to “Today-TS” due to a special report on the Supreme Court ruling on mifepristone. The retitled telecasts are excluded from the weekly and season averages. CBS’ and NBC’s weekly averages are based on four days (Monday-Wednesday and 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 June 10, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,682,000	0.4/11; 490,000	0.2/ 9; 305,000	1.8/13
TODAY	2,580,000	0.4/12; 538,000	0.3/11 351,000	1.8/13
CBS MORNINGS	1,936,000	0.3/ 8; 385,000	0.2/ 8; 257,000	1.3/ 9

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 6/10/24), Previous Week (w/o 6/3/24) and Year-Ago Week (w/o 6/5/23). Most Current Data Stream: 2023-2024 Season (9/25/23–6/16/24) and 2022-2023 Season (9/19/22–6/11/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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