

Jan. 28, 2025

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

For the Week of Jan. 20, 2025

'GOOD MORNING AMERICA' GROWS WEEK TO WEEK IN ADULTS 18-49

'GMA' Narrows Margins With 'Today' Week to Week by Double Digits in Both Key Demos

For the 1,357TH Week in a Row, 'GMA' Outperforms CBS in Total Viewers and Adults 25-54



ABC News*

"Good Morning America" averaged 2.740 million Total Viewers, 478,000 Adults 25-54 and 301,000 Adults 18-49 for the week of Jan. 20, 2025, based on Live+Same Day Data from Nielsen Media Research.

- **"GMA" was up over the previous week in Adults 18-49 (+3% - 301,000 vs. 293,000).**
- **For the second week in a row, "GMA" narrowed its margins with "Today" from the previous week by double digits in Adults 25-54 (-11% - 184,000 vs. 207,000) and Adults 18-49 (-16% - 143,000 vs. 171,000).**
- **"GMA" ranked No. 1 in Total Viewers, leading NBC's "Today" on Tuesday (+84,000 – 2.743 million vs. 2.659 million) and Thursday (+156,000 – 2.834 million vs. 2.678 million).**
- **"GMA" (2.740 million, 478,000 and 301,000, respectively) defeated "CBS Mornings" (2.003 million, 388,000 and 253,000, respectively) in Total Viewers (+737,000), Adults 25-54 (+90,000)**

and Adults 18-49 (+48,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,357 weeks overall – since w/o 1/18/99.

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 senior executive producer.

MORNING NEWS (Week of Jan. 20, 2025):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,740,000	0.4/10; 478,000	0.2/ 9; 301,000	1.8/13
TODAY	2,769,000	0.5/13; 662,000	0.3/13 444,000	1.9/13
CBS MORNINGS	2,003,000	0.3/ 8; 388,000	0.2/ 4; 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 1/20/25), Previous Week (w/o 1/13/25) and Year-Ago Week (w/o 1/22/24). Most Current Data Stream: 2024-2025 Season (9/23/24-1/26/25) and 2023-2024 Season (9/25/23-1/28/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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