

Jan. 22, 2025

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

For the Week of Jan. 13, 2025

'GOOD MORNING AMERICA' HITS 8-WEEK HIGH IN ADULTS 25-54

For the 3rd Consecutive Week, 'GMA' Grows in Adults 25-54 and Stands as the Only Morning Newscast to Grow Week to Week in the Key Adult News Demographic



ABC News*

"Good Morning America" averaged 2.754 million Total Viewers, 491,000 Adults 25-54 and 293,000 Adults 18-49 for the week of Jan. 13, 2025, based on Live+Same Day Data from Nielsen Media Research.

- For the 3rd week in a row, "GMA" improved on the previous week in **Adults 25-54** (+1% - 491,000 vs. 485,000), **hitting an 8-week high** — since w/o 11/18/24. In addition, "GMA" stood as the **only morning newscast to grow week to week in the key Adult news demo.**
- "GMA" cut its margins with "Today" from the previous week by double digits in **Adults 25-54** (-30% - 207,000 vs. 295,000) and **Adults 18-49** (-18% - 171,000 vs. 209,000).
- "GMA" ranked **No. 1 in Total Viewers, leading NBC's "Today" on Tuesday** (2.798 million vs. 2.796 million) and **Friday** (2.770 million vs. 2.690 million).
- "GMA" (2.754 million, 491,000 and 293,000, respectively) **defeated "CBS Mornings"** (2.031 million, 366,000 and 222,000, respectively) in **Total Viewers** (+723,000), **Adults 25-54** (+125,000)

and Adults 18-49 (+71,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,356 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. 13, 2025):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,754,000	0.4/10; 491,000	0.2/ 8; 293,000	1.8/13
TODAY	2,843,000	0.6/14; 698,000	0.3/13 464,000	1.9/14
CBS MORNINGS	2,031,000	0.3/ 7; 366,000	0.2/ 6; 222,000	1.4/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 1/13/25), Previous Week (w/o 1/6/25) and Year-Ago Week (w/o 1/15/24). Most Current Data Stream: 2024-2025 Season (9/23/24-1/19/25) and 2023-2024 Season (9/25/23-1/21/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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