

Aug. 19, 2025

****Ratings Report for ABC News' "Good Morning America" and "GMA3"**

For the Week of Aug. 11, 2025

'GOOD MORNING AMERICA' IS AMERICA'S NO.1 MORNING NEWSCAST FOR 24 WEEKS STRAIGHT

'GMA' Stands as the Only Morning Newscast To Grow Week to Week in Adults 25-54 and Year to Year in Adults 25-54 and Adults 18-49

Season to Date, 'GMA' Ranks as the No.1 Morning Newscast in Total Viewers for the 13th Consecutive Year



ABC News*

"Good Morning America"

"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.491 million) during the week of Aug. 11, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" beat NBC's "Today" (2.474 million), tanking the top spot in Total Viewers for the 24th straight week.

- **"GMA" was up over the previous week in Adults 25-54 (+2% - 444,000 vs. 434,000) and was the only morning newscast to grow week to week in the key Adult news demo.**

- **“GMA” improved on the same week last year in Adults 25-54 (-5% - 444,000 vs. 422,000) and Adults 18-49 (+12% - 290,000 vs. 260,000), standing as the only morning newscast to grow year to year in both key Adult demos.**
- **“GMA” cut its gaps with “Today” week to week in Adults 25-54 (-13% - 103,000 vs. 119,000).**
- **“GMA” slashed its margins with “Today” compared to the year-ago week by more than half in both Adults 25-54 (-51% - 103,000 vs. 211,000) and Adults 18-49 (-59% - 59,000 vs. 143,000).**
- **“GMA” (2.491 million, 444,000 and 290,000, respectively) defeated “CBS Mornings” (1.683 million, 284,000 and 182,000, respectively) in Total Viewers (+808,000), Adults 25-54 (+160,000) and Adults 18-49 (+108,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,387 weeks overall — since w/o 1/18/99.**
- **Season to date, “GMA” (2.671 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” (2.614 million) and “CBS Mornings” (1.959 million).**

MORNING NEWS (Week of Aug. 11, 2025)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,491,000	0.4/12; 444,000	0.2/11; 290,000	1.7/14
TODAY	2,474,000	0.4/15; 547,000	0.3/14; 349,000	1.6/13
CBS MORNINGS	1,683,000	0.2/ 8; 284,000	0.1/ 7; 182,000	1.1/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 8/4/25), Previous Week (w/o 8/5/25) and Year-Ago Week (w/o 8/5/24). Most Current Data Stream: 2024-2025 Season (9/23/24-8/10/25) and 2023-2024 Season (9/25/23-8/11/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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 senior executive producer.

“GMA3”

“GMA3” averaged 1.136 million Total Viewers, 117,000 Women 25-54, and 84,000 Women 18-49 during the week of Aug. 11, 2025, based on Live+Same Day Data from Nielsen Media Research, leading “NBC News Daily” across the board.

- **“GMA3” improved on the previous week in Women 25-54 (+9% - 117,000 vs. 107,000) and Women 18-49 (+17% - 84,000 vs. 72,000).**

- Season to date, **“GMA3” ranks No. 1 in Total Viewers** (1.327 million) **versus CBS’ “The Talk”** (1.240 million) **and “NBC News Daily”** (1.178 million) **for the 3rd straight season.** In addition, **“GMA3” is improving versus the comparable weeks last season in Women 18-49** (+1% - 99,000 vs. 98,000).

NOTE: Due to a special report on President Trump and Russian President Putin on Friday (8/15/25), “GMA3” was retitled to “GMA3-ABC.” The retitled telecast is excluded from the weekly and season averages. “GMA3”’s weekly averages are based on four days (Monday-Thursday).

Emmy® Award-nominated “GMA3” is a one-hour program airing weekdays at 1:00 p.m. EDT|12:00 p.m. CDT on ABC. Simone Swink is the senior executive producer.

Week of Aug. 11, 2025:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,136,000	117,000	84,000
“NBC News Daily”	1,103,000	98,000	70,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 8/11/25), Previous Week (w/o 8/4/25) and Year-Ago Week (w/o 8/12/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-8/17/25 for “GMA3” and 9/23/24-8/17/25 for “NBC News Daily” and “The Talk.” Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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