

Sept. 30, 2025

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

For the Week of Sept. 22, 2025

**'GOOD MORNING AMERICA' LAUNCHES SEASON AS ONLY MORNING NEWSCAST
WITH YEAR-TO-YEAR GROWTH IN ADULTS 25-54 AND ADULTS 18-49**

**'GMA' Increases Week to Week in Adults 25-54 and 18-49, With Its Strongest Performance in
Nearly 6 Months in Both Adult Key Demos**



ABC News*

"Good Morning America" opened the 2025-2026 season s the only morning newscast to grow year to year in Adults 25-54 (+7% - 501,000 vs. 469,000) and Adults 18-49 (+10% - 318,000 vs. 288,000). 'GMA' averaged 2.579 million Total Viewers, 501,000 Adults and 318,000 Adults 18-49 for the week of Sept. 22, 2025, based on Live+Same Day Big Data Plus Panel Program Ratings from Nielsen Media Research.

- **"GMA" posted increases week to week in Adults 25-54 (+7% - 501,000 vs. 468,000) and Adults 18-49 (+3% - 318,000 vs. 309,000), posting its strongest performance in both key Adult demos in nearly 6 months — since w/o 3/31/25.**

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- **“GMA” narrowed its margins from the previous week with “Today” in Adults 25-54 (-18% - 71,000 vs. 87,000).**
- **“GMA” slashed its margins with “Today” versus the season premiere week last year by more than half in Adults 25-54 (-67% - 71,000 vs. 213,000) and Adults 18-49 (-80% - 31,000 vs. 152,000).**
- **“GMA” (2.579 million, 501,000 and 318,000, respectively) beat “CBS Mornings” (1.853 million, 295,000 and 190,000, respectively) in Total Viewers (+726,000), Adults 25-54 (+206,000) and Adults 18-49 (+128,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,393 weeks overall — since w/o 1/18/99.**

NOTE: On Tuesday (9/23/25), “Good Morning America” was retitled to “GMA-ABC” due to a special report on President Trump’s remarks at the United Nations. The retitled telecast is excluded from the weekly averages. ABC’s weekly averages are based on four days (Monday and Wednesday-Friday).

MORNING NEWS (Week of Sept. 22, 2025)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,579,000	0.4/13; 501,000	0.2/12; 318,000	1.7/13
TODAY	2,673,000	0.5/15; 572,000	0.3/13; 349,000	1.8/14
CBS MORNINGS	1,853,000	0.2/ 8; 295,000	0.1/ 7; 190,000	1.2/10

Source: Nielsen, NTI Total Viewers, Adults 25-54 and Adults 18-49 National Live + Same Day Big Data Plus Panel Program Ratings.; Current Week (w/o 9/22/25), Previous Week (w/o 9/15/25) and Year-Ago Week (w/o 9/23/24). Beginning 12/26/22, averages are based on Big Data Plus Panel ratings. 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 1.377 million Total Viewers, 117,000 Women 25-54, and 89,000 Women 18-49 during the week of Sept. 22, 2025, based on Live+Same Day Big Data Plus Panel Program Ratings from Nielsen Media Research,

- **“GMA3” led “NBC News Daily” in Total Viewers (+8%/+101,000 – 1.377 million vs. 1.276 million) and Women 18-49 (+14%/+11,000 – 89,000 vs. 78,000) during the opening week of the 2025-2026 season.**

- **“GMA3” posted across-the-board increases from the previous week: Total Viewers (+5% - 1.377 million vs. 1.316 million), Women 25-54 (+17% - 117,000 vs. 100,000) and Women 18-49 (+27% - 89,000 vs. 70,000), hitting a 7-week high in Women 25-54 — since w/o 8/4/25.**

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 Sept. 22, 2025:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,377,000	117,000	89,000
“NBC News Daily”	1,276,000	119,000	79,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 9/22/25), Previous Week (w/o 9/15/25) and Year-Ago Week (w/o 9/16/24). Beginning 12/26/22, averages are based on Big Data Plus Panel ratings. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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