

Sept. 9, 2025

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

For the Week of Sept. 1, 2025

**ABC NEWS' 'GOOD MORNING AMERICA' IS AMERICA'S NO. 1 MORNING SHOW FOR
13TH STRAIGHT SEASON**

**With Gains Across the Board, 'GMA' Delivers Its Strongest Adults 18-49 Performance in 7
Months and Its Best Adults 25-54 Numbers in 6 Weeks**

GMA Is the Only Morning Newscast to Increase Year Over Year Across All Key Demos



ABC News*

"Good Morning America"

"Good Morning America" averaged 2.589 million Total Viewers, 480,000 Adults 25-54 and 331,000 Adults 18-49 during the week of Sept. 1, 2025, based on Live+Same Day Data from Nielsen Media Research.

- **"GMA" posted increases across-the-board in Total Viewers (+1% - 2.589 million vs. 2.557 million), Adults 25-54 (+3% - 480,000 vs. 465,000) and Adults 18-49 (+5% - 331,000 vs. 314,000). "GMA" delivered its strongest Adults 18-49 performance in 7 months and best Adults 25-54 number in 6 weeks — since weeks of 2/17/25 and 7/21/25, respectively.**

- **“GMA” also turned in gains on the same week last year in Total Viewers (+2% - 2.589 million vs. 2.550 million), Adults 25-54 (+12% - 480,000 vs. 430,000) and Adults 18-49 (+16% - 331,000 vs. 286,000).** “GMA” stood as the **only morning newscast to grow year to year in all key target demos.**
- **On Tuesday (9/2/25), “GMA” ranked No. 1 leading NBC’s “Today” in Adults 25-54 (+25,000 – 597,000 vs. 572,000) and Adults 18-49 (+91,000 – 440,000 vs. 349,000).** In addition, “GMA”’s Tuesday airing represented its **best single-day telecast in Adults 18-49 in 16 months and highest in Adults 25-54 in 10 months** — since 4/12/24 and 11/6/24, respectively.
- **“GMA” cut its margins year to year with “Today” by double digits in Adults 25-54 (-40% - 140,000 vs. 233,000) and Adults 18-49 (-55% - 66,000 vs. 147,000).**
- **“GMA” (2.589 million, 480,000 and 331,000, respectively) defeated “CBS Mornings” (1.793 million, 311,000 and 213,000, respectively) in Total Viewers (+796,000), Adults 25-54 (+169,000) and Adults 18-49 (+118,000).** “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,390 weeks overall — since w/o 1/18/99.
- Season to date, **“GMA” (2.666 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” (2.607 million) and “CBS Mornings” (1.945 million).**

NOTE: On Monday (9/1/25), “Good Morning America,” “CBS Mornings” and NBC’s “Today” were coded as specials due to Labor Day. The special telecasts are excluded from the weekly and season averages. ABC’s, CBS’ and NBC’s averages are based on four days (Tuesday-Friday).

MORNING NEWS (Week of Sept. 1, 2025)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,589,000	0.4/12; 480,000	0.2/12; 331,000	1.7/14
TODAY	2,607,000	0.5/16; 620,000	0.3/14; 397,000	1.6/14
CBS MORNINGS	1,793,000	0.2/ 8; 311,000	0.2/ 7; 213,000	1.2/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 9/1/25), Previous Week (w/o 8/25/25) and Year-Ago Week (w/o 9/2/24). Most Current Data Stream: 2024-2025 Season (9/23/24-9/7/25) and 2023-2024 Season (9/25/23-9/8/24). 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 1.130 million Total Viewers, 104,000 Women 25-54, and 71,000 Women 18-49 during the week of Sept. 1, 2025, based on Live+Same Day Data from Nielsen Media Research, leading “NBC News Daily” in Total Viewers.

- **“GMA3” was up week to week in Total Viewers (+3% - 1.130 million vs. 1.095 million).**
- **Season to date, “GMA3” ranks No. 1 in Total Viewers (1.319 million) versus CBS’ “The Talk” (1.240 million) and “NBC News Daily” (1.173 million) for the 3rd straight season.** In addition, **“GMA3” is improving versus the comparable weeks last season in Women 18-49 (+2% - 99,000 vs. 97,000).**

NOTE: On Monday (9/1/25), “GMA3” was coded as a special due to Labor Day. The special telecast is excluded from the weekly and season averages. “GMA3”’s weekly averages are based on four days (Tuesday-Friday).

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. 1, 2025:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,130,000	104,000	71,000
“NBC News Daily”	1,102,000	112,000	87,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 9/1/25), Previous Week (w/o 8/25/25) and Year-Ago Week (w/o 9/2/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-9/7/25 for “GMA3” and 9/23/24-9/7/25 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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