

Sept. 3, 2025

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

For the Week of Aug. 25, 2025

'GOOD MORNING AMERICA' IS #1 IN TOTAL VIEWERS FOR THE 26TH STRAIGHT WEEK

Surpassing 'Today' by Nearly 100,000 Viewers, 'GMA' More Than Triples Its Lead Year to Year

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



ABC News*

"Good Morning America"

"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.557 million) during the week of Aug. 25, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" outdelivered NBC's "Today" (2.458 million) by 99,000, taking the top spot in for the 26th straight week.

- **"GMA" more than tripled its lead over NBC's "Today" year to year (+281%; vs. 26,000).**
- **"GMA" saw gains on the previous week in Adults 25-54 (+4% - 465,000 vs. 446,000) and Adults 18-49 (+15% - 314,000 vs. 274,000), hitting a 4-week high in the key Adult news demo – since w/o 7/28/25.**

- **“GMA” improved on the same week last year in Adults 25-54 (+1% - 465,000 vs. 459,000) and Adults 18-49 (+10% - 314,000 vs. 286,000), standing as the only morning newscast to grow year to year in both Nielsen measures.**
- **“GMA” narrowed its margins year to year with “Today” by double digits in Adults 25-54 (-44% - 102,000 vs. 181,000) and Adults 18-49 (-67% - 45,000 vs. 137,000).**
- **“GMA” (2.557 million, 465,000 and 314,000, respectively) defeated “CBS Mornings” (1.721 million, 308,000 and 200,000, respectively) in Total Viewers (+836,000), Adults 25-54 (+157,000) and Adults 18-49 (+114,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,389 weeks overall — since w/o 1/18/99.**
- **Season to date, “GMA” (2.667 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” (2.606 million) and “CBS Mornings” (1.948 million).**

NOTE: On Wednesday (8/27/25), “Good Morning America” was retitled to “GMA-ABC” due to a special report on the Minnesota school shooting. On Friday (8/29/25), “Good Morning America” was retitled to “GMA-ABC,” “CBS Mornings” was retitled to “CBS Morn” and NBC’s “Today” was retitled to “Today-TS” due to the Labor Day weekend. The retitled telecasts are excluded from the weekly and season averages. ABC’s averages are based on three days (Monday, Tuesday and Thursday), while CBS’ and NBC’s averages are based on four days (Monday-Thursday).

MORNING NEWS (Week of Aug. 25, 2025)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,557,000	0.4/12; 465,000	0.2/11; 314,000	1.7/14
TODAY	2,458,000	0.5/15; 567,000	0.3/13; 359,000	1.6/13
CBS MORNINGS	1,721,000	0.2/ 8; 308,000	0.1/ 7; 200,000	1.2/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 8/25/25), Previous Week (w/o 8/18/25) and Year-Ago Week (w/o 8/26/24). Most Current Data Stream: 2024-2025 Season (9/23/24-8/31/25) and 2023-2024 Season (9/25/23-9/1/24). 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 1.095 million Total Viewers, 130,000 Women 25-54, and 92,000 Women 18-49 during the week of Aug. 25, 2025, based on Live+Same Day Data from Nielsen Media Research, leading “NBC News Daily” in all key target demos for the 3rd week in a row.

- **For the 2nd week in a row, “GMA3” saw double-digit increases year to year in both Women 25-54 (+10% - 130,000 vs. 118,000) and Women 18-49 (+11% - 92,000 vs. 83,000).**
- **Season to date, “GMA3” ranks No. 1 in Total Viewers (1.323 million) versus CBS’ “The Talk” (1.240 million) and “NBC News Daily” (1.175 million) for the 3rd straight season.** In addition, **“GMA3” is improving versus the comparable weeks last season in Women 18-49 (+3% - 100,000 vs. 97,000).**

NOTE: On Wednesday (8/27/25), “GMA3” was retitled to “GMA3-ABC” and “NBC News Daily” was retitled to “NBC News Daily-ND,” and on Thursday (8/28/25), “GMA3” was retitled to “GMA3-ABC” due to special reports on the Minnesota school shooting. On Friday (8/29/25), “GMA3” was retitled to “GMA3-ABC” due to the Labor Day weekend. The retitled telecast is excluded from the weekly and season averages. “GMA3”’s weekly averages are based on two days (Monday-Tuesday), while “NBC News Daily”’s weekly averages are based on four days (Monday-Tuesday and Thursday-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 Aug. 25, 2025:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,095,000	130,000	92,000
“NBC News Daily”	1,065,000	118,000	72,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 8/25/25), Previous Week (w/o 8/18/25) and Year-Ago Week (w/o 8/26/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-8/31/25 for “GMA3” and 9/23/24-9/1/25 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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