

Aug. 12, 2025

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

*For the Week of Aug. 4, 2025*

**'GOOD MORNING AMERICA' IS AMERICA'S NO. 1 MORNING NEWS PROGRAM FOR 23 WEEKS IN A ROW**

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**For the 3<sup>rd</sup> Week in a Row, 'GMA' Is Up Year-to-Year in Adults 18-49**

**'GMA' Is the Most-Watched Morning Program for the 13<sup>th</sup> Year Straight**



ABC News\*

**"Good Morning America"**

**"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.547 million) during the week of Aug. 4, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" beat NBC's "Today" (2.379 million) by 168,000. "GMA" ranked No. 1 in Total Viewers for the 23<sup>rd</sup> consecutive week and in 25 and the last 26 weeks.**

- For the 3<sup>rd</sup> week in a row, "GMA" was up year to year in Adults 18-49 (+1% - 292,000 vs. 289,000).
- "GMA" slashed its margins with "Today" year to year by more than half in both Adults 25-54 (-58% - 119,000 vs. 280,000) and Adults 18-49 (-76% - 55,000 vs. 231,000).

- “GMA” (2.547 million, 434,000 and 292,000, respectively) **defeated “CBS Mornings”** (1.784 million, 327,000 and 177,000, respectively) **in Total Viewers (+763,000), Adults 25-54 (+107,000) and Adults 18-49 (+115,000).** “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,386 weeks overall** — since w/o 1/18/99.
- Season to date, “GMA” (2.675 million) **is ranking as the No. 1 morning newscast in Total Viewers for the 13<sup>th</sup> consecutive year** — since the 2012-2013 season. “GMA” **is leading NBC’s “Today”** (2.617 million) **and “CBS Mornings”** (1.966 million).

#### MORNING NEWS (Week of Aug. 4, 2025)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,547,000	0.4/12; 434,000	0.2/12; 292,000	1.7/14
TODAY	2,379,000	0.4/15; 553,000	0.3/14; 347,000	1.6/13
CBS MORNINGS	1,784,000	0.3/ 9; 327,000	0.1/ 7; 177,000	1.2/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 8/4/25), 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 1.142 million Total Viewers, 107,000 Women 25-54, and 72,000 Women 18-49 during the week of Aug. 4, 2025, based on Live+Same Day Data from Nielsen Media Research, leading “NBC News Daily” in overall viewers.**

- Season to date, **“GMA3” ranks No. 1 in Total Viewers** (1.331 million) **versus CBS’ “The Talk”** (1.240 million) **and “NBC News Daily”** (1.179 million) **for the 3<sup>rd</sup> straight season.** In addition, **“GMA3” is improving versus the comparable weeks last season in Women 18-49 (+2% - 100,000 vs. 98,000).**

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 July 28, 2025:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,142,000	107,000	72,000

“NBC News Daily”

1,114,000

111,000

85,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 7/28/25), Previous Week (w/o 7/21/25) and Year-Ago Week (w/o 7/29/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-8/3/25 for “GMA3” and 9/23/24-8/3/25 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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