

Aug. 26, 2025

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

*For the Week of Aug. 18, 2025*

**'GOOD MORNING AMERICA' IS AMERICA'S NO.1 MORNING NEWSCAST IN  
TOTAL VIEWERS FOR THE 25<sup>TH</sup> WEEK IN A ROW**

**Surpassing 'Today' by 183,000 Total Viewers, 'GMA' Increases Its Lead Over NBC by  
Triple Digits Both Week to Week and Year to Year**

**Season to Date, 'GMA' Ranks as the No.1 Morning Newscast in Total Viewers for the 13<sup>th</sup>  
Consecutive Year, Leading NBC and CBS**



ABC News\*

**"Good Morning America"**

**"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.565 million) during the week of Aug. 18, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" beat NBC's "Today" (2.382 million), taking the top spot in Total Viewers for the 25<sup>th</sup> week in a row.**

- **GMA" beat NBC's "Today" by 183,000 Total Viewers, increasing its lead over the NBC program by triple digits both week to week (+976%; vs. 17,000) and year to year (+200%; vs. 61,000).**

- **“GMA” improved on the previous week in Total Viewers (+3% - 2.565 million vs. 2.491 million).**
- **“GMA” narrowed its margins week to week with “Today” in Adults 25-54 (-31% - 71,000 vs. 103,000) and Adults 18-49 (-51% - 29,000 vs. 59,000).**
- **“GMA” slashed its margins with “Today” by more than half versus the same week last year in Adults 25-54 (-53% - 71,000 vs. 150,000) and Adults 18-49 (-70% - 29,000 vs. 98,000).**
- **“GMA” (2.565 million, 446,000 and 274,000, respectively) defeated “CBS Mornings” (1.593 million, 309,000 and 209,000, respectively) in Total Viewers (+872,000), Adults 25-54 (+137,000) and Adults 18-49 (+65,000), posting its largest overall viewer lead in over 4 months — since w/o 4/7/25. “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,388 weeks overall — since w/o 1/18/99.**
- **Season to date, “GMA” (2.668 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” (2.609 million) and “CBS Mornings” (1.953 million).**

#### **MORNING NEWS (Week of Aug. 18, 2025)**

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
<b>GOOD MORNING AMERICA</b>	<b>2,565,000</b>	<b>0.4/12; 446,000</b>	<b>0.2/11; 274,000</b>	<b>1.7/14</b>
<b>TODAY</b>	<b>2,382,000</b>	<b>0.4/14; 517,000</b>	<b>0.2/12; 303,000</b>	<b>1.6/13</b>
<b>CBS MORNINGS</b>	<b>1,693,000</b>	<b>0.3/ 8; 309,000</b>	<b>0.2/ 8; 209,000</b>	<b>1.1/ 9</b>

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 8/18/25), Previous Week (w/o 8/11/25) and Year-Ago Week (w/o 8/19/24). Most Current Data Stream: 2024-2025 Season (9/23/24-8/24/25) and 2023-2024 Season (9/25/23-8/25/24). 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 1.174 million Total Viewers, 130,000 Women 25-54, and 110,000 Women 18-49 during the week of Aug. 18, 2025, based on Live+Same Day Data from Nielsen Media Research, leading “NBC News Daily” in all key target demos for the 2<sup>nd</sup> week in a row.**

- **“GMA3” posted across-the-board increases from the previous week: Total Viewers (+3% - 1.174 million vs. 1.136 million), Women 25-54 (+11% - 130,000 vs. 117,000) and Women 18-49 (+31% - 110,000 vs. 84,000).**
- **“GMA3” posted double-digit gains year to year in Women 25-54 (+14% - 130,000 vs. 114,000) and Women 18-49 (+39% - 110,000 vs. 79,000).**
- Season to date, **“GMA3” ranks No. 1 in Total Viewers (1.325 million) versus CBS’ “The Talk” (1.240 million) and “NBC News Daily” (1.177 million) for the 3<sup>rd</sup> 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 Monday (8/18/25), “GMA3” was retitled to “GMA3-ABC” and “NBC News Daily” was retitled to “NBC News Daily-ND” due to special reports between President Trump and foreign leaders. The retitled telecast is excluded from the weekly and season averages. “GMA3”’s and “NBC News Daily”’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 Aug. 18, 2025:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,174,000	130,000	110,000
“NBC News Daily”	1,101,000	104,000	64,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 8/18/25), Previous Week (w/o 8/11/25) and Year-Ago Week (w/o 8/19/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-8/24/25 for “GMA3” and 9/23/24-8/24/25 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.

\*COPYRIGHT ©2025 American Broadcasting Companies, Inc. All photography is copyrighted material and is for editorial use only. Images are not to be archived, altered, duplicated, resold, retransmitted or used for any other purposes without written permission of ABC News. Images are distributed to the press to publicize current programming. Any other usage must be licensed.

#### ABC News Media Relations

Jeannie Kedas | [jeannie.kedas@abc.com](mailto:jeannie.kedas@abc.com)

Kyndall Sears | [kyndall.sears@abc.com](mailto:kyndall.sears@abc.com)

-- ABC --