

July 29, 2025

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

For the Week of July 21, 2025

ABC NEWS' 'GOOD MORNING AMERICA' IS THE NO. 1 MORNING NEWSCAST ACROSS THE BOARD FOR THE FIRST TIME IN NEARLY TWO YEARS

'GMA' Is the Only Morning Newscast to Grow Week-to-Week Gains in Total Viewers, Adults 25-54, and Adults 18-49

For the 21st Consecutive Week, 'GMA' Outperforms 'Today' in Total Viewers, Increasing Its Lead by Double Digits Week to Week and by Triple Digits Year to Year

For the 13th Season in a Row, 'GMA' Is America's No. 1 Morning Newscast



ABC News*

"Good Morning America"

"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.625 million), Adults 25-54 (481,000) and Adults 18-49 (314,000), during the week of July 21, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" outdelivered NBC's "Today" (2.297 million, 474,000 and 288,000, respectively) to take the top spot across the board for the first time in nearly 2 years — since w/o 8/7/23.

- **“GMA” led “Today” by 328,000 Total Viewers, by 7,000 Adults 25-54 and by 26,000 Adults 18-49, ranking No. 1 in overall viewers for the 21st consecutive week and in 23 of the last 24 weeks.**
- **“GMA” increased its Total Viewers lead over “Today” by double digits week to week (+82%; vs. 180,000) and by triple digits year to year (+583%; vs. 48,000), leading the NBC program by its 2nd-largest margin in more than 1 1/2 years — since w/o 12/25/23.**
- **“GMA” saw week-to-week gains in Total Viewers (+1% - 2.625 million vs. 2.598 million), Adults 25-54 (+8% - 481,000 vs. 446,000) and Adults 18-49 (+5% - 314,000 vs. 298,000), standing as the only morning newscast to grow week to week across the board.**
- **On Thursday (7/24/25), “GMA” outperformed “Today” by its largest single-day margin in Total Viewers (+534,000 – 2.744 million vs. 2.210 million) in nearly 2 years and biggest lead in Adults 25-54 (+119,000 – 557,000 vs. 438,000) in over 2 years — 8/14/23 and 3/29/23, respectively, based on regular telecasts. Further, “GMA” scored its largest single-day win over “Today” in Adults 18-49 (+107,000 – 383,000 vs. 276,000) in nearly 3 years — since 8/25/22.**
- **In addition, on Thursday, “GMA” scored its top telecast in Adults 25-54 (557,000) in over 6 months — since 1/9/25.**
- **“GMA” (2.625 million, 481,000 and 314,000, respectively) defeated “CBS Mornings” (1.800 million, 287,000 and 193,000, respectively) in Total Viewers (+825,000), Adults 25-54 (+194,000) and Adults 18-49 (+121,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,384 weeks overall — since w/o 1/18/99.**
- **Season to date, “GMA” (2.678 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” (2.628 million) and “CBS Mornings” (1.973 million).**

MORNING NEWS (Week of July 21, 2025)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,625,000	0.4/13; 481,000	0.2/12; 314,000	1.7/14
TODAY	2,297,000	0.4/13; 474,000	0.2/11; 288,000	1.5/13
CBS MORNINGS	1,800,000	0.2/ 8; 287,000	0.1/ 8; 193,000	1.2/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 7/14/25), Previous Week (w/o 7/7/25) and Year-Ago Week (w/o 7/15/24). Most Current Data Stream: 2024-2025 Season (9/23/24-7/20/25) and 2023-2024 Season (9/25/23-7/21/24). 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 1.256 million Total Viewers, 131,000 Women 25-54, and 96,000 Women 18-49 during the week of July 21, 2025, based on Live+Same Day Data from Nielsen Media Research, leading “NBC News Daily” across the board.

- **“GMA3” posted across-the-board gains week to week in Total Viewers (+9% - 1.256 million vs. 1.149 million), Women 25-54 (+28% - 131,000 vs. 102,000) and Women 18-49 (+33% - 96,000 vs. 72,000), hitting 4-week highs in both key Women demos — since w/o 6/23/25.**
- **Season to date, “GMA3” ranks No. 1 in Total Viewers (1.339 million) versus CBS’ “The Talk” (1.240 million) and “NBC News Daily” (1.180 million) for the 3rd straight season. In addition, “GMA3” is improving versus the comparable weeks last season in Women 18-49 (+1% - 100,000 vs. 99,000).**

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 21, 2025:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,256,000	131,000	96,000
“NBC News Daily”	1,143,000	129,000	90,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 7/21/25), Previous Week (w/o 7/14/25) and Year-Ago Week (w/o 7/22/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-7/27/25 for “GMA3” and 9/23/24-7/27/25 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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