

Sept. 17, 2024

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

For the Week of Sept. 9, 2024

'GOOD MORNING AMERICA' RANKS AS NO. 1 MORNING SHOW IN TOTAL VIEWERS

Season to Date, 'GMA' Ranks as the No. 1 Morning Newscast in Total Viewers for the 12th Year Straight

'GMA' Outperforms CBS Across the Board for the Week, Leads in Total Viewers and Adults 25-54 for the Season and Last 1,339 Weeks



ABC News*

"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.526 million) for the week of Sept. 9, 2024, based on Live + Same Day Data from Nielsen Media Research.

- **"GMA" improved on the previous week in Adults 25-54 (+1% - 433,000 vs. 430,000).**
- **"GMA" narrowed its margins with "Today" versus the previous week in Adults 25-54 (-3% - 225,000 vs. 233,000) and Adults 18-49 (-1% - 146,000 vs. 147,000).**
- **"GMA" (2.526 million, 433,000 and 287,000, respectively) defeated "CBS Mornings" (2.102 million, 409,000 and 278,000, respectively) across the board: Total Viewers (+424,000), Adults 25-54 (+24,000) and Adults 18-49 (+9,000). "GMA" led "CBS Mornings" in Total Viewers and Adults 25-54 in all 51 weeks of the season and for the last 1,339 weeks overall — since w/o 1/18/99.**

- Season to date, “GMA” (2.826 million) is ranking as the No. 1 morning newscast in Total Viewers for the 12th straight year — since the 2012-2013 season. “GMA” is leading NBC’s “Today” (2.738 million) by 88,000 and “CBS Mornings” (2.161 million) by 665,000.

Emmy® Award-winning “GMA,” 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 executive producer.

MORNING NEWS (Week of Sept. 9, 2024):

| | <u>TOTAL VIEWERS</u> | <u>ADULTS 25-54</u> | <u>ADULTS 18-49</u> | <u>HOUSEHOLDS</u> |
|----------------------|----------------------|---------------------|---------------------|-------------------|
| GOOD MORNING AMERICA | 2,526,000 | 0.4/ 9; 433,000 | 0.2/ 9; 287,000 | 1.7/12 |
| TODAY | 2,516,000 | 0.5/14; 658,000 | 0.3/13 433,000 | 1.7/12 |
| CBS MORNINGS | 2,102,000 | 0.3/ 9; 409,000 | 0.2/ 8; 278,000 | 1.4/10 |

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 9/9/24), Previous Week (w/o 9/2/24) and Year-Ago Week (w/o 9/4/23). Most Current Data Stream: 2023-2024 Season (9/25/23–9/15/24) and 2022-2023 Season (9/19/22–9/10/23), Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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ABC News Media Relations

Jordan Littlejohn

jordan.littlejohn@abc.com

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