



July 15, 2025

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

For the Week of July 7, 2025

**'GOOD MORNING AMERICA' RANKS AS THE NO. 1 IN TOTAL VIEWERS AND ADULTS
18-49 — THE FIRST DEMO WIN IN NEARLY 2 YEARS**

'GMA' Grows Total Viewer Lead Week to Week and Year to Year by Triple Digits

**'GMA' Is the Only Morning News Program To Grow in Total Viewers and Adults 25-54 Year to
Year and in Adults 18-49 Week to Week**

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



ABC News*

"Good Morning America"

"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.596 million) and Adults 18-49 (281,000) during the week of July 7, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" outperformed NBC's "Today" (2.353 million) by 243,000 Total Viewers, leading the NBC program by its 2nd-largest margin of victory of the season. In addition,

“GMA” outdelivered the NBC program in Adults 18-49 for the first time in nearly 2 years — since w/o 7/31/23.

- **“GMA” increased its Total Viewer lead over “Today” by triple digits both week to week (+257% - 243,000 vs. 68,000) and year to year (+173% - 243,000 vs. 89,000).**
- **“GMA” saw week-to-week gains in Adults 18-49 (+2% - 281,000 vs. 276,000), standing as the only morning newscast to grow in the demo.**
- **“GMA” posted gains on the same week last year in Total Viewers (+1% - 2.596 million vs. 2.568 million) and Adults 25-54 (+3% - 444,000 vs. 432,000), growing in the key Adult news demo for the 4th week in a row. In addition, “GMA” was the only morning newscast to improve year to year in both measures.**
- **“GMA” slashed its Adults 25-54 margins with “Today” by more than half, both week to week (-74% - 35,000 vs. 135,000) and year to year (-61% - 35,000 vs. 89,000). Further, “GMA” turned in its 2nd-closest demo performance versus “Today” of the season.**
- **“GMA” ranked No. 1 in Adults 18-49 on Monday (+2,000 – 272,000 vs. 270,000 on 7/7/25), Tuesday (+30,000 – 302,000 vs. 272,000 on 7/8/25), Wednesday (+21,000 – 278,000 vs. 257,000 on 7/9/25) and Friday (+25,000 – 283,000 vs. 258,000), leading “Today” in four of the five head-to-head telecasts, the most number of wins during the course of the week in more than 2 ½ years — since w/o 10/3/22, based on regular telecasts.**
- **On Wednesday (7/9/25), “GMA” ranked No. 1 in Adults 25-54 (+15,000 – 471,000 vs. 456,000).**
- **“GMA” (2.596 million, 44,000 and 281,000, respectively) defeated “CBS Mornings” (1.826 million, 270,000 and 166,000, respectively) in Total Viewers (+770,000), Adults 25-54 (+174,000) and Adults 18-49 (+115,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,382 weeks overall — since w/o 1/18/99.**
- **Season to date, “GMA” (2.681 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” (2.642 million) and “CBS Mornings” (1.982 million).**

MORNING NEWS (Week of July 7, 2025)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,596,000	0.4/12; 444,000	0.2/11; 281,000	1.7/14
TODAY	2,353,000	0.4/13; 479,000	0.2/10; 268,000	1.6/13
CBS MORNINGS	1,826,000	0.2/7; 270,000	0.1/6; 166,000	1.2/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 7/7/25), Previous Week (w/o 6/30/25) and Year-Ago Week (w/o 7/8/24). Most Current Data Stream: 2024-2025 Season (9/23/24-7/13/25) and 2023-2024 Season (9/25/23-7/14/24). 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 1.321 million Total Viewers, 117,000 Women 25-54, and 96,000 Women 18-49 during the week of July 7, 2025, based on Live+Same Day Data from Nielsen Media Research, leading “NBC News Daily” in Total Viewers and Women 18-49 for the 3rd consecutive week.

- **“GMA3” posted Total Viewer increases both week to week (+9% - 1.321 million vs. 1.217 million) and year to year (+1% - 1.321 million vs. 1.307 million). In addition, “GMA3” drew its largest overall audience in 14 weeks — since w/o 3/24/25.**
- **Season to date, “GMA3” ranks No. 1 in Total Viewers (1.345 million) versus CBS’ “The Talk” (1.240 million) and “NBC News Daily” (1.182 million) for the 3rd straight season. In addition, “GMA3” is improving versus the comparable weeks last season in Women 18-49 (+2% - 101,000 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 7, 2025:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,321,000	117,000	93,000
“NBC News Daily”	1,146,000	127,000	80,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 7/7/25), Previous Week (w/o 6/30/25) and Year-Ago Week (w/o 7/8/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-7/13/25 for “GMA3” and 9/23/24-7/13/25 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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