



Oct. 14, 2025

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

For the Week of Oct. 6, 2025

'GOOD MORNING AMERICA' WINS WEEK IN TOTAL VIEWERS, SURPASSES 'TODAY' BY ITS LARGEST LEAD IN 10 WEEKS

'Good Morning America' Stands as the Only Morning Newscast To Grow Week to Week Across The Board

'GMA' Attracts Its Largest Overall Audience in Five Months and Its Strongest Adults 18-49 Performance in Six Months

Season to Date, 'GMA' Stands as the Most-Watched Morning Newscast in Total Viewers for the 14th Straight Year



ABC News*

"Good Morning America"

"Good Morning America" ranked No. 1 in Total Viewers (2.781 million) for the week of Oct. 6, 2025, based on Live+Same Day Big Data Plus Panel Program Ratings from Nielsen Media Research. **"GMA" outdelivered "Today" (2.635 million) by its largest overall viewer lead (+146,000) in 10 weeks** — since w/o 7/28/25.

- **"GMA" saw gains from the previous week in Total Viewers** (+4% - 2.781 million vs. 2.666 million), **Adults 25-54** (+6% - 497,000 vs. 469,000) and **Adults 18-49** (+3% - 333,000 vs. 323,000),

standing as the only morning newscast to increase across the board. In addition, “GMA” attracted its **largest overall audience in 5 months and best Adults 18-49 performance in 6 months** — since weeks of 5/5/25 and 3/31/25, respectively.

- For the third time in the three weeks of the season, “GMA” **improved on the year-ago week in Adults 18-49** (+11% - 333,000 vs. 301,000).
- “GMA” **narrowed its Adults 25-54 gap with “Today” week to week by 12%** (67,000 vs. 76,000).
- “GMA” **cut its margins with “Today” from the same week last year by double digits in both Adults 25-54** (-65% - 67,000 vs. 191,000) **and Adults 18-49** (-94% - 9,000 vs. 158,000).
- **On Wednesday** (10/8/25), “GMA” turned in its **most-watched telecast** (2.922 million) **in 5 months** — since 5/13/25.
- **On Thursday** (10/9/25), “GMA” **ranked No. 1 leading “Today” across the board: Total Viewers**(+126,000 – 2.776 million vs. 2.650 million), **Adults 25-54** (+10,000 – 548,000 vs. 538,000) **and Adults 18-49** (+76,000 – 380,000 vs. 313,000).
- “GMA” (2.781 million, 497,000 and 333,000, respectively) **beat “CBS Mornings”** (1.881 million, 299,000 and 206,000, respectively) **in Total Viewers** (+900,000), **Adults 25-54** (+198,000) **and Adults 18-49** (+127,000). “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,395 weeks overall** — since w/o 1/18/99.
- Season to date, “GMA” (2.690 million) **is ranking as the No. 1 morning newscast in Total Viewers for the 14th straight year** — since the 2012-2013 season. “GMA” **is leading NBC’s “Today”** (2.676 million) **by 14,000 and “CBS Mornings”** (1.879 million) **by 811,000.** “GMA” **is also improving its performance versus the comparable weeks last season in Adults 18-49** (+10% - 327,000 vs. 298,000). Further, “GMA” **is slashing its margins with “Today” by more than half in Adults 25-54** (-64% - 71,000 vs. 197,000) **and Adults 18-49** (-91% - 13,000 vs. 142,000).

MORNING NEWS (Week of Oct. 6, 2025)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,781,000	0.4/13; 497,000	0.2/12; 333,000	1.8/14
TODAY	2,635,000	0.5/14; 564,000	0.3/12; 342,000	1.8/14
CBS MORNINGS	1,881,000	0.2/8; 299,000	0.2/ 8; 206,000	1.2/10

Source: Nielsen, NTI Total Viewers, Adults 25-54 and Adults 18-49 National Live + Same Day Big Data Plus Panel Program Ratings.; Current Week (w/o 10/6/25), Previous Week (w/o 9/29/25) and Year-Ago Week (w/o 10/7/24). Season to date: Most Current Data Stream: 2025-2026 Season (9/22 – 10/12/25) and 2024-2025 Season (9/23 – 10/13/24). Beginning 12/26/22, averages are based on Big Data Plus Panel ratings. 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 1.280 million Total Viewers, 105,000 Women 25-54, and 81,000 Women 18-49 during the week of Oct. 6, 2025, based on Live+Same Day Big Data Plus Panel Program Ratings from Nielsen Media Research, leading “NBC News Daily” in Total Viewers.

- **“GMA3” improved on the previous week in Total Viewers (+6% - 1.280 million vs. 1.212 million) and Women 25-54 (+9% - 105,000 vs. 96,000).**
- **Season to date, “GMA3” is beating “NBC News Daily” in Total Viewers (+3% - 1.316 million vs. 1.273 million) for the 4th straight season.**

NOTE: From Tuesday through Thursday (10/7-9/25), **“GMA3”** was retitled to **“GMA-ABC”** due to the MLB Playoffs. The retitled telecast is excluded from the weekly averages. ABC’s weekly averages are based on two days (Monday and 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 Oct. 6, 2025:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,280,000	105,000	81,000
“NBC News Daily”	1,227,000	122,000	92,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 10/06/25), Previous Week (w/o 9/29/25) and Year-Ago Week (w/o 9/30/24). Season to date: Most Current Data Stream: 2025-2026 Season (9/16 – 10/12/25) and 2024-2025 Season (9/16 – 10/6/24). Beginning 12/26/22, averages are based on Big Data Plus Panel ratings. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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