



Sept. 23, 2025

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

For Season 13, 3rd Quarter, the Week of Sept. 15, 2025

**'GOOD MORNING AMERICA' WINS THE SEASON AS THE MOST-WATCHED MORNING
NEWSCAST FOR THE 13TH CONSECUTIVE YEAR**

**'Good Morning America' Wins the 3rd Quarter in Total Viewers by Largest Quarter Lead in
Nearly 2 Years and Stands as the Only Morning Newscast To Grow Year to Year in Both Key
Adult Demos**

**For the Week, 'GMA' Ranks No. 1 In Total Viewers and Is the Only Morning Newscast To Grow
Year to Year Across the Board**



ABC News*

"Good Morning America"

2024-2025 Season:

For the 2024-2025 season, "Good Morning America" (2.664 million) ranked as the No. 1 morning newscast in Total Viewers for the 13th consecutive year — since the 2012-2013 season. "GMA" leads NBC's "Today" (2.604 million) by 60,000 and "CBS Mornings" (1.940 million) by 724,000.

- "GMA" ranked No. 1 in Total Viewers in 28 of the last 30 weeks of the season.

- In addition, **“GMA”** (2.664 million, 470,000 and 300,000, respectively) **defeated “CBS Mornings”** (1.940 million, 346,000 and 223,000, respectively) **by 724,000 Total Viewers, 124,000 Adults 25-54 and by 77,000 Adults 18-49.**

Week of Sept. 15, 2025:

“Good Morning America” ranked as the No. 1 morning newscast in Total Viewers (2.590 million) during the week of Sept. 15, 2025, based on Live+Same Day Data from Nielsen Media Research. **“GMA” outperformed NBC’s “Today”** (2.516 million) **by 74,000.**

- For the 3rd week in a row, **“GMA” saw gains on the same week last year in Total Viewers** (+3% - 2.590 million vs. 2.511 million), **Adults 25-54** (+15% - 483,000 vs. 421,000) **and Adults 18-49** (+19% - 329,000 vs. 277,000) **and stood as the only morning newscast to grow year to year in all key target demos.**
- **“GMA” slashed its margins versus the year-ago week with “Today” by more than half in Adults 25-54** (-58% - 101,000 vs. 240,000) **and Adults 18-49** (-77% - 31,000 vs. 132,000). In fact, **“GMA” cut its year-to-year margins with “Today” in both key Adult demos by double digits in the final eight weeks of the season.**
- **“GMA”** (2.590 million, 483,000 and 329,000, respectively) **beat “CBS Mornings”** (1.812 million, 308,000 and 206,000, respectively) **in Total Viewers** (+778,000), **Adults 25-54** (+175,000) **and Adults 18-49** (+123,000). **“GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,392 weeks overall — since w/o 1/18/99.**

3rd Quarter 2025:

ABC News’ “Good Morning America” won the 3rd Quarter 2025 in Total Viewers (2.594 million), based on Most Current Data from Nielsen Media Research. **“GMA” beat NBC’s “Today”** (2.444) **by 150,000, widening its lead versus the previous quarter by 27% (vs. 118,000) to its largest victory in 7 quarters — since 4Q23.**

- **“GMA” won the 3rd quarter for the 8th time in 9 years — since 3Q17, only finishing behind “Today” during its 2024 Summer Olympics-fueled 3Q24.**
- **“GMA” improved on the year-ago 3rd quarter in Adults 25-54** (+3% - 460,000 vs. 448,000) **and Adults 18-49** (+6% - 302,000 vs. 284,000), **standing as the only morning newscast to grow versus the same quarter last year in both key Adult demos.**
- **“GMA” narrowed its margins compared to the previous quarter with “Today” by double digits in Adults 25-54** (-31% - 83,000 vs. 120,000) **and Adults 18-49** (-59% - 29,000 vs. 71,000).

“GMA” delivered its closest quarter performance in Adults 25-54 in 2 years and narrowest in Adults 18-49 in 3 years — since 3Q23 and 3Q22, respectively.

- **“GMA” cut its gaps versus the year-ago 3rd quarter with “Today” by more than half in Adults 25-54 (-55% - 78,000 vs. 184,000) and Adults 18-49 (-78% - 29,000 vs. 129,000).**
- **“GMA” (2.594 million, 460,000 and 302,000, respectively) outperformed “CBS Mornings” (1.789 million, 300,000 and 195,000, respectively) during 3Q25 by 805,000 Total Viewers, by 160,000 Adults 25-54 and by 107,000 Adults 18-49, delivering its largest Total Viewer lead during a 3rd quarter in 6 years — since 3Q19.**

MORNING NEWS (2024-2025 Season)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,644,000	0.4/11; 470,000	0.2/10; 300,000	1.8/13
TODAY	2,604,000	0.5/14; 626,000	0.3/13; 399,000	1.7/13
CBS MORNINGS	1,940,000	0.3/ 8; 346,000	0.2/ 7; 223,000	1.3/10

MORNING NEWS (Week of Sept. 15, 2025)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,590,000	0.4/12; 483,000	0.2/12; 329,000	1.7/14
TODAY	2,516,000	0.5/14; 584,000	0.3/13; 360,000	1.6/13
CBS MORNINGS	1,812,000	0.2/ 8; 308,000	0.2/ 7; 206,000	1.2/10

MORNING NEWS (3rd Quarter 2025):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,594,000	0.4/12; 460,000	0.2/11; 302,000	1.7/14
TODAY	2,444,000	0.4/14; 543,000	0.2/12; 311,000	1.6/13
CBS MORNINGS	1,789,000	0.2/ 8; 300,000	0.1/ 7; 195,000	1.2/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 9/15/25), Previous Week (w/o 9/8/25) and Year-Ago Week (w/o 9/16/24). Most Current Data Stream: 2024-2025 Season (9/23/24-9/21/25) and 2023-2024 Season (9/25/23-9/22/24). L+7/Most Current - 3Q25: 6/30 – 9/21/25, 2Q25: 3/31 – 6/29/24 and 3Q24: 7/1 – 9/22/24, 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 1.201 million Total Viewers, 111,000 Women 25-54, and 77,000 Women 18-49 during the week of Sept. 15, 2025, based on Live+Same Day Data from Nielsen Media Research, leading “NBC News Daily” in Total Viewers.

- For the 2024-2025 season, **“GMA3” ranked No. 1 in Total Viewers** (1.317 million) **versus CBS’ “The Talk”** (1.240 million) **and “NBC News Daily”** (1.172 million) **for the 3rd straight season.** In addition, **“GMA3” improved versus the last season in Women 18-49** (+2% - 99,000 vs. 97,000).

NOTE: On Tuesday (9/16/25), “GMA3” was retitled to “GMA-ABC” and “NBC News Daily” was retitled to “NBC News Daily-ND” due to special reports on the District Attorney of Utah’s press conference. The retitled telecasts are excluded from the weekly and season averages. “GMA3”’s and “NBC News Daily”’s weekly averages are based on four days (Monday and Wednesday-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 Sept. 15, 2025:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,201,000	111,000	77,000
“NBC News Daily”	1,131,000	119,000	84,000

2024-2025 Season:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,317,000	135,000	99,000
“NBC News Daily”	1,172,000	138,000	95,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 9/15/25), Previous Week (w/o 9/8/25) and Year-Ago Week (w/o 9/16/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-9/23/25 for “GMA3” and 9/23/24-9/23/25 for “NBC News Daily” and “The Talk.” L+7/Most Current - 3Q25: 6/30 – 9/21/25, 2Q25: 3/31 – 6/29/24 and 3Q24: 7/1 – 9/22/24, Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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