

July 2, 2024

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

*For the 2<sup>nd</sup> Quarter of 2024 and Week of June 24, 2024*

**FOR THE 12<sup>TH</sup> YEAR IN A ROW, 'GOOD MORNING AMERICA' IS NO. 1 FOR THE 2<sup>ND</sup> QUARTER IN TOTAL VIEWERS**

**For the Week, 'GMA' Beats NBC and CBS in Total Viewers, Improves Week to Week in Adults 25-54**

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



ABC News\*

**2<sup>nd</sup> Quarter 2024**

ABC News' "Good Morning America" ranked No. 1 for the 2<sup>nd</sup> quarter of 2024 in Total Viewers (2.777 million), based on Most Current Data from Nielsen Media Research. "GMA" defeated NBC's "Today" (2.687 million) by +90,000 Total Viewers.

- "GMA"'s victory marked its 12<sup>th</sup> consecutive 2<sup>nd</sup> quarter victory in Total Viewers — since 2Q13. Overall, "GMA" has won 46 of the last 48 quarters in Total Viewers — since 3Q12, only finishing behind "Today"'s Summer Olympics-fueled 3Q16 and Winter Olympics-boosted 1Q18 on NBC.

- **“GMA” narrowed its margins with “Today” versus the previous quarter (1Q24) in Adults 25-54 (-4% - 126,000 vs. 131,000) and Adults 18-49 (-18% - 89,000 vs. 108,000).**
- **“GMA” (2.777 million, 494,000 and 326,000, respectively) beat “CBS This Morning” (2.124 million, 426,000 and 287,000, respectively) during 2Q24 in Total Viewers (+653,000), Adults 25-54 (+68,000) and Adults 18-49 (+39,000).**

**Week of June 24, 2024**

**“Good Morning America” ranked as the morning’s No. 1 newscast in Total Viewers (2.245 million) for the week of June 24, 2024, based on Live + Same Day Data from Nielsen Media Research. “GMA” outperforms NBC’s “Today” (2.551 million) by 94,000.**

- **“GMA” improved on the previous week in Adults 25-54 (+3% - 466,000 vs. 453,000).**
- **“GMA” (2.645 million, 466,000 and 299,000, respectively) beat “CBS Mornings” (1.984 million, 370,000 and 224,000, respectively) across the board: Total Viewers (+661,000), Adults 25-54 (+96,000) and Adults 18-49 (+75,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 in all 40 weeks of the season and for the last 1,328 weeks overall — since w/o 1/18/99.**
- **Season to date, “GMA” (2.890 million) is ranking as the No. 1 morning newscast in Total Viewers for the 12<sup>th</sup> straight year — since the 2012-2013 season. “GMA” is leading NBC’s “Today” (2.763 million) by 127,000 and “CBS Mornings” (2.206 million) by 684,000.**

NOTE: On Thursday (6/27/24), “CBS Mornings” was retitled to “CBS Morn” due to a special report on the Supreme Court ruling on abortion access in Idaho. On Friday (6/28/24), “CBS Mornings” was retitled to “CBS Morn” due to a special report on the Supreme Court ruling for the Jan. 6 defendants. The retitled telecasts are excluded from the weekly and season averages. CBS’ weekly averages are based on three days (Monday-Wednesday).

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 (2<sup>nd</sup> Quarter, 2024):**

	<u>VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,777,000	0.4/10; 494,000	0.2/ 9; 326,000	1.9/13
TODAY	2,687,000	0.5/12; 620,000	0.3/12 415,000	1.8/12
CBS MORNINGS	2,124,000	0.4/ 8; 426,000	0.2/ 8; 287,000	1.4/10

**MORNING NEWS (Week of June 24, 2024):**

	<u>VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,645,000	0.4/10; 466,000	0.2/ 9; 299,000	1.8/13
TODAY	2,551,000	0.5/12; 589,000	0.3/12 371,000	1.7/12
CBS MORNINGS	1,984,000	0.3/ 8; 370,000	0.2/ 7; 224,000	1.3/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 6/24/24), Previous Week (w/o 6/17/24) and Year-Ago Week (w/o 6/19/23). Most Current Data Stream: 2023-2024 Season (9/25/23–6/30/24) and 2022-2023 Season (9/19/22–6/25/23). Live+7/Most Current - 2Q24: 4/1 – 6/30/24, 2Q23: 3/27 – 6/25/23 and 1Q23: 1/1/ – 3/31/24. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

\*COPYRIGHT ©2024 Disney Enterprises, Inc. All photography is copyrighted material and is for editorial use only. Images are not to be archived, altered, duplicated, resold, retransmitted or used for any other purposes without written permission of ABC News. Images are distributed to the press to publicize current programming. Any other usage must be licensed.

**ABC News Media Relations**

Brooks Lancaster

[brooks.lancaster@abc.com](mailto:brooks.lancaster@abc.com)

Jordan Littlejohn

[jordan.littlejohn@abc.com](mailto:jordan.littlejohn@abc.com)

-- ABC --