



Oct. 7, 2025

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

*For the Week of Sept. 29, 2025*

**ABC NEWS' 'GOOD MORNING AMERICA' GROWS WEEK TO WEEK IN TOTAL VIEWERS  
AND ADULTS 18-49**

**'GMA' Cuts Year-to-Year Gaps With 'Today' by More Than Half in Adults 25-54 and Adults 18-49**

**'GMA' Outdelivers CBS Across the Board for the Week, Leads in Total Viewers and Adults 25-54  
for the Last 1,394 Weeks**



ABC News\*

**"Good Morning America"**

**"Good Morning America" averaged 2.666 million Total Viewers, 469,000 Adults and 323,000 Adults 18-49 for the week of Sept. 29, 2025, based on Live+Same Day Big Data Plus Panel Program Ratings from Nielsen Media Research.**

- **"GMA" improved on the previous week in Total Viewers (+3% - 2.666 million vs. 2.579 million) and Adults 18-49 (+2% - 323,000 vs. 318,000).**
- **"GMA" slashed its year-to-year gaps with "Today" by more than half in both Adults 25-54 (-58% - 76,000 vs. 183,000) and Adults 18-49 (-98% - 2,000 vs. 117,000).**

- “GMA” (2.666 million, 469,000 and 323,000, respectively) **beat “CBS Mornings”** (1.890 million, 283,000 and 171,000, respectively) **in Total Viewers (+776,000), Adults 25-54 (+186,000) and Adults 18-49 (+152,000).** “GMA” **led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,394 weeks overall** — since w/o 1/18/99.
- Season to date, “GMA” **is improving its performance versus the comparable weeks last season in Adults 25-54 (+1% - 487,000 vs. 481,000) and Adults 18-49 (+9% - 324,000 vs. 496,000).** In addition, “GMA” **is slashing its margins with “Today” by more than half in Adults 25-54 (-63% - 73,000 vs. 198,000) and Adults 18-49 (-90% - 14,000 vs. 134,000).**

## MORNING NEWS (Week of Sept. 29, 2025)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,666,000	0.4/12; 469,000	0.2/12; 323,000	1.7/14
TODAY	2,699,000	0.4/14; 545,000	0.2/12; 325,000	1.8/14
CBS MORNINGS	1,890,000	0.2/7; 283,000	0.1/6; 171,000	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 9/29/25), Previous Week (w/o 9/22/25) and Year-Ago Week (w/o 9/30/24). Season to date: Most Current Data Stream: 2025-2026 Season (9/22 – 10/5/25) and 2024-2025 Season (9/23 – 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.

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 1.212 million Total Viewers, 96,000 Women 25-54, and 83,000 Women 18-49 during the week of Sept. 29, 2025, based on Live+Same Day Big Data Plus Panel Program Ratings from Nielsen Media Research.**

- Season to date, **“GMA3” is beating “NBC News Daily” in Total Viewers (+3% - 1.337 million vs. 1.295 million) and Women 18-49 (+6% - 88,000 vs. 83,000) for the 4<sup>th</sup> straight season.**

NOTE: From Tuesday through Thursday (9/30-10/2/25), “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 Sept. 29, 2025:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,212,000	96,000	83,000
“NBC News Daily”	1,315,000	129,000	88,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 9/29/25), Previous Week (w/o 9/22/25) and Year-Ago Week (w/o 9/23/24). 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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