

Sept. 16, 2025

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

For the Week of Sept. 8, 2025

'GOOD MORNING AMERICA' IS AMERICA'S NO. 1 MORNING NEWS PROGRAM FOR THE WEEK

'GMA' Draws Its Largest Overall Audience in 6 Weeks, Hits 5-Month High in Adults 25-54

For the 2nd Week in a Row, 'GMA' Is the Only Morning Newscast To Increase Year Over Year Across All Key Demos, and Grows Week to Week in Total Viewers and Adults 25-54



ABC News*

"Good Morning America"

"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.677 million) during the week of Sept. 8, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" outperformed NBC's "Today" (2.544 million) by 133,000, substantially increasing its lead year to year (+1230%; vs. 10,000).

- **"GMA" improved on the previous week in Total Viewers (+3% - 2.677 million vs. 2.589 million) and Adults 25-54 (+2% - 489,000 vs. 480,000). "GMA" drew its largest overall audience in 6 weeks, while hitting a 5-month high in the key Adult news demo — since weeks of 7/28/25 and 4/7/25, respectively.**

- For the 2nd week in a row, **“GMA” improved on the year-ago week in Total Viewers** (+6% - 2.677 million vs. 2.526 million), **Adults 25-54** (+13% - 489,000 vs. 423,000) and **Adults 18-49** (+11% - 318,000 vs. 287,000). **“GMA” stood as the only morning newscast to grow year to year in all key target demos.**
- **“GMA” cut its margins versus the previous week with “Today” by double digits in Adults 25-54** (-38% - 87,000 vs. 140,000) and **Adults 18-49** (-36% - 42,000 vs. 66,000).
- **“GMA” slashed its margins year to year with “Today” by more than half in Adults 25-54** (-61% - 87,000 vs. 225,000) and **Adults 18-49** (-71% - 42,000 vs. 146,000).
- **“GMA” (2.677 million, 489,000 and 318,000, respectively) beat “CBS Mornings” (1.823 million, 313,000 and 220,000, respectively) in Total Viewers (+854,000), Adults 25-54 (+176,000) and Adults 18-49 (+98,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,391 weeks overall — since w/o 1/18/99.**
- Season to date, **“GMA” (2.666 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” (2.606 million) and “CBS Mornings” (1.943 million).**

NOTE: On Thursday (9/11/25) and Friday (9/12/25), “Good Morning America” was retitled to “GMA-ABC,” and on Thursday, “Today” was retitled to “Today-TS” due to special reports on the Charlie Kirk shooting. The retitled telecasts are excluded from the weekly and season averages. ABC’s weekly averages are based on three days (Monday-Wednesday), and NBC’s weekly averages are based on four days (Monday-Wednesday and Friday).

MORNING NEWS (Week of Sept. 8, 2025)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,677,000	0.4/12; 489,000	0.2/11; 318,000	1.7/14
TODAY	2,544,000	0.5/14; 576,000	0.3/13; 360,000	1.7/14
CBS MORNINGS	1,823,000	0.2/ 8; 313,000	0.2/ 8; 220,000	1.1/ 9

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 9/8/25), Previous Week (w/o 9/125) and Year-Ago Week (w/o 9/9/24). Most Current Data Stream: 2024-2025 Season (9/23/24-9/14/25) and 2023-2024 Season (9/25/23-9/15/24). 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 1.289 million Total Viewers, 129,000 Women 25-54, and 96,000 Women 18-49 during the week of Sept. 8, 2025, based on Live+Same Day Data from Nielsen Media Research, leading “NBC News Daily” in all key target demos.

- **“GMA3” posted double-digit gains week to week across the board: Total Viewers (+14% - 1.289 million vs. 1.130 million), Women 25-54 (+24% - 129,000 vs. 104,000) and Women 18-49 (+35% - 96,000 vs. 71,000).** “GMA3” drew its **largest overall audience in 9 weeks** — since the week of 7/7/25.
- **“GMA3” improved on the same week last year in Total Viewers (+5% - 1.289 million vs. 1.227 million) and Women 18-49(+2% - 96,000 vs. 94,000).**
- Season to date, **“GMA3” ranks No. 1 in Total Viewers (1.319 million) versus CBS’ “The Talk” (1.240 million) and “NBC News Daily” (1.172 million) for the 3rd straight season.** In addition, **“GMA3” is improving versus the comparable weeks last season in Women 18-49 (+2% - 99,000 vs. 97,000).**

NOTE: On Wednesday (9/10/25), “GMA3” was retitled to “GMA-ABC” and “NBC News Daily” was retitled to “NBC News Daily-ND” due to special reports on the Charlie Kirk assassination. 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-Tuesday and Thursday-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. 8, 2025:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,289,000	129,000	96,000
“NBC News Daily”	1,114,000	99,000	62,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 9/8/25), Previous Week (w/o 9/1/25) and Year-Ago Week (w/o 9/9/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-9/14/25 for “GMA3” and 9/23/24-9/14/25 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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