

Aug. 5, 2025

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

For the Week of July 28, 2025

'GOOD MORNING AMERICA' IS AMERICA'S NO. 1 MORNING NEWSCAST

Ranking No. 1 in Total Viewers for the 22nd Week in a Row, 'GMA' Attracts Its Largest Overall Audience in 12 Weeks

'GMA' Is the Only Morning Newscast to Grow Year to Year Across the Board



ABC News*

"Good Morning America"

"Good Morning America" ranked as the No. 1 morning newscast in Total Viewers (2.679 million), during the week of July 28, 2025, based on Live+Same Day Data from Nielsen Media Research. "GMA" outperformed NBC's "Today" (2.417 million) by its 3rd-largest Total Viewers lead (262,000) of the season. "GMA" ranked No. 1 in Total Viewers for the 22nd week in a row and in 24 and the last 25 weeks.

- **"GMA" was up over the previous week in Total Viewers (+2% - 2.679 million vs. 2.625 million), attracting its largest overall audience in 12 weeks — since w/o 5/5/25.**

- **“GMA” improved on the same week last year in Total Viewers (+5% - 2.679 million vs. 2.549 million), Adults 25-54 (+8% - 470,000 vs. 434,000) and Adults 18-49 (+18% - 309,000 vs. 261,000), standing as the only morning newscast to grow year to year across the board.**
- **“GMA” slashed its margins with “Today” year to year in both Adults 25-54 (-79% - 67,000 vs. 320,000) and Adults 18-49 (-98% - 6,000 vs. 247,000).**
- **“GMA” (2.679 million, 470,000 and 309,000, respectively) defeated “CBS Mornings” (1.844 million, 330,000 and 224,000, respectively) in Total Viewers (+835,000), Adults 25-54 (+140,000) and Adults 18-49 (+85,000), leading the CBS program by its largest overall viewer margin in 16 weeks — since w/o 4/7/25. “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 for the last 1,385 weeks overall — since w/o 1/18/99.**
- **Season to date, “GMA” (2.678 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” (2.623 million) and “CBS Mornings” (1.970 million).**

MORNING NEWS (Week of July 28, 2025)

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,679,000	0.4/13; 470,000	0.2/12; 309,000	1.7/14
TODAY	2,417,000	0.4/15; 537,000	0.2/12; 315,000	1.5/13
CBS MORNINGS	1,844,000	0.3/ 9; 330,000	0.2/ 9; 224,000	1.2/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 7/14/25), Previous Week (w/o 7/7/25) and Year-Ago Week (w/o 7/15/24). Most Current Data Stream: 2024-2025 Season (9/23/24-7/20/25) and 2023-2024 Season (9/25/23-7/21/24). 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 1.179 million Total Viewers, 130,000 Women 25-54, and 112,000 Women 18-49 during the week of July 28, 2025, based on Live+Same Day Data from Nielsen Media Research, leading “NBC News Daily” in both key Women demos.

- **For the 2nd week in a row, “GMA3” improved on the previous week by double digits in Women 18-49 (+17% - 112,000 vs. 96,000), hitting a 5-month high in the key Women demo — since w/o 3/3/25.**

- **“GMA3” posted double-digit gains year to year in Women 25-54 (+23% - 130,000 vs. 106,000) and Women 18-49 (+56% - 112,000 vs. 72,000).**
- Season to date, **“GMA3” ranks No. 1 in Total Viewers** (1.335 million) **versus CBS’ “The Talk”** (1.240 million) **and “NBC News Daily”** (1.181 million) **for the 3rd straight season.** In addition, **“GMA3” is improving versus the comparable weeks last season in Women 18-49 (+2% - 100,000 vs. 98,000).**

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 July 28, 2025:

	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,179,000	130,000	112,000
“NBC News Daily”	1,208,000	127,000	92,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 7/28/25), Previous Week (w/o 7/21/25) and Year-Ago Week (w/o 7/29/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-8/3/25 for “GMA3” and 9/23/24-8/3/25 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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