Here Are the 2026 Q2 Morning Show Ratings

Week of June 22

All three morning news shows ended the final full week of June on a downward trajectory in both total viewers and the Adults 25-54 demo.

Despite this, NBC News' Today remained the most-watched broadcast in both measured categories for the week of June 22. Today has been in the top spot in the advertiser-coveted demo for the 34th consecutive month, and it posted its largest June share in nearly 15 years in A25-54 demo viewers with 47.1%.

According to Nielsen's national live+same-day big data plus program ratings, Good Morning America averaged 2.799 million total viewers and 451,000 viewers in the A25-54 demo for the week of June 22. Compared to the previous week, ABC News' morning show was down -1% among total viewers and the demo. When looking at how it performed in the same week in 2025, GMA was up +6% in total viewers but down -5% in the demo.

Today continued to lead in both categories; however, it finished below the 3 million total-viewer mark at 2.965 million and had 628,000 demo viewers for the just-concluded week. The broadcast recorded a -3% decrease in total viewers and -8% in the A25-54 demo compared to the previous week. Against the same week in 2025, Today has grown by +28% in total viewers and +25% in the demo.

CBS Mornings had 1.656 million total viewers and 253,000 viewers in the demo for the week of June 22. Compared to the previous week, CBS News' morning show was down -3% in total

viewers and -8% in the demo. Versus the same week in 2025, CBS Mornings declined by -9% in total viewers and -12% in the demo—the only morning show to decline in both measured categories within this yearly comparison.

**Please note that year-over-year comparisons are based on Nielsen Big Data+Panel (2025) vs. Panel (2025) measurements.*

June 22, 2026 (Nielsen Big Data + Panel):

	ABC	NBC	CBS
• Total Viewers:	2,799,000	**2,965,000**	1,656,000
• A25-54:	451,000	**628,000**	253,000

2nd Quarter 2026

Meanwhile, there was some good news for CBS Mornings during this most recent quarter, as it was the only newscast not to lose viewers in total viewers and the Adults 25-54 demo.

Today continued its reign at the top in both measured categories during the second quarter. This was the third consecutive quarterly win in total viewers for NBC News' morning show, which continued to hover above 3 million viewers and recorded its longest quarterly winning streak since 2012.

According to the most recent Nielsen data, ABC News' Good Morning America averaged 2.843 million total viewers and 470,000 in the A25-54 demographic for the just-concluded quarter. Compared to the first quarter of 2026, GMA was down -3% in total viewers and -6% in the demo. In the same quarterly period in 2025, it saw gains of +7% in total viewers and +1% in the demo*.

The top show in both measured categories remained Today, with 3.021 million total viewers and 629,000 viewers in Q2 2026. Its performance versus the first quarter saw NBC News' morning show slide by -3% in total viewers and -1% in the demo.

Compared to the same quarter in 2025, there was some good news as Today was up +20% in total viewers and +8% in the demo.

CBS Mornings was No. 3 in total viewers and A25-54 during Q2 2026. It had 1.754 million total viewers and 284,000 viewers in the demo. It was flat in total viewers and grew by +5% in the demo when comparing its performance to the first quarter of 2026. Unfortunately, when looking at how it did versus the same quarter in 2025, CBS News' morning show was down by -9% in total viewers and -10% in the demo—the only morning show to lose viewers in both comparisons.

**Please note that year-over-year comparisons are based on Nielsen Big Data+Panel (2025) vs. Panel (2025) measurements.*

2nd Quarter, 2026 (Nielsen Big Data + Panel):

	ABC	NBC	CBS
• Total Viewers:	2,843,000	**3,021,000**	1,754,000
• A25-54:	470,000	**629,000**	284,000

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 6/22/26), Previous Week (w/o 6/15/26), and Year-Ago Week (w/o 6/23/25). Season to date: Most Current Data Stream: 2025-2026 Season (9/22/25–6/28/26) and 2024-2025 Season (9/23/24–6/29/25). Live+7/Most Current – 2Q26: 3/30 – 6/28/26, 2Q25: 3/31 – 6/29/25and 1Q25: 12/29/25 – 3/29/26. Season averages based on Big Data Plus Panel ratings start with the 2023-2024 season.

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