

Week of July 7 Morning News Ratings: Good Morning America Doesn't Lose Viewers

The first full non-holiday week of July worked in Good Morning America's favor, as it was the only morning news show not to experience any viewership declines in total viewers and the Adults 25-54 demo.

However, ABC News' morning show joined its fellow competitors in not recording any viewership gains for the week of July 7. Meanwhile, NBC News' Today's lead in the advertiser-coveted demo shrank, with the program leading by just 35,000 viewers over GMA. Last week, Today was up by more than 100,000.

According to live-plus-same-day data from Nielsen, GMA averaged 2.596 million total viewers and 444,000 viewers in the A25-54 demo for the week of July 7. Compared to the previous week, ABC News' morning show was flat in total viewers and the demo. Looking at its performance to the same week in 2024 (July 8), GMA was up by +1% in total viewers and +3% in the demo—the only morning show with gains in this year-to-date comparison.

Today finished in second place in total viewers and lost some of its lead in the demo, with 2.353 million and 479,000 viewers, respectively, for the just-concluded week. The broadcast declined by -7% in total viewers and -17% (the steepest of any morning show) in the demo compared to the previous week. Its dominance in the demo has shrunk significantly as 35,000 demo viewers separate it from GMA. Looking at how it performed during the same week in 2024, Today was down in total viewers by -5% and -8% in the demo.

CBS Mornings had 1.826 million total viewers and 270,000 viewers in the A25-54 demo. Compared to the previous week, CBS News' morning show was flat in total viewers and down -9% in the demo. During the same period in 2024, CBS Mornings experienced a -9% decline in total viewers and a -30% decline in the demo—the steepest decline of any morning show within this comparison.

	ABC	NBC	CBS
• Total Viewers:	2,596,000	2,353,000	1,826,000
• A25-54:	444,000	479,000	270,000

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