

# Week of March 2 Morning News Ratings: Today Only Show to Grow in Total Viewers



NBC News' Today created some major separation from ABC News' Good Morning America, giving the newscast its seventh consecutive win for the week of March 2.

NBC News pulled ahead of ABC News in total viewers, adding 267,000 viewers, while remaining America's No. 1 morning show in both total viewers and the Adults 25-54 demo.

The busy international news cycle, which was dominated by unrest in the Middle East, favored Today, as more people tuned in during the first week of March.

Meanwhile, GMA finished the week as the only morning newscast to see declines in both measured categories.

*NOTE: CBS Mornings and Today were retitled on Monday (03/02/26) to CBS Morn and Today TS. On Wednesday (03/04/26), CBS Mornings was retitled to CBS Morn. These retitled telecasts are excluded from the weekly and season averages.*

*CBS' weekly average is based on three days (Tuesday, Thursday, and Friday), and NBC's weekly averages are based on four days (Tuesday-Friday).*

According to Nielsen's national live+same-day big data plus program ratings, GMA averaged 2.985 million total viewers and 496,000 viewers in the A25-54 demo for the week of March 2. Compared to the previous week, ABC News' morning show was down by -5% in total viewers and the demo, the only morning show with week-to-week declines. Looking at its performance to the same week in 2025 (March 3), GMA was up by +9% in total viewers and +4% in the demo—the only newscast with year-over-year gains within this comparison.

Today extended its lead in the morning ratings to seven weeks, finishing with 3.252 million total viewers and 660,000 demo viewers for the just-concluded week. The newscast grew by +1% in total viewers and +3% in the demo compared to the previous week. Looking at how it performed during the same week in 2025, Today was up by +21% in total viewers but slipped by -1% in the demo.

CBS Mornings had 1.775 million total viewers and 278,000 viewers in the A25-54 demo. Compared to the previous week, CBS News' morning show was flat in total viewers but registered a +9% gain in the A25-54 demo. During the same period in 2024, CBS Mornings declined by -12% in total viewers and -25% in the demo—the only morning show with viewership declines in both measured categories within this comparison.

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

## **March 2, 2026**

|                  | <b>ABC</b> | <b>NBC</b>       | <b>CBS</b> |
|------------------|------------|------------------|------------|
| • Total Viewers: | 2,985,000  | <b>3,252,000</b> | 1,775,000  |
| • A25-54:        | 496,000    | <b>660,000</b>   | 278,000    |

**Source:** Nielsen, NTV Total Viewers, Adults 25-54, and Adults 18-49 National Live + Same Day Big Data Plus Panel Program Ratings; Current Week (w/o 3/2/26), Previous Week (w/o 2/23/26), and Year-Ago Week (w/o 3/3/25). Season to date: Most Current Data Stream: 2025-2026 Season (9/22/25–3/8/26) and 2024-2025 Season (9/23/24–3/9/25).

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