

Nov. 19, 2024

****Ratings Report for ABC News' "The View"**

For the Week of Nov. 11, 2024

'THE VIEW' SEES INCREASES IN TOTAL VIEWERS YEAR TO YEAR, POSTING GAINS IN 10 OF THE 11 WEEKS OF THE SEASON

Season to Date, 'The View' Delivers Its Highest Viewership in 4 Years, Ranking No. 1 in Households and Total Viewers Among All Daytime Talk Shows and News Programs for the 5th Consecutive Season



ABC/Jeff Lipsky*

For the week of Nov. 11, 2024, "The View" ranked No. 1 in Households (1.73 rtg.) and Total Viewers (2.522 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.29 rtg. and 1.945 million, respectively), "TODAY with Hoda & Jenna" (0.90 rtg. and 1.365 million, respectively), "NBC News Daily" (0.78 rtg. and 1.160 million, respectively) and CBS' "The Talk" (0.81 rtg. and 1.221 million, respectively).

- In addition, "The View" **averaged 190,000 Women 25-54 and 131,000 Women 18-49**, based on Live+Same Day Data from Nielsen Media Research.
- "The View" **improved on the same week last year in Total Viewers (+6% - 2.522 million vs. 2.377 million), posting year-to-year Total Viewer gains in 10 of the 11 weeks of the season.**
- Season to date, "The View" is **up in Total Viewers (+9% - 2.616 million vs. 2.411 million) versus the comparable weeks last season to a 4-year high — since the 2020-2021 season.**

- Season to date, “The View” is **ranking No. 1 in Households** (1.79 rtg.) **and Total Viewers** (2.616 million) **among all daytime talk shows and news programs for the 5th straight season.**

NOTE: On Wednesday (11/13/24), “The View” was retitled to “View-ABC” due to an ABC special report on the Biden/Trump White House visit. The retitled telecast is excluded from the weekly and season averages. “The View”’s weekly averages are based on four days (Monday-Tuesday and Thursday-Friday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 11/11/24), Previous Week (w/o 11/4/24) and Year-ago Week (w/o 11/13/23) or as dated. Daytime – Mon-Fri 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2-11/17/24) and 2023-2024 Season (9/4-11/19/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Prior to 8/31/20, ratings do not include OOH viewing. Averages based on regular telecasts.

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