

July 23, 2024

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

For the Weeks of July 8 and 15, 2024

'The View' Ranks No. 1 in Households and Total Viewers Among All Network and Syndicated Daytime Talk Shows and News Programs for the Week of July 8

'The View' Sees Gains Week to Week Across the Board, Hitting a 5-Week High in Women 25-54



ABC/Jeff Lipsky*

For the week of July 8, 2024, the most recent week including syndication, "The View" ranked No. 1 in Households (1.49 rating) and Total Viewers (2.237 million) among all network and syndicated daytime talk shows and news programs.

- "The View" led NBC's "TODAY Third Hour" (1.15 rating and 1.715 million, respectively), "TODAY with Hoda & Jenna" (0.88 rating and 1.317 million, respectively), CBS' "The Talk" (0.74 rating and 1.099 million, respectively), "The Kelly Clarkson Show" (0.86 rating and 1.225 million, respectively) and "NBC News Daily" (0.79 rating and 1.163 million, respectively).
- **For the week of July 15, 2024, "The View" ranked No. 1 in Households (1.55 rating) and Total Viewers (2.294 million) among the daytime network talk shows and news programs.**
- "The View" beat NBC's "TODAY Third Hour" (1.28 rating and 1.898 million, respectively), "TODAY with Hoda & Jenna" (0.96 rating and 1.362 million, respectively), "NBC News Daily"

(0.78 rating and 1.175 million, respectively) and CBS' "The Talk" (0.75 rating and 1.146 million, respectively).

- "The View" also averaged 205,000 Women 25-54 and 136,000 Women 18-49, based on Live + Same Day Data from Nielsen Media Research.
- For the 2nd week in a row, "The View" **saw gains from the previous week in Total Viewers** (+3% – 2.294 million vs. 2.237 million), **Women 25-54** (+11% – 205,000 vs. 185,000) **and Women 18-49** (+1% – 136,000 vs. 135,000), **hitting a 5-week high in Women 25-54** – since w/o 6/10/24.
- Season to date, "The View" is **ranking No. 1 in Households** (1.66 rating) **and Total Viewers** (2.429 million) **among all network and syndicated daytime talk shows and news programs for the 4th consecutive season.**
- "The View" is **up in Total Viewers** (+2% – 2.429 million vs. 2.374 million) **versus the comparable weeks last season to a 3-year high** – since the 2020-2021 season.

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 7/15/24), Previous Week (w/o 7/8/24) and Year-ago Week (w/o 7/17/23) or as dated. Most Current Data Stream: Season 2023-2024 (9/4/23-7/21/24) and Season 2022-2023 (9/5/22-7/23/23). 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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