

June 18, 2024

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

For the weeks of June 3 and 10, 2024

'The View' Ranks No. 1 in Households and Total Viewers Among the Network and Syndicated Daytime Talk Shows and News Programs for the Week of June 3

'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs for the Week of June 10

'The View' Posts Gains Across the Board, Hitting a 6-Month High in Women 18-49 and 2-Month High in Women 25-54

On Monday, 'The View' Turns in Its Strongest Telecast in Women 25-54 and Women 18-49 in 2 Months

Season to Date, 'The View' Delivers Largest Viewership in 3 Years, Ranking No. 1 in Households and Total Viewers Among All Network and Syndicated Daytime Talk Shows and News Programs for the 4th Consecutive Season



ABC/Jeff Lipsky*

For the week of June 3, 2024, the most recent week including syndication, "The View" ranked No. 1 in Households (1.52 rating) and Total Viewers (2.252 million) among all network and syndicated daytime talk shows and news programs, leading NBC's "TODAY Third Hour" (1.20 rating and 1.746 million, respectively), "TODAY with Hoda & Jenna" (0.89 rating and 1.294 million, respectively), CBS'

“The Talk” (0.83 rating and 1.254 million, respectively) and “NBC News Daily” (0.74 rating and 1.063 million, respectively).

For the week of June 10, 2024, “The View” ranked No. 1 in Households (1.53 rating) and Total Viewers (2.279 million) among the daytime network talk shows and news programs, leading NBC’s “TODAY Third Hour” (1.19 rating and 1.768 million, respectively), “TODAY with Hoda & Jenna” (0.85 rating and 1.310 million, respectively), “NBC News Daily” (0.76 rating and 1.081 million, respectively) and CBS’ “The Talk” (0.77 rating and 1.187 million, respectively). “The View” also averaged 209,000 Women 25-54 and 161,000 Women 18-49, based on Live + Same Day Data from Nielsen Media Research.

“The View” **saw increases in all key target demos: Total Viewers (+1% - 2.279 million vs. 2.252 million), Women 25-54 (+7% - 209,000 vs. 195,000) and Women 18-49 (+12% - 161,000 vs. 144,000).** “The View” **hit a 6-month high in Women 18-49 and a 2-month high in Women 25-54** — since weeks of 11/20/23 and 4/1/24, respectively.

On Monday (6/10/24), “The View” turned in its strongest telecast in Women 25-54 (248,000) and Women 18-49 (193,000) in 2 months — since 4/8/24.

Season to date, “The View” is **up in Total Viewers (+3% - 2.434 million vs. 2.373 million) versus the comparable weeks last season to a 3-year high** — since the 2020-2021 season.

Season to date, “The View” is **ranking No. 1 in Households (1.66 rating) and Total Viewers (2.434 million) among all network and syndicated daytime talk shows and news programs for the 4th consecutive season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 6/10/24), Previous Week (w/o 6/3/24) and Year-ago Week (w/o 6/12/23) or as dated. Most Current Data Stream: Season 2023-2024 (9/4/23-6/16/24) and Season 2022-2023 (9/5/22-6/18/23). 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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