

Dec. 10, 2024

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

For the Week of Dec. 2, 2024

'THE VIEW' IMPROVES IN TOTAL VIEWERS WEEK TO WEEK AND HITS A FIVE-WEEK HIGH IN WOMEN 25-54

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 Dec. 2, 2024, "The View" ranked No. 1 in Households (1.67 rtg.) and Total Viewers (2.397 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.37 rtg. and 2.021 million, respectively), "TODAY with Hoda & Jenna" (0.95 rtg. and 1.396 million, respectively), "NBC News Daily" (0.84 rtg. and 1.210 million, respectively) and CBS' "The Talk" (0.83 rtg. and 1.269 million, respectively).

- In addition, "The View" averaged 204,000 Women 25-54 and 147,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- "The View" was up week to week in Total Viewers (+6% - 2.397 million vs. 2.269 million) and Women 25-54 (+1% - 204,000 vs. 201,000), hitting a 5-week high in Women 25-54 — since w/o 11/4/24.

- **“The View” grew from the same week last year in Total Viewers (2.397 million vs. 2.393 million) and Women 18-49 (+1% - 147,000 vs. 146,000).**
- **Season to date, “The View” is up in Total Viewers (+7% - 2.592 million vs. 2.421 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 (1.77 rtg.) and Total Viewers (2.592 million) among all daytime talk shows and news programs for the 5th straight season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 12/2/24), Previous Week (w/o 11/25/24) and Year-ago Week (w/o 12/4/23) or as dated. Daytime – Mon-Fri 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2-12/8/24) and 2023-2024 Season (9/4-12/10/23). 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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