

Nov. 26, 2024

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

For the Week of Nov. 18, 2024

'THE VIEW' INCREASES IN BOTH KEY WOMEN DEMOS WEEK TO WEEK AND IN TOTAL VIEWERS YEAR TO YEAR

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. 18, 2024, "The View" ranked No. 1 in Households (1.68 rtg.) and Total Viewers (2.448 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.29 rtg. and 1.892 million, respectively), "TODAY with Hoda & Jenna" (0.91 rtg. and 1.353 million, respectively), "NBC News Daily" (0.80 rtg. and 1.150 million, respectively) and CBS' "The Talk" (0.83 rtg. and 1.273 million, respectively).

- In addition, "The View" averaged 196,000 Women 25-54 and 142,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- "The View" increased week to week in Women 25-54 (+3% - 196,000 vs. 190,000) and Women 18-49 (+8% - 142,000 vs. 131,000).

- **“The View” grew year to year in Total Viewers (+5% - 2.448 million vs. 2.333 million), seeing Total Viewer gains on the same week last year in 11 of the 12 weeks of the season.**
- Season to date, **“The View” is up in Total Viewers (+8% - 2.611 million vs. 2.414 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 (2.611 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 11/18/24), Previous Week (w/o 11/11/24) and Year-ago Week (w/o 11/20/23) or as dated. Daytime – Mon-Fri 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2-11/24/24) and 2023-2024 Season (9/4-11/26/23). 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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