

July 16, 2024

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

For the Week of July 8, 2024,

**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**

'The View' Post Gains Week to Week Across the Board and Year to Year in Total Viewers



ABC/Jeff Lipsky*

Week of July 8, 2024

- **For the week of July 8, 2024, "The View" ranked No. 1 in Households (1.49 rating) and Total Viewers (2.237 million) among the daytime network talk shows and news programs.**
 - "The View" beat NBC's "TODAY Third Hour" (1.19 rating and 1.760 million, respectively), "TODAY with Hoda & Jenna" (0.91 rating and 1.358 million, respectively), "NBC News Daily" (0.79 rating and 1.164 million, respectively) and CBS' "The Talk" (0.74 rating and 1.099 million, respectively).
 - "The View" also **averaged 185,000 Women 25-54 and 135,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research.

- **“The View” improved on the previous week in Total Viewers (+70% - 2.237 million vs. 1.316 million), Women 25-54 (+32% - 185,000 vs. 140,000) and Women 18-49 (+35% - 135,000 vs. 100,000).**
- **“The View” was up on the same week last year in Total Viewers (+4% - 2.237 million vs. 2.158 million).**
- **Season to date, “The View” is ranking No. 1 in Households (1.66 rating) and Total Viewers (2.431 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% - 2.431 million vs. 2.373 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 6/17/24), Previous Week (w/o 6/10/24) and Year-ago Week (w/o 6/19/23) or as dated. Most Current Data Stream: Season 2023-2024 (9/4/23-6/23/24) and Season 2022-2023 (9/5/22-6/25/23). Live+7/Most Current - 2Q24: 4/1 – 6/30/24, 2Q23: 3/27 – 6/25/23 and 1Q23: 1/1/ – 3/31/24.. Syndication 2Q24: 4/1 – 6/23/24. 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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