

Nov. 5, 2024

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

*For the Week of Oct. 28, 2024*

**'THE VIEW' POSTS GAINS ACROSS THE BOARD WEEK TO WEEK, POSTING ITS MOST-WATCHED WEEK IN MORE THAN 2 ½ YEARS**

**On Monday, 'The View' Delivers Its Strongest Telecast of the Season in Women 18-49, With Its Top Performance in Over 1 Year and 2<sup>nd</sup> Most-Watched of the Season**

**On Halloween, 'The View' Improved Year to Year by 14% in Total Viewers, Posting Its Most-Watched Halloween Episode in 4 Years**



ABC/Jeff Lipsky\*

**For the week of Oct. 28, 2024, "The View" ranked No. 1 in Households (1.84 rtg.) and Total Viewers (2.689 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.27 rtg. and 1.895 million, respectively), "TODAY with Hoda & Jenna" (0.89 rtg. and 1.287 million, respectively), "NBC News Daily" (0.80 rtg. and 1.171 million, respectively) and CBS' "The Talk" (0.8077 rtg. and 1.181 million, respectively).**

- In addition, "The View" averaged **223,000 Women 25-54** and **158,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research.
- "The View" scored **week-to-week increases in Total Viewers (+8% - 2.689 million vs. 2.494 million), Women 25-54 (+17% - 223,000 vs. 191,000) and Women 18-49 (+7% - 158,000 vs.**

148,000), **hitting season highs across the board.** In fact, “The View” drew its **largest overall audience in more than 2 ½ years** — since w/o 3/28/22.

- “The View” **grew from the same week last year in Total Viewers (+10% - 2.689 million vs. 2.447 million) and Women 18-49 (+2% - 158,000 vs. 155,000), posting year-to-year Total Viewer gains in 8 of the 9 weeks of the season.**
- **On Monday (10/28/24), “The View” delivered the show’s strongest telecast of the season in Women 18-49 (202,000) with its top performance in over 1 year** — since 10/6/23. In addition, the airing was the **2<sup>nd</sup> most-watched of the season (2.929 million)**, behind only “The View”’s telecasts with Vice President Kamala Harris (3.143 million on 10/8/24).
- **On Thursday (10/31/24), “The View,” celebrating Halloween, improved on the year-ago telecast by 14% in Total Viewers (2.770 million vs. 2.420 million), posting its most-watched Halloween episode in 4 years** — since 10/30/20. “The View” also turned in its **best Women 25-54 performance (243,000) in over 3 months** — since 7/22/24.
- Season to date, “The View” is **up in Total Viewers (+7% - 2.542 million vs. 2.383 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 (1.74 rtg.) and Total Viewers (2.542 million) among all daytime talk shows and news programs for the 5<sup>th</sup> straight season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 10/28/24), Previous Week (w/o 10/21/24) and Year-ago Week (w/o 10/30/23) or as dated. Daytime – Mon-Fri 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2-11/3/24) and 2023-2024 Season (9/4-11/5/23). 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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