

Oct. 1, 2024

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

*For the Week of Sept. 23, 2024*

**'THE VIEW' RANKS NO. 1 IN HOUSEHOLDS AND TOTAL VIEWERS AMONG ALL DAYTIME NETWORK TALK SHOWS AND NEWS PROGRAMS FOR THE WEEK OF SEPT. 23**

**On Sept. 25, With President Joe Biden's Exclusive Appearance, 'The View' Delivers Strongest Telecast of the Season With Its Highest Numbers in Two Months in All Key Target Demos**



ABC/Jeff Lipsky\*

**For the week of Sept. 23, 2024, "The View" ranked No. 1 in Households (1.66 rtg.) and Total Viewers (2.441 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.25 rtg. and 1.871 million, respectively), "TODAY with Hoda & Jenna" (0.91 rtg. and 1.345 million, respectively), "NBC News Daily" (0.84 rtg. and 1.247 million, respectively) and CBS' "The Talk" (0.78 rtg. and 1.206 million, respectively).**

- In addition, "The View" **averaged 178,000 Women 25-54 and 134,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research.
- "The View" **increased week to week in Total Viewers (+2% - 2.441 million vs. 2.393 million), Women 25-54 (+2% - 178,000 vs. 175,000) and Women 18-49 (+10% - 134,000 vs. 122,000), hitting 9-week highs in all target demos — since w/o 7/22/24.**

- **For the 3<sup>rd</sup> consecutive week, “The View” grew from the year-ago week in Total Viewers (+1% - 2.441 million vs. 2.412 million).**
- **On Wednesday (9/25/24), featuring the 46<sup>th</sup> president of the United States, Joe Biden, “The View” turned in the show’s strongest numbers of the season with its best numbers in more than 2 months in Total Viewers (2.750 million), Women 25-54 (223,000) and Women 18-49 (164,000) — since 7/22/24, 7/24/24 and 7/22/24, respectively.**
- **Season to date, “The View” is up in Total Viewers (+3% - 2.203 million vs. 2.337 million) versus the comparable weeks last season to a 3-year high — since the 2021-2022 season.**
- **Season to date, “The View” is ranking No. 1 in Households (1.66 rtg.) and Total Viewers (2.403 million) among all network and syndicated daytime talk shows and news programs for the 5<sup>th</sup> straight season.**

NOTE: On Thursday (9/26/24), “The View” was retitled to “View-ABC” due to special reports regarding New York City Mayor Eric Adams’ criminal charges. The retitled telecast is excluded from the weekly and season averages. “The View”’s weekly averages are based on four days (Monday-Wednesday and Friday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 9/23/24), Previous Week (w/o 9/16/24) and Year-ago Week (w/o 9/25/23) or as dated. Daytime – Mon-Fri 9:00 a.m. – 6:00 p.m. Latenight - Mon-Fri 11:00 p.m. – 3:00 a.m. 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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