

Oct. 29, 2024

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

For the Week of Oct. 21, 2024

'THE VIEW' HITS A 4-MONTH HIGH IN WOMEN 18-49 AND POSTS GAINS YEAR TO YEAR IN TOTAL VIEWERS FOR THE 7TH CONSECUTIVE WEEK

On Monday, 'The View' Delivers Its 3rd Most-Watched Telecast of the Season With Democratic Vice Presidential Candidate Gov. Tim Walz



ABC/Jeff Lipsky*

For the week of Oct. 21, 2024, "The View" ranked No. 1 in Households (1.71 rtg.) and Total Viewers (2.494 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.25 rtg. and 1.860 million, respectively), "TODAY with Hoda & Jenna" (0.90 rtg. and 1.326 million, respectively), "NBC News Daily" (0.77 rtg. and 1.156 million, respectively) and CBS' "The Talk" (0.77 rtg. and 1.179 million, respectively).

- In addition, "The View" **averaged 191,000 Women 25-54 and 148,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research.
- "The View" **grew week to week in Total Viewers (+2% - 2.494 million vs. 2.447 million) and Women 18-49 (+8% - 148,000 vs. 137,000), hitting a 4-month high in the key Women demo** — since w/o 6/10/24.
- For the 7th week running, "The View" **grew from the same week last year in Total Viewers (+8% - 2.494 million vs. 2.307 million).**

- **On Monday (10/21/24), “The View,”** featuring a daytime exclusive with Democratic vice presidential candidate Gov. Tim Walz, **delivered the show’s 3rd-most-watched telecast of the season** (2.587 million), behind only “The View’s” telecasts with Vice President Kamala Harris (3.143 million on 10/8/24) and President Joe Biden (2.750 million on 9/25/24).
- Season to date, “The View” is **up in Total Viewers** (+6% - 2.508 million vs. 2.365 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** (1.72 rtg.) **and Total Viewers** (2.508 million) **among all daytime talk shows and news programs for the 5th straight season.**

NOTE: On Thursday (10/24/24), “The View” was retitled to “View-ABC” due to local coverage of the New York Liberty Parade. 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 10/21/24), Previous Week (w/o 10/14/24) and Year-ago Week (w/o 10/23/23) or as dated. Daytime – Mon-Fri 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2-10/27/24) and 2023-2024 Season (9/4-10/29/23). 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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ABC Media Relations

Lauri Hogan

lauri.l.hogan@abc.com

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