

Oct. 8, 2024

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

For the Week of Sept. 30, 2024

**'THE VIEW' POSTS GAINS WEEK TO WEEK IN TOTAL VIEWERS AND WOMEN 25-54,
HITTING 10-WEEK HIGH IN BOTH MEASURES**

For the 4th Consecutive Week, 'The View' Grows Year to Year in Total Viewers



ABC/Jeff Lipsky*

For the week of Sept. 30, 2024, "The View" ranked No. 1 in Households (1.67 rtg.) and Total Viewers (2.449 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.24 rtg. and 1.835 million, respectively), "TODAY with Hoda & Jenna" (0.90 rtg. and 1.323 million, respectively), "NBC News Daily" (0.81 rtg. and 1.180 million, respectively) and CBS' "The Talk" (0.77 rtg. and 1.166 million, respectively).

- In addition, "The View" **averaged 180,000 Women 25-54 and 127,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research.
- "The View" **improved on the previous week in Total Viewers (2.449 million vs. 2.441 million) and Women 25-54 (+1% - 180,000 vs. 175,000), hitting 10-week highs in both measures — since w/o 7/22/24.**

- **For the 4th week in a row, “The View” grew year to year in Total Viewers (+6% - 2.449 million vs. 2.320 million).**
- **Season to date, “The View” is up in Total Viewers (+3% - 2.432 million vs. 2.350 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 (1.67 rtg.) and Total Viewers (2.432 million) among all daytime talk shows and news programs for the 5th straight season.**

NOTE: On Tuesday (10/1/24), “The View” was coded as a breakout and was retitled to “View-ABC 10/1” due to a special report on the Middle East. The retitled telecast is excluded from the weekly and season averages. “The View”’s weekly averages are based on four days (Monday, Wednesday – Friday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 9/30/24), Previous Week (w/o 9/23/24) and Year-ago Week (w/o 10/2/23) or as dated. Daytime – Mon-Fri 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2-10/6/24) and 2023-2024 Season (9/4-10/8/23). 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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