

Oct. 22, 2024

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

*For the Week of Oct. 14, 2024*

**FOR THE 2<sup>ND</sup> WEEK IN A ROW, 'THE VIEW' POSTS GAINS ON THE PREVIOUS WEEK IN WOMEN 25-54, DELIVERING A 12-WEEK HIGH**

**For the 6<sup>th</sup> Consecutive Week, 'The View' Grows Year to Year in Total Viewers, Delivering a 4-Year High, Season to Date**



ABC/Jeff Lipsky\*

**For the week of Oct. 14, 2024, "The View" ranked No. 1 in Households (1.69 rtg.) and Total Viewers (2.447 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.28 rtg. and 1.915 million, respectively), "TODAY with Hoda & Jenna" (0.92 rtg. and 1.383 million, respectively), "NBC News Daily" (0.81 rtg. and 1.197 million, respectively) and CBS' "The Talk" (0.78 rtg. and 1.181 million, respectively).**

- In addition, "The View" **averaged 198,000 Women 25-54 and 137,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research.
- For the 2<sup>nd</sup> week in a row, "The View" **posted gains on the previous week in Women 25-54 (+3% - 198,000 vs. 192,000), delivering a 12-week high** — since w/o 7/22/24.
- For the 6<sup>th</sup> consecutive week, "The View" **increased year to year in Total Viewers (+7% - 2.447 million vs. 2.287 million).**

- Season to date, “The View” is **up in Total Viewers** (+6% - 2.496 million vs. 2.361 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** (1.71 rtg.) **and Total Viewers** (2.496 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 10/14/24), Previous Week (w/o 10/7/24) and Year-ago Week (w/o 10/16/23) or as dated. Daytime – Mon-Fri 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2-10/20/24) and 2023-2024 Season (9/4-10/22/23). 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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