

Oct. 15, 2024

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

For the Week of Oct. 7, 2024

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

On Tuesday, With Vice President and Presidential Candidate Kamala Harris, 'The View' Turns in Its Most-Watched Telecast in More Than 3 ½ Years



ABC/Jeff Lipsky*

For the week of Oct. 7, 2024, "The View" ranked No. 1 in Households (1.75 rtg.) and Total Viewers (2.597 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.28 rtg. and 1.943 million, respectively), "TODAY with Hoda & Jenna" (0.86 rtg. and 1.265 million, respectively), "NBC News Daily" (0.87 rtg. and 1.265 million, respectively) and CBS' "The Talk" (0.78 rtg. and 1.184 million, respectively).

- In addition, "The View" averaged **192,000 Women 25-54** and **138,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research.
- "The View" **increased week to week across the board: Total Viewers (+6% - 2.597 million vs. 2.449 million), Women 25-54 (+7% - 192,000 vs. 180,000) and Women 18-49 (+9% - 138,000 vs. 127,000), posting its most-watched week in more the 2 ½ years — since w/o 3/28/22.**
- **For the 5th straight week, "The View" gained on the same week last year in Total Viewers (+12% - 2.597 million vs. 2.316 million).**

- **On Tuesday (10/8/24), “The View,”** featuring Vice President of the United States and Democratic presidential candidate Kamala Harris, **turned in the show’s most-watched telecast (3.143 million) in more 3 ½ years** — since 2/15/21.
- Season to date, “The View” is **up in Total Viewers (+4% - 2.486 million vs. 2.357 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 (1.70 rtg.) and Total Viewers (2.486 million) among all daytime talk shows and news programs for the 5th straight season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 10/7/24), Previous Week (w/o 9/30/24) and Year-ago Week (w/o 10/9/23) or as dated. Daytime – Mon-Fri 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2-10/13/24) and 2023-2024 Season (9/4-10/15/23). 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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