

Dec. 4, 2024

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

For the Week of Nov. 25, 2024

FOR THE SECOND WEEK IN A ROW, 'THE VIEW' IMPROVES ON THE PREVIOUS WEEK IN BOTH KEY WOMEN DEMOS

Season to Date, 'The View' Delivers Its Highest Viewership in 4 Years, Ranking No. 1 in Households and Total Viewers Among All Daytime Talk Shows and News Programs for the 5th Consecutive Season



ABC/Jeff Lipsky*

For the week of Nov. 25, 2024, "The View" ranked No. 1 in Households (1.56 rtg.) and Total Viewers (2.269 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.39 rtg. and 2.126 million, respectively), "TODAY with Hoda & Jenna" (1.02 rtg. and 1.525 million, respectively), "NBC News Daily" (0.87 rtg. and 1.283 million, respectively) and CBS' "The Talk" (0.81 rtg. and 1.223 million, respectively).

- In addition, "The View" **averaged 201,000 Women 25-54 and 149,000 Women 18-49**, based on Live+Same Day Data from Nielsen Media Research.
- **For the second week in a row, "The View" improved on the previous week in Women 25-54 (+3% - 201,000 vs. 196,000) and Women 18-49 (+5% - 149,000 vs. 142,000).**

- Season to date, “The View” is **up in Total Viewers** (+8% - 2.601 million vs. 2.414 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** (1.78 rtg.) **and Total Viewers** (2.601 million) **among all daytime talk shows and news programs for the 5th straight season.**

NOTE: On Thursday (11/28/24) and Friday (11/29/24), “The View” was coded as a special due to the Thanksgiving holiday. The special telecasts are excluded from the weekly and season averages. “The View”’s weekly averages are based on three days (Monday-Wednesday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 11/25/24), Previous Week (w/o 11/18/24) and Year-ago Week (w/o 11/27/23) or as dated. Daytime – Mon-Fri 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2-11/1/24) and 2023-2024 Season (9/4-12/3/23). 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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