

April 23, 2024

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

*For the weeks of April 8 and 15, 2024*

**'The View' Ranks No. 1 in Households and Total Viewers Among the Network and Syndicated Daytime Talk Shows and News Programs for the Week of April 8**

**'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs for the Week of April 15**

**'The View' Posts Gains Year to Year in Total Viewers**

**Season to Date, 'The View' Delivers Largest Viewership in 3 Years, Ranking No. 1 in Households and Total Viewers Among All Network and Syndicated Daytime Talk Shows and News Programs for the 4<sup>th</sup> Consecutive Season**



ABC/Jeff Lipsky\*

**For the week of April 8, 2024, the most recent week including syndication, "The View" ranked No. 1 in Households (1.57 rating) and Total Viewers (2.330 million) among all network and syndicated daytime talk shows and news programs, leading NBC's "TODAY Third Hour" (1.29 rating and 1.859 million, respectively), "TODAY with Hoda & Jenna" (0.96 rating and 1.385 million, respectively), CBS' "The Talk" (0.82 rating and 1.222 million, respectively) and "NBC News Daily" (0.75 rating and 1.109 million, respectively).**

**For the week of April 15, 2024, "The View" ranked No. 1 in Households (1.52 rating) and Total Viewers (2.223 million) among the daytime network talk shows and news programs, leading NBC's**

“TODAY Third Hour” (1.29 rating and 1.915 million, respectively), “TODAY with Hoda & Jenna” (0.92 rating and 1.386 million, respectively), “NBC News Daily” (0.78 rating and 1.137 million, respectively) and CBS’ “The Talk” (0.80 rating and 1.229 million, respectively). “The View” also **averaged 192,000 Women 25-54 and 130,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research.

“The View” **improved on the same week last year in Total Viewers** (+1% - 2.223 million vs. 2.194 million).

Season to date, “The View” is **up in Total Viewers** (+3% - 2.454 million vs. 2.390 million) **versus the comparable weeks last season to a 3-year high** — since the 2020-2021 season.

Season to date, “The View” is **ranking No. 1 in Households** (1.68 rating) **and Total Viewers** (2.454 million) **among all network and syndicated daytime talk shows and news programs for the 4<sup>th</sup> consecutive season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 4/8/24), Previous Week (w/o 4/1/24) and Year-ago Week (w/o 4/10/23) or as dated. Most Current Data Stream: Season 2023-2024 (9/4/23-4/15/24) and Season 2022-2023 (9/5/22-4/16/23). 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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