

Aug. 1, 2023

**Ratings Report for ABC's "The View"
Weeks of July 17 & 24, 2023**

'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network and Syndicated Talk Shows and News Programs for the Week of July 17 and Season to Date

'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs for the Week of July 24

'The View' Posts Double-Digits Gains Week to Week in Both Key Women Demos, Turning in Its Strongest Numbers in More Than 2 Months

'The View' Sees Increases Year to Year in Total Viewers and Women 25-54, Delivering Its Top Women 25-54 Telecast in Nearly 4 Months on Thursday



ABC/Jeff Lipsky*

For the week of July 17, the most recent week including syndication, "The View" ranked No. 1 in Households (1.6 rating) and Total Viewers (2.340 million) among all network and syndicated daytime talk shows and news programs, leading "Live with Kelly and Mark" (1.4 rating and 2.189 million, respectively), NBC's "TODAY Third Hour" (1.3 rating and 1.867 million, respectively), "Dr. Phil" (0.9 rating and 1.333 million, respectively), "TODAY with Hoda & Jenna" (0.9 rating and 1.372 million, respectively), CBS' "The Talk" (0.8 rating and 1.175 million, respectively) and "NBC News Daily" (0.7 rating and 998,000, respectively).

For the week of July 24, “The View” ranked No. 1 in Households (1.6 rating) and Total Viewers (2.325 million) among the daytime network talk shows and news programs, leading NBC’s “TODAY Third Hour” (1.2 rating and 1.709 million, respectively), “TODAY with Hoda & Jenna” (0.9 rating and 1.367 million, respectively), CBS’ “The Talk” (0.8 rating and 1.117 million, respectively) and “NBC News Daily” (0.7 rating and 1.085 million, respectively). “The View” also averaged 274,000 Women 25-54 and 205,000 Women 18-49, based on Live + Same Day Data from Nielsen Media Research.

“The View” posted increases from the previous week by double digits in Women 25-54 (+10% - 274,000 vs. 250,000) and Women 18-49 (+11% - 205,000 vs. 184,000), turning in its strongest numbers in both Women demos in more than 2 months — since w/ o 5/8/23.

“The View” improved on the same week last year in Total Viewers (+1% - 2.325 million vs. 2.309 million) and Women 25-54 (+2% - 274,000 vs. 268,000).

On Thursday (7/27/23), “The View” delivered its top Women 25-54 telecast (308,000) in nearly 4 months — since 4/3/23.

Season to date, “The View” is ranking No. 1 in Households and Total Viewers among all network and syndicated daytime talk shows and news programs.

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 7/24/23), Previous Week (w/o 7/17/23) and Year-Ago Week (w/o 7/25/22), or as dated. Most Current Data Stream: Season 2022-2023 (9/5/22-7/30/23), Season 2021-2022 (9/6/21-7/31/22) and Syndication Season 2022-2023 (9/12/22-7/23/23). Live Syndication 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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