

Jan. 17, 2024

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

For the weeks of Jan. 1 and 8, 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 Jan. 1

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

'The View' Posts Gains Week to Week in Total Viewers and Women 18-49, Hitting a Season High in Overall Viewers and Most-Watched Week in 22 Months

On Tuesday, With Guest Barry Manilow and Wednesday With Liz Cheney, 'The View' Turns in Its Most-Watched Telecasts in a Year

Season to Date, 'The View' Sees Increases in Total Viewers, Ranking No. 1 in Households and Total Viewers Among All Network and Syndicated Daytime Talk Shows and News Programs for the 4th Consecutive Season



*ABC/Jeff Lipsky**

For the week of Jan. 1, 2024, the most recent week including syndication, "The View" ranked No. 1 in Households (1.66 rating) and Total Viewers (2.453 million) among all network and syndicated daytime talk shows and news programs, leading "Live with Kelly and Mark" (1.61 rating and 2.410 million, respectively), NBC's "TODAY Third Hour" (1.48 rating and 2.218 million, respectively), "TODAY with Hoda & Jenna" (1.12 rating and 1.696 million, respectively), CBS' "The Talk" (0.86

rating and 1.290 million, respectively) and “NBC News Daily” (0.86 rating and 1.303 million, respectively).

For the week of Jan. 8, 2024, “The View” ranked No. 1 in Households (1.71 rating) and Total Viewers (2.509 million) among the daytime network talk shows and news programs, leading NBC’s “TODAY Third Hour” (1.54 rating and 2.269 million, respectively), “TODAY with Hoda & Jenna” (1.11 rating and 1.615 million, respectively), “NBC News Daily” (0.89 rating and 1.320 million, respectively) and CBS’ “The Talk” (0.95 rating and 1.409 million, respectively). “The View” also averaged 219,000 Women 25-54 and 149,000 Women 18-49, based on Live + Same Day Data from Nielsen Media Research.

“The View” posted week-to-week gains in Total Viewers (+2% - 2.509 million vs. 2.453 million) and Women 18-49 (+11% - 149,000 vs. 134,000), hitting a season high in overall viewers. In fact, “The View” saw its most-watched week in 22 months – since w/o 3/28/22.

On Tuesday (2.635 million on 1/9/24) with guest Barry Manilow and Wednesday (2.622 million on 1/10/24) with guest Liz Cheney, “The View” scored its two most-watched telecasts in 1 year – since 1/3/23.

“The View” improved on the same week last year in Total Viewers (+3% - 2.509 million vs. 2.432 million).

Season to date, “The View” is up in Total Viewers (+2% - 2.434 million vs. 2.375 million) versus the comparable weeks last season.

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 for the 4th consecutive season.

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 1/8/24), Previous Week (1/1/24) and Year-ago Week (w/o 1/9/23) or as dated. Most Current Data Stream: Season 2023-2024 (9/4/23-1/14/24), Season 2022-2023 (9/5/22-1/15/23). 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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