

April 9, 2024

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

For the weeks of March 25 and April 1, 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 March 25

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

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 4th Consecutive Season



ABC/Jeff Lipsky*

For the week of March 25, 2024, the most recent week including syndication, "The View" ranked No. 1 in Households (1.60 rating) and Total Viewers (2.376 million) among all network and syndicated daytime talk shows and news programs, leading NBC's "TODAY Third Hour" (1.33 rating and 1.973 million, respectively), "TODAY with Hoda & Jenna" (0.97 rating and 1.412 million, respectively), CBS' "The Talk" (0.79 rating and 1.187 million, respectively) and "NBC News Daily" (0.81 rating and 1.219 million, respectively).

For the week of April 1, 2024, "The View" ranked No. 1 in Households (1.61 rating) and Total Viewers (2.377 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.34 rating and 1.937 million, respectively), "TODAY with Hoda & Jenna" (1.01 rating and 1.487 million, respectively), "NBC News Daily" (0.82 rating and 1.221 million,

respectively) and CBS' "The Talk" (0.88 rating and 1.325 million, respectively). "The View" also **averaged 210,000 Women 25-54 and 142,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research.

Season to date, "The View" is **up in Total Viewers** (+3% - 2.461 million vs. 2.396 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** (2.461 million) **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 4/1/24), Previous Week (w/o 4/25/24) and Year-ago Week (w/o 4/3/23) or as dated. Most Current Data Stream: Season 2023-2024 (9/4/23-4/7/24) and Season 2022-2023 (9/5/22-4/9/23). 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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