

April 16, 2024

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

For the weeks of April 1 and 8, 2024

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

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

'The View' Posts Gains Year to Year in Total Viewers and Women 25-54 and Week to Week in Women 18-49

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 April 1, 2024, the most recent week including syndication, "The View" ranked No. 1 in Households (1.60 rating) among all network and syndicated daytime talk shows and news programs, leading NBC's "TODAY Third Hour" (1.34 rating), "TODAY with Hoda & Jenna" (1.01 rating), CBS' "The Talk" (0.88 rating) and "NBC News Daily" (0.82 rating).

For the week of April 8, 2024, "The View" ranked No. 1 in Households (1.57 rating) **and Total Viewers** (2.330 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.29 rating and 1.866 million, respectively), "TODAY with Hoda & Jenna"

(1.01 rating and 1.518 million, respectively), “NBC News Daily” (0.76 rating and 1.115 million, respectively) and CBS’ “The Talk” (0.82 rating and 1.222 million, respectively). “The View” also **averaged 205,000 Women 25-54 and 144,000 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** (+61% - 2.330 million vs. 1.445 million) **and Women 25-54** (+8% - 205,000 vs. 189,000).

“The View” **was up week to week in Women 18-49** (+1% - 144,000 vs. 142,000).

Season to date, “The View” is **up in Total Viewers** (+3% - 2.459 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** (2.459 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 4/8/24), 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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