

March 5, 2024

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

*For the weeks of Feb. 19 and 26, 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 Feb. 19**

**'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs for the Week of Feb. 26**

**For the 3<sup>rd</sup> Consecutive Week, 'The View' Delivers Gains in Total Viewers Year to Year**

**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 Feb. 19, 2024, the most recent week including syndication, "The View" ranked No. 1 in Households (1.65 rating) and Total Viewers (2.445 million) among all network and syndicated daytime talk shows and news programs, leading "Live with Kelly and Mark" (1.62 rating and 2.420 million, respectively), NBC's "TODAY Third Hour" (1.35 rating and 1.982 million, respectively), "TODAY with Hoda & Jenna" (0.96 rating and 1.423 million, respectively), CBS' "The Talk" (0.84 rating and 1.259 million, respectively) and "NBC News Daily" (0.77 rating and 1.152 million, respectively).**

**For the week of Feb. 26, 2024, "The View" ranked No. 1 in Households (1.60 rating) and Total Viewers (2.345 million) among the daytime network talk shows and news programs, leading NBC's**

“TODAY Third Hour” (1.29 rating and 1.890 million, respectively), “TODAY with Hoda & Jenna” (0.92 rating and 1.358 million, respectively), “NBC News Daily” (0.78 rating and 1.168 million, respectively) and CBS’ “The Talk” (0.85 rating and 1.298 million, respectively). “The View” also **averaged 203,000 Women 25-54 and 133,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research.

For the 3<sup>rd</sup> week in a row, “The View” posted **increases on the same week last year in Total Viewers** (+5% - 2.345 million vs. 2.242 million).

Season to date, “The View” **is up in Total Viewers** (+3% - 2.456 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 and Total Viewers 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 2/26/24), Previous Week (w/o 2/19/24) and Year-ago Week (w/o 2/27/23) or as dated. Most Current Data Stream: Season 2023-2024 (9/4/23-3/3/24) and Season 2022-2023 (9/5/22-3/5/23). 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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