

March 26, 2024

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

*For the weeks of March 11 and 18, 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 11**

**'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs for the Week of March 18**

**For the 6<sup>th</sup> Consecutive Week, 'The View' Sees Increases Year to Year in Total Viewers**

**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 March 11, 2024, the most recent week including syndication, "The View" ranked No. 1 in Households (1.63 rating) and Total Viewers (2.403 million) among all network and syndicated daytime talk shows and news programs, leading "Live with Kelly and Mark" (1.60 rating and 2.397 million, respectively), NBC's "TODAY Third Hour" (1.31 rating and 1.852 million, respectively), "TODAY with Hoda & Jenna" (0.93 rating and 1.366 million, respectively), CBS' "The Talk" (0.79 rating and 1.239 million, respectively) and "NBC News Daily" (0.73 rating and 1.076 million, respectively).**

**For the week of March 18, 2024, “The View” ranked No. 1 in Households (1.64 rating) and Total Viewers (2.360 million) among the daytime network talk shows and news programs, leading NBC’s “TODAY Third Hour” (1.30 rating and 1.934 million, respectively), “TODAY with Hoda & Jenna” (0.94 rating and 1.401 million, respectively), “NBC News Daily” (0.81 rating and 1.218 million, respectively) and CBS’ “The Talk” (0.84 rating and 1.230 million, respectively). “The View” also averaged 188,000 Women 25-54 and 117,000 Women 18-49, based on Live + Same Day Data from Nielsen Media Research.**

For the 6<sup>th</sup> week in a row, “The View” **delivered Total Viewer increases year to year (+1% - 2.360 million vs. 2.336 million).**

Season to date, “The View” is **up in Total Viewers (+3% - 2.461 million vs. 2.391 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 3/11/24), Previous Week (w/o 3/4/24) and Year-ago Week (w/o 3/13/23) or as dated. Most Current Data Stream: Season 2023-2024 (9/4/23-3/17/24) and Season 2022-2023 (9/5/22-3/19/23). 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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