

March 19, 2024

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

*For the weeks of March 4 and 11, 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 4**

**'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs for the Week of March 11**

**'The View' Delivers Double-Digit Gains in Women 25-54 and Women 18-49, Posting Its Strongest Numbers in Both Women Demos in Nearly 4 Months**

**For the 5<sup>th</sup> Consecutive Week, 'The View' Sees Increases Year to Year in Total Viewers**

**On Monday, 'The View' Delivers Its Strongest Women 25-54 Performance in Nearly 8 Months**

**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 4, 2024, the most recent week including syndication, "The View" ranked No. 1 in Households (1.70 rating) and Total Viewers (2.487 million) among all network and syndicated daytime talk shows and news programs, leading "Live with Kelly and Mark" (1.55 rating and 2.273 million, respectively), NBC's "TODAY Third Hour" (1.24 rating and 1.779 million, respectively), "TODAY with Hoda & Jenna" (0.90 rating and 1.300 million, respectively), CBS' "The**

Talk" (0.82 rating and 1.224 million, respectively) and "NBC News Daily" (0.76 rating and 1.116 million, respectively).

**For the week of March 11, 2024, "The View" ranked No. 1 in Households (1.63 rating) and Total Viewers (2.403 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.29 rating and 1.883 million, respectively), "TODAY with Hoda & Jenna" (0.94 rating and 1.424 million, respectively), "NBC News Daily" (0.73 rating and 1.076 million, respectively) and CBS' "The Talk" (0.80 rating and 1.256 million, respectively). "The View" also averaged 231,000 Women 25-54 and 159,000 Women 18-49, based on Live + Same Day Data from Nielsen Media Research.**

**"The View" delivered double-digit gains week to week in Women 25-54 (+16% - 231,000 vs. 200,000) and Women 18-49 (+18% - 159,000 vs. 161,000), posting its strongest numbers in both Women demos in nearly 4 months — since w/o 11/20/23.**

For the 5<sup>th</sup> consecutive week, "The View" **posted Total Viewer gains on the year-ago week (+2% - 2.403 million vs. 2.354 million).**

On Monday (3/11/24), "The View"'s **post-Oscars® airing delivered its strongest Women 25-54 telecast (290,000) in nearly 8 months — since 7/27/23.**

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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