

March 12, 2024

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

For the weeks of Feb. 26 and March 4, 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. 26

'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs for the Week of March 4

'The View' Posts Gains in Total Viewers Week to Week and Year to Year, Drawing Its Largest Overall Audience in 7 Weeks

'The View' Delivers Its Most-Watched Friday Telecast in 2 ½ Years

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 Feb. 26, 2024, the most recent week including syndication, "The View" ranked No. 1 in Households (1.60 rating) and Total Viewers (2.345 million) among all network and syndicated daytime talk shows and news programs, leading "Live with Kelly and Mark" (1.57 rating and 2.336 million, respectively), 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), CBS' "The Talk" (0.85 rating and 1.299 million, respectively) and "NBC News Daily" (0.78 rating and 1.168 million, respectively).

For the week of March 4, 2024, “The View” ranked No. 1 in Households (1.70 rating) and Total Viewers (2.487 million) among the daytime network talk shows and news programs, leading 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), “NBC News Daily” (0.76 rating and 1.116 million, respectively) and CBS’ “The Talk” (0.82 rating and 1.224 million, respectively). “The View” also averaged 200,000 Women 25-54 and 135,000 Women 18-49, based on Live + Same Day Data from Nielsen Media Research.

“The View” turned in Total Viewer gains both week to week (+6% - 2.487 million vs. 2.345 million) and year to year (+8% - 2.487 million vs. 2.301 million). “The View” drew its largest overall audience in 7 weeks – since w/o 1/15/24.

On Friday (2.668 million on 3/8/24), “The View” scored its most-watched Friday telecast in 2 ½ years – since 9/24/21.

Season to date, “The View” is up in Total Viewers (+3% - 2.460 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 4th consecutive season.

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