

Nov. 12, 2024

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

*For the Week of Nov. 4, 2024*

**'THE VIEW' DELIVERS ITS MOST-WATCHED TELECAST IN OVER 10 YEARS WITH POST-ELECTION DAY EPISODE**

**'The View' Sees Double-Digit Gains Across the Board Week to Week and Year to Year, Drawing Its Largest Overall Audience in More Than 3 ½ Years**



ABC/Jeff Lipsky\*

**For the week of Nov. 4, 2024, "The View" ranked No. 1 in Households (2.07 rtg.) and Total Viewers (3.078 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.30 rtg. and 1.926 million, respectively), "TODAY with Hoda & Jenna" (0.90 rtg. and 1.284 million, respectively), "NBC News Daily" (0.84 rtg. and 1.222 million, respectively) and CBS' "The Talk" (0.87 rtg. and 1.293 million, respectively).**

- In addition, "The View" averaged 270,000 Women 25-54 and 193,000 Women 18-49, based on Live + Same Day Data from Nielsen Media Research.
- On Wednesday (11/6/24), "The View"'s post-Election Day airing delivered the show's most-watched telecast (4.470 million) in more than 10 years — since 5/16/14 (Barbara Walters' farewell episode).

- **“The View” turned in double-digit gains week to week in Total Viewers (+14% - 3.078 million vs. 2.689 million), Women 25-54 (+21% - 270,000 vs. 158,000) and Women 18-49 (+22% - 193,000 vs. 158,000), hitting season highs across the board for the 2<sup>nd</sup> straight week.** In fact, **“The View” drew its largest overall audience in more than 3 ½ years — since w/o 1/18/21.**
- **“The View” also saw double-digit increases on the year-ago week in all key target demos: Total Viewers (+24% - 3.078 million vs. 2.489 million), Women 25-54 (+22% - 270,000 vs. 221,000) and Women 18-49 (+33% - 270,000 vs. 145,000), posting year-to-year Total Viewer gains in 9 of the 10 weeks of the season.**
- Season to date, **“The View” is up in Total Viewers (+9% - 2.614 million vs. 2.406 million) versus the comparable weeks last season to a 4-year high — since the 2020-2021 season.**
- Season to date, **“The View” is ranking No. 1 in Households (1.79 rtg.) and Total Viewers (2.614 million) among all daytime talk shows and news programs for the 5<sup>th</sup> straight season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 11/4/24), Previous Week (w/o 10/28/24) and Year-ago Week (w/o 11/6/23) or as dated. Daytime – Mon-Fri 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2-11/10/24) and 2023-2024 Season (9/4-11/12/23). 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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