

April 29, 2025

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

For Week of April 21, 2025

'THE VIEW' SEES YEAR-TO-YEAR INCREASES IN ALL KEY TARGET DEMOS, POSTING GAINS IN TOTAL VIEWERS FOR 13 OF THE LAST 14 WEEKS

Season to Date, 'The View' Delivers the Largest Viewership in 4 Years, Ranking No. 1 in Households and Total Viewers Among All Daytime Talk Shows and News Programs for the 5th Straight Season



ABC/Jeff Lipsky*

For the week of April 21, 2025, "The View" ranked No. 1 in Households (1.59 rtg.) and Total Viewers (2.391 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.12 rtg. and 1.718 million, respectively), "TODAY with Jenna & Friends" (0.77 rtg. and 1.173 million, respectively) and "NBC News Daily" (0.72 rtg. and 1.089 million, respectively).

- In addition, "The View" averaged 184,000 Women 25-54 and 138,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- "The View" posted year-to-year increases in Total Viewers (+61% - 2.391 million vs. 1.488 million), Women 25-54 (+21% - 184,000 vs. 152,000) and Women 18-49 (+38% - 138,000 vs. 100,000). "The View" grew in Total Viewers versus the year-ago week for the 13th time in the last 14 weeks.

- **“The View” improved on the previous week in Total Viewers** (+48% - 2.391 million vs. 1.614 million), **Women 25-54** (+44% - 184,000 vs. 128,000) and **Women 18-49** (+55% - 138,000 vs. 89,000).
- Season to date, **“The View” is up in Total Viewers** (+6% - 2.593 million vs. 2.456 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** (1.76 rtg.) **and Total Viewers** (2.593 million) **among all daytime talk shows and news programs for the 5th straight season.**

NOTE: On Monday (4/21/25), “The View” was retitled to “View-ABC.” The retitled telecast is excluded from the weekly and season averages. “The View”’s weekly averages are based on four days (Tuesday-Friday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 4/21/25), Previous Week (w/o 4/14/25) and Year-ago Week (w/o 4/22/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-4/27/25) and 2023-2024 Season (9/4/23-4/28/24). 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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