

June 10, 2025

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

For Week of June 2, 2025

**'THE VIEW' SEES WEEK-TO-WEEK INCREASES ACROSS THE BOARD,
HITTING 9-WEEK HIGHS IN BOTH KEY WOMEN DEMOS**

**On June 5, With Guest Former President Bill Clinton and Author James Patterson, 'The View'
Turns in Its Strongest Telecast in Key Women Demos Since March**



ABC/Jeff Lipsky*

For the week of June 2, 2025, "The View" ranked No. 1 in Households (1.52 rating) and Total Viewers (2.276 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.06 rating and 1.694 million, respectively), "TODAY with Jenna & Friends" (0.75 rating and 1.253 million, respectively) and "NBC News Daily" (0.73 rating and 1.092 million, respectively).

- In addition, "The View" **averaged 208,000 Women 25-54 and 152,000 Women 18-49**, based on Live+Same Day Data from Nielsen Media Research.
- "The View" **saw week-to-week increases in Total Viewers (+1% - 2.276 million vs. 2.258 million), Women 25-54 (+12% - 208,000 vs. 185,000) and Women 18-49 (+8% - 152,000 vs. 141,000), hitting 9-week highs in both key Women demos — since w/o 3/31/25.**

- **“The View” improved on the year-ago week in Total Viewers** (+1% - 2.276 million vs. 2.252 million), **Women 25-54** (+7% - 208,000 vs. 195,000) **and Women 18-49** (+6% - 152,000 vs. 144,000), **growing in Total Viewers versus the year-ago week in 18 weeks of the last 19 weeks of original telecasts.**
- **On Thursday (6/5/25),** with guests former President Bill Clinton and author James Patterson, **“The View” turned in its strongest telecast in Women 25-54 (251,000) and Women 18-49 (200,000) since March** – since 3/4/25 and 3/17/25, respectively.
- Season to date, **“The View” is up in Total Viewers** (+5% - 2.565 million vs. 2.436 million) **and Women 18-49** (+2% - 150,000 vs. 147,000), **versus the comparable weeks last season, to its most watched in 4 years** — since the 2020-2021 season.
- Season to date, **“The View” is ranking No. 1 in Households** (1.74 rating) **and Total Viewers** (2.565 million) **among all daytime talk shows and news programs for the 5th straight season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 6/2/25), Previous Week (w/o 5/26/25) and Year-ago Week (w/o 6/3/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-6/8/25) and 2023-2024 Season (9/4/23-6/9/24). 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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ABC Media Relations

Lauri Hogan

lauri.l.hogan@abc.com

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