

May 28, 2025

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

For Week of May 19, 2025

**'THE VIEW' SEES YEAR-TO-YEAR INCREASES IN TOTAL VIEWERS AND WOMEN 18-49,
POSTING GAINS IN TOTAL VIEWERS FOR 17 WEEKS**

'The View' Posts Gains Week to Week in Total Viewers and Women 25-54

**Season to Date, 'The View' Is Up in Total Viewers and Women 18-49, Marking Its Most-Watched
Season in 4 Years**



ABC/Jeff Lipsky*

For the week of May 19, 2025, "The View" ranked No. 1 in Households (1.60 rtg.) and Total Viewers (2.374 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.06 rtg. and 1.645 million, respectively), "TODAY with Jenna & Friends" (0.74 rtg. and 1.150 million, respectively) and "NBC News Daily" (0.70 rtg. and 1.044 million, respectively).

- In addition, "The View" **averaged 174,000 Women 25-54 and 128,000 Women 18-49**, based on Live+Same Day Data from Nielsen Media Research.
- "The View" **saw gains on the same week last year in Total Viewers (+4% - 2.374 million vs. 2.289 million) and Women 18-49 (+6% - 128,000 vs. 121,000), growing in Total Viewers versus the year-ago week in its last 17 weeks of original telecasts.**

- **“The View” saw week-to-week increases in Total Viewers** (+2% - 2.374 million vs. 2.336 million) **and Women 25-54** (+7% - 174,000 vs. 163,000).
- Season to date, **“The View” is up in Total Viewers** (+6% - 2.577 million vs. 2.441 million) **and Women 18-49** (+1% - 150,000 vs. 148,000), **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** (1.75 rtg.) **and Total Viewers** (2.577 million) **among all daytime talk shows and news programs for the 5th straight season.**

NOTE: On Friday (5/23/25), “The View” was retitled to “View-5/27” due to the Memorial Day weekend. The retitled telecast is excluded from the weekly and season averages. “The View”’s weekly average is based on four days (Monday-Thursday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 5/19/25), Previous Week (w/o 5/12/25) and Year-ago Week (w/o 5/20/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-5/25/25) and 2023-2024 Season (9/4/23-5/26/24). 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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