

June 3, 2025

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

*For Week of May 26, 2025*

**'THE VIEW' SEES WEEK-TO-WEEK INCREASES IN KEY WOMEN DEMOS,  
HITTING A 7-WEEK HIGH IN WOMEN IN 18-49**

**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 26, 2025, "The View" ranked No. 1 in Households (1.52 rtg.) and Total Viewers (2.258 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.11 rtg. and 1.776 million, respectively), "TODAY with Jenna & Friends" (0.74 rtg. and 1.128 million, respectively) and "NBC News Daily" (0.72 rtg. and 1.078 million, respectively).**

- In addition, "The View" **averaged 185,000 Women 25-54 and 141,000 Women 18-49**, based on Live+Same Day Data from Nielsen Media Research.
- "The View" **saw week-to-week increases in Women 25-54 (+6% - 185,000 vs. 174,000) and Women 18-49 (+10% - 141,000 vs. 128,000), hitting a 7-week high in Women 18-49 — since w/o 4/7/25.**
- "The View" **improved on the year-ago week in Women 25-54 (+13% - 185,000 vs. 163,000) and Women 18-49 (+14% - 141,000 vs. 124,000).**

- Season to date, “The View” is **up in Total Viewers** (+5% - 2.571 million vs. 2.439 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 rtg.) **and Total Viewers** (2.571 million) **among all daytime talk shows and news programs for the 5<sup>th</sup> straight season.**

NOTE: On Monday (5/26/25), “The View” was coded as a special due to Memorial Day. The special telecast is excluded from the weekly and season averages. “The View”’s weekly average is 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 5/26/25), Previous Week (w/o 5/19/25) and Year-ago Week (w/o 5/27/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-6/1/25) and 2023-2024 Season (9/4/23-6/2/24). 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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