

April 1, 2025

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

For 1st Quarter 2025 and Week of March 24, 2025

FOR 1ST QUARTER 2025, 'THE VIEW' RANKS NO. 1 IN HOUSEHOLDS AND TOTAL VIEWERS AMONG THE DAYTIME NETWORK TALK SHOWS AND NEWS PROGRAMS

For the Second Consecutive Quarter, 'The View' Improves on the Previous Quarter in Key Women Demos and Grows in Total Viewers Year to Year for the 7th Straight Quarter

For the 10th Week in a Row, 'The View' Is Up Year to Year in Total Viewers



ABC/Jeff Lipsky*

1st Quarter 2025:

For the 1st quarter 2025, "The View" ranked No. 1 in Households (1.77 rtg.) and Total Viewers (2.623 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.28 rtg. and 1.966 million, respectively), "TODAY with Jenna & Friends" (0.86 rtg. and 1.326 million, respectively) and "NBC News Daily" (0.82 rtg. and 1.249 million, respectively).

- In addition, "The View" **averaged 216,000 Women 25-54 and 157,000 Women 18-49**, based on Most Current Data from Nielsen Media Research.
- For the second quarter in a row, "The View" **improved on the previous quarter (4Q24) in Women 25-54 (+2% - 216,000 vs. 212,000) and Women 18-49 (+3% - 157,000 vs. 152,000).**

- **“The View” posted gains on the same quarter last year(1Q24) in Total Viewers (+4% - 2.623 million vs. 2.514 million) and Women 18-49 (+11% - 157,000 vs. 142,000). “The View” grew from the year-ago quarter in Total Viewers for the 7th straight quarter.**

For the week of March 24, 2025, “The View” ranked No. 1 in Households (1.62 rtg.) and Total Viewers (2.399 million) among the daytime network talk shows and news programs, leading NBC’s “TODAY Third Hour” (1.13 rtg. and 1.749 million, respectively), “TODAY with Jenna & Friends” (0.80 rtg. and 1.263 million, respectively) and “NBC News Daily” (0.70 rtg. and 1.098 million, respectively).

- In addition, **“The View” averaged 183,000 Women 25-54 and 145,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.**
- For the 10th week in a row, **“The View” was up year to year in Total Viewers (+1% - 2.399 million vs. 2.376 million).**
- Season to date, **“The View” is up in Total Viewers (+5% - 2.596 million vs. 2.462 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 (1.77 rtg.) and Total Viewers (2.596 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 3/24/25), Previous Week (w/o 3/17/25) and Year-ago Week (w/o 3/25/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-3/30/25) and 2023-2024 Season (9/4/23-3/31/24). Most Current Data Stream - 1Q25: 12/30/24 – 3/30/25, 4Q24: 9/23/24 – 12/29/24 and 1Q24: 1/1/24 – 3/31/24. 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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