

May 13, 2025

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

*For Week of May 5, 2025*

**'THE VIEW' POSTS GAINS WEEK TO WEEK ACROSS THE BOARD, HITTING 4-WEEK HIGHS IN BOTH KEY WOMEN DEMOS**

**For the 3<sup>rd</sup> Straight Week, 'The View' Sees Year-To-Year Increases in All Key Target Demos, Posting Gains in Total Viewers in the Last 15 Weeks**



ABC/Jeff Lipsky\*

**For the week of May 5, 2025, "The View" ranked No. 1 in Households (1.57 rtg.) and Total Viewers (2.378 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.09 rtg. and 1.629 million, respectively), "TODAY with Jenna & Friends" (0.85 rtg. and 1.279 million, respectively) and "NBC News Daily" (0.71 rtg. and 1.051 million, respectively).**

- In addition, "The View" **averaged 195,000 Women 25-54 and 139,000 Women 18-49**, based on Live+Same Day Data from Nielsen Media Research.
- "The View" **improved on the previous week in Total Viewers (+2% - 2.378 million vs. 2.329 million), Women 25-54 (+8% - 195,000 vs. 180,000) and Women 18-49 (+8% - 139,000 vs. 129,000), hitting 4-week highs in both key Women demos — since w/o 3/31/25.**
- For the 3<sup>rd</sup> straight week, "The View" **posted year-to-year gains across the board: Total Viewers (+7% - 2.378 million vs. 2.217 million), Women 25-54 (+3% - 195,000 vs. 190,000) and**

**Women 18-49 (+8% - 138,000 vs. 129,000). “The View” grew in Total Viewers versus the year-ago week in its last 15 weeks of original telecasts.**

- Season to date, “The View” is **up in Total Viewers** (+6% - 2.584 million vs. 2.445 million) **and Women 18-49** (+1% - 150,000 vs. 149,000), **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** (1.76 rtg.) **and Total Viewers** (2.584 million) **among all daytime talk shows and news programs for the 5<sup>th</sup> straight season.**

NOTE: On Wednesday (5/7/25) and Thursday (5/8/25), “The View” was retitled to “View-ABC” and was coded as a breakout, respectively. The retitled and breakout telecasts are excluded from the weekly and season averages. “The View”’s weekly averages are based three days (Monday, Tuesday and Friday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 4/28/25), Previous Week (w/o 4/21/25) and Year-ago Week (w/o 4/29/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-5/4/25) and 2023-2024 Season (9/4/23-5/5/24). 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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