

Feb. 4, 2025

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

For the Week of Jan. 27, 2025

**'THE VIEW' SEES GAINS WEEK TO WEEK IN TOTAL VIEWERS AND WOMEN 25-54,
HITTING 12-WEEK HIGH IN OVERALL VIEWERS**

Season to Date, 'The View' Is Up in Total Viewers, Ranking No. 1 in Households and Total Viewers Among All Daytime Talk Shows and News Programs for the 5th Straight Season



ABC/Jeff Lipsky*

For the week of Jan. 27, 2025, "The View" ranked No. 1 in Households (1.76 rtg.) and Total Viewers (2.621 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.29 rtg. and 1.976 million, respectively), "TODAY with Jenna & Friends" (0.88 rtg. and 1.392 million, respectively) and "NBC News Daily" (0.85 rtg. and 1.312 million, respectively).

- In addition, "The View" averaged 204,000 Women 25-54 and 128,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- For the second week in a row, "The View" improved in Total Viewers year to year (+11% - 2.621 million vs. 2.364 million).
- "The View" grew from the previous week in Total Viewers (2.621 million vs. 2.610 million) and Women 25-54 (+8% - 204,000 vs. 189,000), hitting a 12-week high in overall viewers — since w/o 11/4/24.

- Season to date, “The View” is **up in Total Viewers** (+5% - 2.584 million vs. 2.453 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** (2.584 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 1/27/25), Previous Week (w/o 1/20/25) and Year-ago Week (w/o 1/29/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-2/2/25) and 2023-2024 Season (9/4/23-2/4/24). 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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