

May 20, 2025

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

For Week of May 12, 2025

'THE VIEW' SEES YEAR-TO-YEAR INCREASES IN TOTAL VIEWERS, POSTING GAINS FOR 16 WEEKS

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 12, 2025, "The View" ranked No. 1 in Households (1.55 rtg.) and Total Viewers (2.336 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.10 rtg. and 1.673 million, respectively), "TODAY with Jenna & Friends" (0.73 rtg. and 1.130 million, respectively) and "NBC News Daily" (0.70 rtg. and 1.063 million, respectively).

- In addition, "The View" **averaged 163,000 Women 25-54 and 128,000 Women 18-49**, based on Live+Same Day Data from Nielsen Media Research.
- "The View" **improved on the same week last year in Total Viewers (+5% - 2.336 million vs. 2.217 million), growing in Total Viewers versus the year-ago week in its last 16 weeks of original telecasts.**
- Season to date, "The View" is **up in Total Viewers (+6% - 2.580 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 (2.580 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 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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