

April 8, 2025

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

For Week of March 31, 2025

'THE VIEW' IMPROVES OVER PREVIOUS WEEK ACROSS THE BOARD, HITTING 4-WEEK HIGHS IN TOTAL VIEWERS AND WOMEN 25-54

'The View' Sees Gains on Same Week Last Year in All Key Target Demos and Delivers Year-to-Year Increases Across the Board in 7 of Last 9 Weeks



ABC/Jeff Lipsky*

For the week of March 31, 2025, "The View" ranked No. 1 in Households (1.69 rtg.) and Total Viewers (2.512 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.16 rtg. and 1.840 million, respectively), "TODAY with Jenna & Friends" (0.77 rtg. and 1.189 million, respectively) and "NBC News Daily" (0.76 rtg. and 1.140 million, respectively).

- In addition, "The View" averaged 215,000 Women 25-54 and 153,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- "The View" improved on the previous week in Total Viewers (+5% - 2.512 million vs. 2.399 million), Women 25-54 (+17% - 215,000 vs. 183,000) and Women 18-49 (+6% - 153,000 vs. 145,000), hitting 4-week highs in Total Viewers and Women 25-54 — since w/o 3/3/25.
- "The View" turned gains on the same week last year in all key target demos: Total Viewers (+6% - 2.512 million vs. 2.377 million), Women 25-54 (+2% - 215,000 vs. 210,000) and Women

18-49 (+8% - 153,000 vs. 142,000). In fact, “The View” delivered year-to-year increases across the board in 7 of the last 9 weeks.

- Season to date, “The View” is **up in Total Viewers (+5% - 2.596 million vs. 2.461 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 3/31/25), Previous Week (w/o 3/24/25) and Year-ago Week (w/o 4/1/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-4/6/25) and 2023-2024 Season (9/4/23-4/7/24). 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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