

Jan. 28, 2025

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

For the Week of Jan. 20, 2025

'THE VIEW' SCORES ITS MOST-WATCHED TELECAST IN 11 WEEKS AND GROWS IN TOTAL VIEWERS BY 6 % YEAR TO YEAR

'The View' Sees Week-to-Week Gains Across the Board, Drawing its Largest Overall Audience in Nearly Three Months



ABC/Jeff Lipsky*

For the week of Jan. 20, 2025, "The View" ranked No. 1 in Households (1.81 rtg.) and Total Viewers (2.610 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.44 rtg. and 2.148 million, respectively), "TODAY with Jenna & Friends" (1.02 rtg. and 1.536 million, respectively) and "NBC News Daily" (0.91 rtg. and 1.356 million, respectively).

- In addition, "The View" averaged 189,000 Women 25-54 and 130,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- "The View" grew in Total Viewers versus the same week last year by 6% (2.610 million vs. 2.461 million).
- On Tuesday (1/21/25), "The View" scored its most-watched telecast (2.771 million) in 11 weeks — since 11/6/24.

- **“The View” saw week-to-week gains across the board: Total Viewers (+8% - 2.610 million vs. 2.410 million), Women 25-54 (+3% - 189,000 vs. 183,000) and Women 18-49 (+4% - 130,000 vs. 125,000), drawing its largest overall audience in nearly 3 months — since w/o 11/4/24.**
- **Season to date, “The View” is up in Total Viewers (+5% - 2.577 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 (2.577 million) among all daytime talk shows and news programs for the 5th straight season.**

NOTE: On Monday (1/20/25), “The View” was preempted. “The View”'s weekly averages are based on four days (Tuesday-Friday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 1/20/25), Previous Week (w/o 1/13/25) and Year-ago Week (w/o 1/22/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-1/26/25) and 2023-2024 Season (9/4/23-1/28/24). 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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