

Feb. 11, 2025

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

For the Week of Feb. 3, 2025

'THE VIEW' SEES GAINS YEAR TO YEAR ACROSS ALL KEY DEMOS AND GROWS OVER PREVIOUS WEEK IN KEY WOMEN DEMOS, HITTING 4-WEEK HIGHS

On Tuesday, With Daytime Exclusive Guest Bill Gates, 'The View' Scores its Strongest Women 25-54 Telecast in 3 Months and Second-Best Performance of the Season



ABC/Jeff Lipsky*

For the week of Feb. 3, 2025, "The View" ranked No. 1 in Households (1.72 rtg.) and Total Viewers (2.565 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.25 rtg. and 1.917 million, respectively), "TODAY with Jenna & Friends" (0.93 rtg. and 1.429 million, respectively) and "NBC News Daily" (0.81 rtg. and 1.230 million, respectively).

- In addition, "The View" averaged 213,000 Women 25-54 and 135,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- "The View" grew from the previous week in Women 25-54 (+4% - 213,000 vs. 204,000) and Women 18-49 (+5% - 135,000 vs. 128,000), hitting 4-week highs in both measures — since w/o 1/6/25.

- **“The View” saw across-the-board gains year to year: Total Viewers (+9% - 2.565 million vs. 2.358 million), Women 25-54 (+4% - 213,000 vs. 204,000) and Women 18-49 (+3% - 135,000 vs. 159,000).**
- **On Tuesday (2/4/25), with a daytime exclusive guest, Bill Gates, “The View” scored its strongest Women 25-54 telecast (262,000) in 3 months (since 11/6/24) and second-best performance of the season.**
- Season to date, “The View” is **up in Total Viewers (+6% - 2.588 million vs. 2.452 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 (2.588 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 2/3/25), Previous Week (w/o 1/27/25) and Year-ago Week (w/o 2/5/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-2/9/25) and 2023-2024 Season (9/4/23-2/11/24). 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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