

Jan. 14, 2025

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

For the Week of Jan. 6, 2025

'THE VIEW' POSTS GAINS YEAR TO YEAR IN TOTAL VIEWERS AND WOMEN 18-49

On Monday, 'The View' Delivers Strongest Telecast Since Post-Election Episode in Total Viewers and Women 25-54



ABC/Jeff Lipsky*

For the week of Jan. 6, 2025, "The View" ranked No. 1 in Households (1.74 rtg.) and Total Viewers (2.571 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.61 rtg. and 2.434 million, respectively), "TODAY with Hoda & Jenna" (1.28 rtg. and 1.956 million, respectively) and "NBC News Daily" (1.06 rtg. and 1.596 million, respectively).

- In addition, "The View" averaged 214,000 Women 25-54 and 156,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- "The View" improved on the previous week in Total Viewers (+81% - 2.571 million vs. 1.421 million), Women 25-54 (+53% - 214,000 vs. 140,000) and Women 18-49 (+39% - 156,000 vs. 140,000), hitting 2-month highs across the board — since w/o 11/4/24.
- "The View" saw year-to-year gains in Total Viewers (+2% - 2.571 million vs. 2.509 million) and Women 18-49 (+5% - 156,000 vs. 149,000).

- On Monday (1/6/25), “The View” **delivered its strongest telecast in Total Viewers** (2.720 million) **and Women 25-54** (249,000) **in 2 months** — since 11/6/24.
- Season to date, “The View” is **up in Total Viewers** (+6% - 2.577 million vs. 2.434 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 Wednesday (1/8/25), “The View” was retitled to “View-ABC” and was preempted on Thursday (1/9/25). The retitled telecast is excluded from the weekly and season averages. “The View”’s weekly averages are based on three days (Monday, Tuesday and Friday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 1/6/25), Previous Week (w/o 12/30/24) and Year-ago Week (w/o 1/8/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-1/10/25) and 2023-2024 Season (9/4/23-1/14/24). 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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