

March 4, 2025

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

For the Week of Feb. 24, 2025

FOR THE FOURTH CONSECUTIVE WEEK, 'THE VIEW' IMPROVES IN ALL KEY TARGET DEMOS YEAR TO YEAR, POSTING DOUBLE-DIGIT GAINS IN WOMEN 18-49

Season To Date, 'The View' Delivers Largest Viewership in 4 Years, Ranking No. 1 in Households and Total Viewers Among All Daytime Talk Shows and News Programs for the 5th Straight Season



ABC/Jeff Lipsky*

For the week of Feb. 24, 2025, "The View" ranked No. 1 in Households (1.68 rtg.) and Total Viewers (2.515 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.16 rtg. and 1.814 million, respectively), "TODAY with Jenna & Friends" (0.76 rtg. and 1.191 million, respectively) and "NBC News Daily" (0.77 rtg. and 1.187 million, respectively).

- In addition, "The View" **averaged 209,000 Women 25-54 and 154,000 Women 18-49**, based on Live+Same Day Data from Nielsen Media Research.
- For the fourth week in a row, "The View" **improved year to year in Total Viewers (+7% - 2.515 million vs. 2.345 million), Women 25-54 (+3% - 209,000 vs. 203,000) and Women 18-49 (+16% - 154,000 vs. 133,000).**

- Season to date, “The View” is **up in Total Viewers** (+6% - 2.600 million vs. 2.456 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** (2.600 million) **among all daytime talk shows and news programs for the 5th straight season.**

NOTE: On Friday (2/28/25), “The View” was retitled to “View-ABC.” The retitled telecast is excluded from the weekly and season averages. “The View”’s weekly averages are based on four days (Monday-Thursday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 2/24/25), Previous Week (w/o 2/17/25) and Year-ago Week (w/o 2/26/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-3/2/25) and 2023-2024 Season (9/4/23-3/3/24). 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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