

March 18, 2025

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

*For the Week of March 10, 2025*

**FOR THE EIGHTH CONSECUTIVE WEEK, 'THE VIEW' IS UP YEAR TO YEAR IN TOTAL VIEWERS**

**Season to Date, 'The View' Delivers the 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 March 10, 2025, "The View" ranked No. 1 in Households (1.64 rtg.) and Total Viewers (2.424 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.13 rtg. and 1.791 million, respectively), "TODAY with Jenna & Friends" (0.79 rtg. and 1.248 million, respectively) and "NBC News Daily" (0.73 rtg. and 1.138 million, respectively).**

- In addition, "The View" **averaged 191,000 Women 25-54 and 153,000 Women 18-49**, based on Live+Same Day Data from Nielsen Media Research.
- For the 8<sup>th</sup> straight week, "The View" **was up year to year in Total Viewers (+1% - 2.424 million vs. 2.403 million).**
- Season to date, "The View" **is up in Total Viewers (+6% - 2.601 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 (2.601 million) among all daytime talk shows and news programs for the 5<sup>th</sup> straight season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 3/10/25), Previous Week (w/o 3/3/25) and Year-ago Week (w/o 3/11/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-3/16/25) and 2023-2024 Season (9/4/23-3/17/24). 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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