

March 25, 2025

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

For the Week of March 17, 2025

'THE VIEW' POSTS GAINS WEEK TO WEEK AND YEAR TO YEAR ACROSS THE BOARD

On Monday, 'The View' Turns in Its Top Women 18-49 Numbers in 4 Months and 2nd Best in Two Years

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 17, 2025, "The View" ranked No. 1 in Households (1.70 rtg.) and Total Viewers (2.500 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.19 rtg. and 1.859 million, respectively), "TODAY with Jenna & Friends" (0.79 rtg. and 1.229 million, respectively) and "NBC News Daily" (0.71 rtg. and 1.083 million, respectively).

- In addition, "The View" averaged 195,000 Women 25-54 and 163,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- "The View" turned in week-to-week gains in Total Viewers (+3% - 2.500 million vs. 2.424 million), Women 25-54 (+2% - 195,000 vs. 191,000) and Women 18-49 (+7% - 163,000 vs. 167,000).

- **“The View” improved on the same week last year across the board: Total Viewers (+6% - 2.500 million vs. 2.360 million), Women 25-54 (+4% - 195,000 vs. 188,000) and Women 18-49 (+39% - 163,000 vs. 117,000).**
- **On Monday (3/17/25), with guest Ellen Pompeo, “The View” turned in its top Women 18-49 telecast (239,000) in 4 months and 2nd-best in nearly 2 years — since 11/6/24 and 5/8/23, respectively.**
- **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 5th straight season.**

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