

Feb. 19, 2025

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

*For the Week of Feb. 10, 2025*

**'THE VIEW' SEES GAINS WEEK TO WEEK ACROSS KEY WOMEN DEMOS, HITTING A 3-MONTH HIGH TO DELIVER SECOND-STRONGEST WOMEN NUMBERS OF THE SEASON**

**Year to Year, 'The View' Improves Across the Board**



ABC/Jeff Lipsky\*

For the week of Feb. 10, 2025, "The View" ranked No. 1 in Households (1.71 rtg.) and Total Viewers (2.565 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.28 rtg. and 1.939 million, respectively), "TODAY with Jenna & Friends" (0.89 rtg. and 1.340 million, respectively) and "NBC News Daily" (0.84 rtg. and 1.264 million, respectively).

- In addition, "The View" averaged 224,000 Women 25-54 and 169,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- "The View" turned in week-to-week gains in Women 25-54 (+5% - 224,000 vs. 213,000) and Women 18-49 (+25% - 169,000 vs. 135,000). "The View" hit 3-month highs (since w/o 11/4/24) and delivered its 2<sup>nd</sup>-strongest numbers of the season on both key Women demos.
- For the second week in a row, "The View" improved on the same week last year across the board: Total Viewers (+8% - 2.565 million vs. 2.375 million), Women 25-54 (+3% - 224,000 vs. 218,000) and Women 18-49 (+26% - 169,000 vs. 134,000).

- Season to date, “The View” is **up in Total Viewers** (+6% - 2.592 million vs. 2.454 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** (2.592 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 2/10/25), Previous Week (w/o 2/3/25) and Year-ago Week (w/o 2/12/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-2/16/25) and 2023-2024 Season (9/4/23-2/18/24). 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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