

March 11, 2025

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

For the Week of March 3, 2025

FOR THE FIFTH CONSECUTIVE WEEK, 'THE VIEW' IMPROVES IN ALL KEY DEMOS YEAR TO YEAR AND TURNS IN WEEK-TO-WEEK GAINS ACROSS THE BOARD

Week to Week and Year to Year, 'The View' Posts Double-Digit Gains in Both Key Women Demos

On Monday's Post-Oscar® Show, 'The View' Delivers Strongest Numbers in Key Women Demos in 4 Months



ABC/Jeff Lipsky*

For the week of March 3, 2025, "The View" ranked No. 1 in Households (1.77 rtg.) and Total Viewers (2.621 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.18 rtg. and 1.820 million, respectively), "TODAY with Jenna & Friends" (0.81 rtg. and 1.250 million, respectively) and "NBC News Daily" (0.79 rtg. and 1.198 million, respectively).

- In addition, "The View" **averaged 245,000 Women 25-54 and 178,000 Women 18-49**, based on Live+Same Day Data from Nielsen Media Research.
- For the 5th week running, "The View" **improved on the same week last year across the board: Total Viewers (+5% - 2.621 million vs. 2.487 million), Women 25-54 (+23% - 245,000 vs. 200,000) and Women 18-49 (+32% - 178,000 vs. 135,000).**

- **“The View” turned in week-to-week gains in Total Viewers (+4% - 2.621 million vs. 2.515 million), Women 25-54 (+17% - 245,000 vs. 209,000) and Women 18-49 (+16% - 178,000 vs. 154,000). “The View” hit 4-month highs (since w/o 11/4/24) and delivered its 2nd-strongest number of the season in both key Women demos.**
- **On Monday (3/3/25), featuring Whoopi Goldberg’s return from presenting on Hollywood’s Biggest Night to share her first-hand account on Oscar® weekend, “The View” posted its strongest numbers in Women 25-54 (278,000) and Women 18-49 (217,000) in 4 months — since 11/6/24. In addition, the Monday telecast was the 2nd-best delivery of the season in both measures.**
- **Season to date, “The View” is up in Total Viewers (+6% - 2.605 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 (2.605 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 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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