

Feb. 25, 2025

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

For the Week of Feb. 17, 2025

'THE VIEW' POSTS GAINS ACROSS THE BOARD, HITTING A 3-MONTH HIGH IN ALL KEY TARGET DEMOS

Year to Year, 'The View' Improves in All Key Target Demos, Seeing Double-Digit Gains in Women 18-49



ABC/Jeff Lipsky*

For the week of Feb. 17, 2025, "The View" ranked No. 1 in Households (1.74 rtg.) and Total Viewers (2.652 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.30 rtg. and 2.018 million, respectively), "TODAY with Jenna & Friends" (0.89 rtg. and 1.367 million, respectively) and "NBC News Daily" (0.89 rtg. and 1.350 million, respectively).

- In addition, "The View" averaged 229,000 Women 25-54 and 172,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- "The View" improved week to week in Total Viewers (+3% - 2.652 million vs. 2.565 million), Women 25-54 (+2% - 229,000 vs. 224,000) and Women 18-49 (+2% - 172,000 vs. 169,000), hitting 3-month highs across the board — since w/o 11/4/24. In addition, "The View" turned in its 2nd-strongest numbers of the season on both key Women demos.
- For the third consecutive week, "The View" saw increases year to year in all key target demos: Total Viewers (+8% - 2.652 million vs. 2.448 million), Women 25-54 (+4% - 229,000 vs. 220,000) and Women 18-49 (+27% - 172,000 vs. 135,000).
- Season to date, "The View" is up in Total Viewers (+6% - 2.598 million vs. 2.457 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** (2.598 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 2/17/25), Previous Week (w/o 2/10/25) and Year-ago Week (w/o 2/19/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-2/23/25) and 2023-2024 Season (9/4/23-2/25/24). 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.

*COPYRIGHT ©2025 Disney Enterprises, Inc. All photography is copyrighted material and is for editorial use only. Images are not to be archived, altered, duplicated, resold, retransmitted or used for any other purposes without written permission of ABC News. Images are distributed to the press to publicize current programming. Any other usage must be licensed.

ABC Media Relations

Lauri Hogan

lauri.l.hogan@abc.com

-- ABC --