

April 15, 2025

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

For Week of April 7, 2025

'THE VIEW' IMPROVES YEAR TO YEAR IN TOTAL VIEWERS FOR THE 12TH CONSECUTIVE WEEK

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 April 7, 2025, "The View" ranked No. 1 in Households (1.66 rtg.) and Total Viewers (2.471 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.12 rtg. and 1.702 million, respectively), "TODAY with Jenna & Friends" (0.76 rtg. and 1.159 million, respectively) and "NBC News Daily" (0.71 rtg. and 1.136 million, respectively).

- In addition, "The View" averaged 200,000 Women 25-54 and 144,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- "The View" improved year to year in Total Viewers (+6% - 2.471 million vs. 2.330 million) for the 12th consecutive week.
- Season to date, "The View" is up in Total Viewers (+5% - 2.595 million vs. 2.459 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 (2.595 million) among all daytime talk shows and news programs for the 5th straight season.

NOTE: On Wednesday (4/9/25), "The View" was retitled to "View-ABC." The retitled telecast is excluded from the weekly and season averages. "The View"'s weekly averages are based on four days (Monday, Tuesday, Thursday and Friday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 4/7/25), Previous Week (w/o 3/31/25) and Year-ago Week (w/o 4/8/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-4/13/25) and 2023-2024 Season (9/4/23-4/14/24). 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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ABC Media Relations

Lauri Hogan

lauri.l.hogan@abc.com

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