Here are the Cable News Ratings for March 2025

The shift from winter to spring, plus the switch to daylight saving time, didn’t rattle the cable news networks too much as they all saw increases during primetime in total viewers.

During total day, the situation was not that positive as none of the networks recorded month-to-month gains in either of the measured categories.

Fox News remains in first place as its viewers turn to it to catch up on the latest with the **Donald Trump** administration. It finished in March with 95 of the top 100 cable telecasts, even keeping up with the NCAA March Madness tournaments.

Meanwhile, MSNBC only recorded viewership growth in total viewers in primetime. The network was down month-to-month in the primetime demo and in both categories during total day.

Like MSNBC, CNN moved the needle in a positive direction with total viewers during primetime. The launch of its new daytime programming saw it suffer some viewership erosion in the demo during total day, but it maintained its position as the second most-watch cable news network in the demo during primetime and total day.

Fox News

According to Nielsen Media Research, Fox News had 3.133 million total viewers in primetime and 394,000 viewers in the adults 25-54 demo, while during total day, it had 1.867 million total viewers and 239,000 viewers in the demo.

Compared to its performance in Feb. 2025, Fox News was up +1%

in total viewers and +2% in the A25-54 demo during the primetime viewing hours – it was the only network with primetime growth in the demo. During total day, it was down -7% in total viewers and -5% in the demo when compared to the previous month.

Looking at Fox News' performance to the same month in 2024, it was up by +47% in total viewers and +60% in the demo during prime, while in total day, it was up +43% in total viewers and +51% in the demo.

MSNBC

MSNBC was the number two cable news network in primetime and total day in total viewers in March, with 1.175 million and 629,000 viewers, respectively. The network in the A25-54 demo had 109,000 viewers in primetime and 60,000 viewers during total day.

Compared to February, MSNBC was up +4% in total viewers but down -2% in A25-54 during primetime. It was down -1% in total viewers and -9% in the demo during total day.

Looking at its performance in March 2024, MSNBC was down -10% in total viewers and -18% in the demo during primetime. It was down -24% in total viewers and -30% in the demo during total day.

CNN

During primetime in March, CNN had 591,000 total viewers and 121,000 A25-54 viewers. When looking at total day, the network had 432,000 total viewers and 78,000 demo viewers.

Compared to how it performed during the previous month, CNN was up +7% in total viewers but down -1% in the demo during primetime. It was flat and down -5% in total viewers and the demo, respectively, during total day.

When looking at its performance to the same month in 2024 during primetime, it was down -2% in total viewers and in the demo. In total day, CNN was down by -6% and -8% in total viewers and the demo, respectively.

Looking at the March performance of the other news nets:

- NewsNation – The network marked its fourth anniversary of its rebrand to a 24/4 news network. In those four years it has climbed up 51 spots in the cable ranker with total viewers and up 38 spots in the demo. Cuomo continues to lead the way in total viewers and A25-54 with 174,000 and 20,000 viewers, respectively.
- Fox Business – Kudlow remained the net's top show in total viewers, with 335,000 viewers. It was also No. 1 in the demo with 19,000 viewers.
- CNBC–Fast Money Halftime Report was the most-watched program in total viewers with 240,000, and finished in first place in the A25-54 demo with 69,000 viewers.
- Newsmax – **Rob Schmitt** Tonight was the net's top show in total viewers, with 486,000 viewers. While in the A25-54 demo it had 40,000 viewers.

PROGRAMMING

- **Fox News** – The Five was the most-watched program in Total Viewers (4.300 million at 5 p.m. ET), and **Jesse Watters** Primetime finished in first place in the advertiser-coveted demo of A25-54 (485,000).
- **MSNBC** – Its most-watched show in total viewers and the demo continued to be The **Rachel Maddow** Show (2.077 million and 184,000, respectively, at 9 p.m. ET).
- **CNN** – **Anderson Cooper** 360 at 8 p.m. ET was the network's top performer in total viewers with 672,000, and in the A25-54 demo, CNN NewsNight with **Abby Phillip** at 10 p.m. ET continued to hold strong in first place with 138,000 viewers.

Among Total Viewers

1. The Five – Fox News (4,300,000)
2. Jesse Watters Primetime – Fox News -(4,021,000)
3. Special Report with **Bret Baier** – Fox News – (3,452,000)
4. Gutfeld! – Fox News – (3,344,000)
5. Hannity – Fox News – (3,338,000)
6. The Ingraham Angle – Fox News – (3,334,000)
7. The **Will Cain** Show – Fox News – (2,370,000)
8. Outnumbered – Fox News – (2,364,000)
9. The Faulkner Focus – Fox News – (2,233,000)
10. America Reports – Fox News – (2,198,000)
11. The Story with **Martha MacCallum** – Fox News (2,195,000)
12. America's Newsroom – Fox News – (2,166,000)
13. The Rachel Maddow Show – MSNBC – (2,077,000)
14. Fox News @Night – Fox News – (1,784,000)
15. Fox and Friends – Fox News – (1,499,000)

Among Adults 25-54

1. Jesse Watters Primetime – Fox News – (485,000)
2. The Five – Fox News – (466,000)
3. Gutfeld! – Fox News – (448,000)
4. Hannity – Fox News – (432,000)
5. The Ingraham Angle – Fox News – (379,000)
6. Special Report with Bret Baier – Fox News – (374,000)
7. Outnumbered – Fox News – (290,000)
8. The Will Cain Show – Fox News – (284,000)
9. America Reports – Fox News – (282,000)
10. Fox News at Night – Fox News – (275,000)
11. The Story with Martha MacCallum – Fox News (263,000)
12. The Faulkner Focus – Fox News – (259,000)
13. America's Newsroom – Fox News – (243,000)
14. Fox & Friends – Fox News – (200,000)
15. The Rachel Maddow Show – MSNBC – (184,000)

March 2025 Cable News Ratings (Nielsen Live+SD data):

PRIMETIME	Fox News	MSNBC	CNN
• Total Viewers:	**3,133,000**	1,175,000	591,000
• A25-54:	**394,000**	109,000	121,000

TOTAL DAY	Fox News	MSNBC	CNN
• Total Viewers:	**1,867,000**	629,000	432,000
• A25-54:	**239,000**	60,000	78,000

March-25 Cable Ranker by Adweek

Recommended videos
https://www.adweek.com/tvnewser/cable-news-ratings-for-march-2025/