



Oct. 8, 2025

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

For Week of Sept. 29, 2025

'THE VIEW' SEES INCREASES WEEK TO WEEK IN WOMEN 25-54 AND WOMEN 18-49, POSTING ITS BEST PERFORMANCE IN WOMEN 25-54 IN NEARLY 5 MONTHS

Season To Date, 'The View' Posts Gains in Women 25-54, Ranking No. 1 In Households and Total Viewers Among All Broadcast Daytime Talk Shows and News Programs for the 6th Straight Season



ABC/Jeff Lipsky*

For the Week of Sept. 29, 2025, "The View" ranked No. 1 in Households (1.56 rtg.) and Total Viewers (2.391 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.16 rtg. and 1.807 million, respectively), "TODAY with Jenna & Friends" (0.83 rtg. and 1.341 million, respectively) and "NBC News Daily" (0.85 rating and 1.315 million, respectively).

- In addition, "The View" **averaged 203,000 Women 25-54 and 146,000 Women 18-49**, based on Live+Same Day Big Data Plus Panel Program Ratings from Nielsen Media Research.
- "The View" **improved on the previous week in Women 25-54 (+5% - 203,000 vs. 194,000) and Women 18-49 (+4% - 146,000 vs. 141,000)**. Hitting a season high, "The View" **posted its best performance in Women 25-54 in nearly 5 months — since w/o 4/7/25**.
- **For the 4th time in the 4 weeks of this season, "The View" saw gains year to year in Women 25-54 (+10% - 203,000 vs. 184,000).**

- Season to date, “The View” is **improving in Women 25-54** (+5% - 202,000 vs. 193,000) **versus the comparable weeks last season.**
- Season to date, “The View” is **ranking No. 1 in Households** (1.58 rating) **and Total Viewers** (2.428 million) **among all broadcast daytime talk shows and news programs for the 6th straight season.**

Source: Nielsen, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Big Data Plus Panel, Current Week (w/o 9/29/25), Previous Week (9/22/25) and Year-Ago Week (w/o 9/23/24). Most Current Big Data Plus Panel: 2025-2026 Season (9/8 – 10/5/25) and 2024-2025 Season (9/1 – 9/29/24). Beginning 12/26/23, national ratings based on Big Data ratings. 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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