



Oct. 3, 2025

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

For Week of Sept. 22, 2025

**'THE VIEW' DRAWS ITS LARGEST OVERALL AUDIENCE IN OVER 3 MONTHS,
HITTING A SEASON HIGH**

'The View' Posts Gains Week to Week in Total Viewers and Women 18-49

**On Tuesday, With Guest Former Vice President Kamala Harris, 'The View' Turns in Its
Most-Watched Telecast in Over 3 Months**



ABC/Jeff Lipsky*

For the Week of Sept. 22, 2025, "The View" ranked No. 1 in Households (1.57 rtg.) and Total Viewers (2.404 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.20 rtg. and 1.861 million, respectively), "TODAY with Hoda & Jenna" (0.86 rtg. and 1.374 million, respectively) and "NBC News Daily" (0.84 rating and 1.276 million, respectively).

- In addition, "The View" averaged 194,000 Women 25-54 and 141,000 Women 18-49, based on Live+Same Day Big Data Plus Panel Program Ratings from Nielsen Media Research.
- "The View" posted gains in Total Viewers (+4% - 2.404 million vs. 2.311 million) and Women 18-49 (+3% - 141,000 vs. 137,000). Hitting a season high in overall viewers, "The View" drew its largest overall audience in over 3 months — since w/o 6/16/25.

- **For the 3rd week in a row, “The View” improved on the same week last year in Women 25-54 (+5% - 194,000 vs. 184,000).**
- **On Tuesday (9/23/25), with guest former Vice President Kamala Harris, “The View” turned in its most-watched telecast (2.614 million) in over 3 months — since 6/9/25.**
- **Three weeks into the new season, “The View” is improving in Women 25-54 (+3% - 199,000 vs. 193,000) versus the comparable weeks last season.**

Source: Nielsen, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Big Data Plus Panel, Current Week (w/o 9/22/25), Previous Week (9/15/25) and Year-Ago Week (w/o 9/16/24). Most Current Big Data Plus Panel: 2025-2026 Season (9/8 – 9/28/25) and 2024-2025 Season (9/1 – 9/22/24). 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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