

Sept. 25, 2025

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

*For Week of Sept. 8 and Sept. 15, 2025*

**'THE VIEW' SEES ITS MOST-WATCHED SEASON PREMIERE DAY IN 5 YEARS  
AND IMPROVES ON THE 2024 SEASON PREMIERE WEEK ACROSS THE BOARD FOR ITS  
MOST-WATCHED PREMIERE WEEK IN 4 YEARS**

**'The View' Kicks Off Season 29 Ranking No. 1 in Households and Total Viewers Among  
Daytime Network Talk Shows and News Programs**

**In Its Second Week, 'The View' Posts Gains Week to Week and Year to Year in  
Women 25-54**



ABC/Jeff Lipsky\*

**ABC's "The View" kicked off premiere week of season 29 ranking No. 1 in Households (1.51 rtg.) and Total Viewers (2.324 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.23 rtg. and 1.963 million, respectively), "TODAY with Hoda & Jenna" (0.85 rtg. and 1.384 million, respectively) and "NBC News Daily" (0.81 rating and 1.245 million, respectively).**

- In addition, "The View" **averaged 195,000 Women 25-54 and 151,000 Women 18-49**, based on Live + Same Day, Big Data + Panel Data from Nielsen Media Research.

- **“The View” improved on the year-ago season premiere week in Total Viewers (+2% - 2.324 million vs. 2.278 million), Women 25-54 (+12% - 195,000 vs. 174,000) and Women 18-49 (+12% - 151,000 vs. 135,000) to post its most-watched premiere week in 4 years — since w/o 9/6/21.**
- **On Monday (9/8/24), the season premiere of “The View” improved on the year-ago season premiere telecast (9/03/24) in Total Viewers by 7% (2.602 million vs. 2.421 million) to deliver its most-watched season premiere in 5 years — since 9/8/20.**

**For the Week of Sept. 15, 2015, “The View” ranked No. 1 in Households (1.50 rtg.) and Total Viewers (2.311 million) among the daytime network talk shows and news programs, leading NBC’s “TODAY Third Hour” (1.19 rtg. and 1.823 million, respectively), “TODAY with Hoda & Jenna” (0.83 rtg. and 1.303 million, respectively) and “NBC News Daily” (0.80 rating and 1.237 million, respectively).**

- In addition, **“The View” averaged 196,000 Women 25-54 and 137,000 Women 18-49, based on Live + Same Day, Big Data + Panel Data from Nielsen Media Research.**
- **“The View” increased over premiere week in Women 25-54 (+1% - 196,000 vs. 195,000).**
- **For the second week in a row, “The View” grew over the same week last year in Women 25-54 (+1% - 196,000 vs. 195,000).**
- **Two weeks into the new season, “The View” is improving in Women 25-54 (+2% - 199,000 vs. 195,000) versus the comparable weeks last season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Big Data Plus Panel, Week of 9/15/25 and week of 9/8/25. Year-ago Weeks (w/o 9/9/24 and 9/2/24, respectively) or as dated. Most Current Big Data Plus Panel: 2024-2025 Season (9/8 – 9/21/25) and 2023-2024 Season (9/1 – 9/15/24). 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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