

July 15, 2025

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

For Week of July 7, 2025

**'THE VIEW' DELIVERS YEAR-TO-YEAR GAINS ACROSS THE BOARD, GROWING IN
TOTAL VIEWERS FOR 22 WEEKS OF THE LAST 24 WEEKS OF ORIGINAL
TELECASTS**

**Season to Date, 'The View' Is Up in Total Viewers and Women 18-49, Marking Its Most-Watched
Season in 4 Years**



ABC/Jeff Lipsky*

For the week of July 7, 2025, "The View" ranked No. 1 in Households (1.49 rating) and Total Viewers (2.282 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.03 rating and 1.617 million, respectively), "TODAY with Jenna & Friends" (0.69 rating and 1.067 million, respectively) and "NBC News Daily" (0.73 rating and 1.146 million, respectively).

- In addition, "The View" averaged 199,000 Women 25-54 and 161,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- "The View" improved on the most-recent week of original telecasts (w/o 6/23/25) in Women 25-54 (+7% - 199,000 vs. 186,000) and Women 18-49 (+24% - 161,000 vs. 130,000).

- **“The View” delivered gains on the same week last year in Total Viewers (+2% - 2.282 million vs. 2.237 million), Women 25-54 (+8% - 199,000 vs. 185,000) and Women 18-49 (+19% - 161,000 vs. 135,000), growing over the year-ago week in Total Viewers for 22 weeks of the last 24 weeks of original telecasts.**
- **Season to date, “The View” is up in Total Viewers (+5% - 2.554 million vs. 2.431 million) and Women 18-49 (+3% - 151,000 vs. 147,000), versus the comparable weeks last season, to its most watched in 4 years — since the 2020-2021 season.**
- **Season to date, “The View” is ranking No. 1 in Households (1.73 rating) and Total Viewers (2.554 million) among all network daytime talk shows and news programs for the 5th straight season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 7/7/25), Previous Week (w/o 6/30/25) and Year-ago Week (w/o 7/7/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-7/13/25) and 2023-2024 Season (9/4/23-7/14/24). 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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