

July 22, 2025

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

*For Week of July 14, 2025*

**SEASON TO DATE, 'THE VIEW' IS UP IN TOTAL VIEWERS AND WOMEN 18-49, TO ITS MOST WATCHED IN 4 YEARS**

**Season to Date, 'The View' is the Most-Watched Daytime Talk Show, Ranking No. 1 in Households and Total Viewers Among All Network Daytime Talk Shows and News Programs for the 5<sup>th</sup> Straight Season**



ABC/Jeff Lipsky\*

**For the week of July 14, 2025, "The View" ranked No. 1 in Households (1.50 rating) and Total Viewers (2.220 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.02 rating and 1.623 million, respectively), "TODAY with Jenna & Friends" (0.73 rating and 1.134 million, respectively) and "NBC News Daily" (0.72 rating and 1.087 million, respectively).**

- In addition, "The View" **averaged 184,000 Women 25-54 and 133,000 Women 18-49**, based on Live+Same Day Data from Nielsen Media Research.
- Season to date, "The View" is **up in Total Viewers (+5% - 2.547 million vs. 2.429 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** (1.72 rating) **and Total Viewers** (2.547 million) **among all network daytime talk shows and news programs for the 5<sup>th</sup> 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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