



Oct. 15, 2025

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

For Week of Oct. 6, 2025

'THE VIEW' POSTS GAINS YEAR TO YEAR IN WOMEN 25-54 FOR THE 5TH CONSECUTIVE WEEK

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 Oct. 6, 2025, "The View" ranked No. 1 in Households (1.52 rtg.) and Total Viewers (2.319 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.21 rtg. and 1.861 million, respectively), "TODAY with Jenna & Friends" (0.87 rtg. and 1.364 million, respectively) and "NBC News Daily" (0.83 rating and 1.227 million, respectively).

- In addition, "The View" **averaged 190,000 Women 25-54 and 127,000 Women 18-49**, based on Live+Same Day Big Data Plus Panel Program Ratings from Nielsen Media Research.
- **For the 5th time in the 5 weeks of this season, "The View" improved on the year-ago week in Women 25-54 (+1% - 190,000 vs. 189,000).**
- Season to date, "The View" is **improving in Women 25-54 (+3% - 200,000 vs. 194,000) versus the comparable weeks last season.**
- Season to date, "The View" is **ranking No. 1 in Households (1.58 rating) and Total Viewers (2.419 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 10/6/25), Previous Week (9/29/25) and Year-Ago Week (w/o 9/30/24). Most Current Big Data Plus Panel: 2025-2026 Season (9/8 – 10/12/25) and 2024-2025 Season (9/1 – 9/5/24). 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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