

June 17, 2025

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

For Week of June 9, 2025

'THE VIEW' SEES WEEK-TO-WEEK INCREASES IN TOTAL VIEWERS AND WOMEN 18-49, ATTRACTING ITS LARGEST OVERALL AUDIENCE SINCE APRIL, STRONGEST PERFORMANCE IN WOMEN 18-49 SINCE MARCH

'The View' Sees Year-to-Year Gains in Total Viewers and, on June 9, Scores Its Most-Watched Telecast in Two Months



ABC/Jeff Lipsky*

For the week of June 9, 2025, "The View" ranked No. 1 in Households (1.57 rating) and Total Viewers (2.398 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.07 rating and 1.685 million, respectively), "TODAY with Jenna & Friends" (0.71 rating and 1.132 million, respectively) and "NBC News Daily" (0.71 rating and 1.087 million, respectively).

- In addition, "The View" averaged 203,000 Women 25-54 and 155,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- For the 2nd week in a row, "The View" improved on the previous week in Total Viewers (+5% - 2.398 million vs. 2.276 million) and Women 18-49 (+2% - 155,000 vs. 153,000). "The View" attracted its largest overall audience since April and strongest performance in Women 18-49 since March – since weeks of 4/7/25, 3/31/25 and 3/17/25, respectively.

- **“The View” saw year-to-year gains in Total Viewers (+5% - 2.398 million vs. 2.279 million), growing over the year-ago week for 19 weeks of the last 20 weeks of original telecasts.**
- **On Monday (6/9/25), “The View” scored its most-watched telecast (2.694 million) in 2 months – since 4/7/25.**
- **Season to date, “The View” is up in Total Viewers (+5% - 2.563 million vs. 2.434 million) and Women 18-49 (+1% - 150,000 vs. 148,000), 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 (1.74 rating) and Total Viewers (2.563 million) among all 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 6/9/25), Previous Week (w/o 6/2/25) and Year-ago Week (w/o 6/10/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-6/15/25) and 2023-2024 Season (9/4/23-6/16/24). 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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