

June 24, 2025

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

*For Week of June 16, 2025*

**'THE VIEW' SEES WEEK-TO-WEEK INCREASES ACROSS THE BOARD,  
ATTRACTING ITS LARGEST OVERALL AUDIENCE SINCE APRIL AND STRONGEST  
PERFORMANCE IN BOTH KEY WOMEN DEMOS SINCE MARCH**

**'The View' Delivers Gains Year to Year Across the Board Growing in Total Viewers for 20 Weeks  
of the Last 21 Weeks**



ABC/Jeff Lipsky\*

For the week of June 16, 2025, "The View" ranked No. 1 in Households (1.60 rating) and Total Viewers (2.407 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.14 rating and 1.774 million, respectively), "TODAY with Jenna & Friends" (0.80 rating and 1.180 million, respectively) and "NBC News Daily" (0.77 rating and 1.139 million, respectively).

- In addition, "The View" averaged 216,000 Women 25-54 and 158,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- "The View" saw gains versus the prior week in Total Viewers (2.407 million vs. 2.398 million), Women 25-54 (+6% - 216,000 vs. 203,000) and Women 18-49 (+2% - 158,000 vs. 155,000). "The View" attracted its largest overall audience since April and strongest performance in both key Women demos since March – since weeks of 4/7/25, 3/3/25 and 3/17/25, respectively.

- **“The View” delivered gains on the same week last year in Total Viewers (+3% - 2.407 million vs. 2.336 million), Women 25-54 (+13% - 216,000 vs. 191,000) and Women 18-49 (+17% - 206,000 vs. 135,000), growing over the year-ago week in Total Viewers for 20 weeks of the last 21 weeks of original telecasts.**
- **Season to date, “The View” is up in Total Viewers (+5% - 2.562 million vs. 2.434 million) and Women 18-49 (+2% - 151,000 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 (2.562 million) among all 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 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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