

July 1, 2025

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

For Week of June 23, 2025

**'THE VIEW' DELIVERS ITS MOST-WATCHED 2ND QUARTER IN 5 YEARS, WITH GAINS
ACROSS THE BOARD**

'The View' Sees Its Most Watched Season in Four Years

**Season to Date, 'The View' Ranks No. 1 in Households and Total Viewers Among All Daytime
Network Talk Shows and News Programs for the 5th Consecutive Season**



ABC/Jeff Lipsky*

Week of June 23, 2025

For the week of June 23, 2025, "The View" ranked No. 1 in Households (1.54 rating) and Total Viewers (2.281 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.08 rating and 1.673 million, respectively), "TODAY with Jenna & Friends" (0.72 rating and 1.095 million, respectively) and "NBC News Daily" (0.74 rating and 1.081 million, respectively).

- In addition, "The View" **averaged 186,000 Women 25-54 and 130,000 Women 18-49**, based on Live+Same Day Data from Nielsen Media Research.

- Season to date, “The View” is **up in Total Viewers** (+5% - 2.559 million vs. 2.433 million) **and Women 18-49** (+2% - 150,000 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** (2.559 million) **among all daytime talk shows and news programs for the 5th straight season.**

NOTE: On Monday (6/23/25), “The View” was retitled to “View-ABC.” The retitled telecast is excluded from the weekly and season averages. “The View”’s weekly averages are based on four days (Tuesday-Friday).

2nd Quarter 2025

ABC’s “The View” delivered 2.463 million Total Viewers, 202,000 Women 25-54 and 148,000 Women 18-49 during the 2nd Quarter of 2025, based on Most Current Data from Nielsen Media Research.

- “The View” **improved on the year-ago quarter (2Q24) in Total Viewers** (+4% - 2.463 million vs. 2.368 million), **Women 25-54** (+3% - 202,000 vs. 197,000) **and Women 18-49** (+4% - 148,000 vs. 137,000), **delivered its most-watched 2nd quarter in 5 years** — since 2Q20.
- For the 2nd quarter, “The View” **ranked No. 1 in Households** (1.64 rating) **and Total Viewers** (2.463 million) **among the daytime network talk shows and news programs**, leading NBC’s “TODAY Third Hour” (1.10 rating and 1.710 million, respectively), “TODAY with Jenna & Friends” (0.75 rating and 1.156 million, respectively) and “NBC News Daily” (0.72 rating and 1.095 million, respectively).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 6/23/25), Previous Week (w/o 6/16/25) and Year-ago Week (w/o 6/24/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2/24-6/29/25) and 2023-2024 Season (9/4/23-6/30/24). Live+7/Most Current - 2Q25: 3/31 – 6/29/25, 2Q24: 4/1 – 6/30/24 and 1Q25: 12/30/24 – 3/30/25 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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