

Week of September 15 Cable News Ratings: News Networks See Across-the-Board Declines

This is TVNewser's basic cable network ranker and cable news report for the week of September 15, 2025.

All three cable news networks experienced week-to-week declines in total viewers and the Adults 25-54 demographic during primetime and total day.

Despite the weekly drop, Fox News was the network of choice for the **Charlie Kirk** Memorial this past Sunday. The network drew an average of 5.2 million viewers and 755,000 viewers in the demo from 1:30 p.m. ET to 7:15 p.m. ET.

This past weekend also saw Fox News debut its new weekend lineup, with Saturday in America with **Kayleigh McEnany** finishing as the day's top program in cable news on Saturday, September 20, earning 1,582,000 total viewers and 124,000 viewers in the demo.

On Sunday, The Sunday Briefing, with rotating anchors **Peter Doocy** and **Jacqui Heinrich**, began its tenure with 2.154 million total viewers and 267,000 viewers in the demo.

Elsewhere, NewsNation is also celebrating a strong weekend performance. Its coverage of the Charlie Kirk memorial saw it pull ahead of MSNBC and CNN for six straight hours.

Between 1 p.m. ET and 7:15 p.m. ET on Sunday, NewsNation averaged 615,000 total viewers and 173,000 demo viewers. This was better than MSNBC, which had 287,000 total viewers and 31,000 A25-54 viewers, and CNN, which had 342,000 total

viewers and 54,000 viewers in the demo during the same time period.

NewsNation states that this was the first time it surpassed CNN and MSNBC simultaneously in both demos for this duration.

NETWORKS:

According to Nielsen big data + panel for the week of September 15, Fox News averaged 2.673 million total viewers and 289,000 A25-54 viewers during primetime. The network was down -13% in total viewers and down -31% in the demo compared to the week prior (the week beginning September 8).

Fox News averaged 1.776 million total viewers and 201,000 A25-54 viewers in total day viewing. Based on its average in those measurements from the previous week, it was down by -2% in total viewers and -14% in the demo.

Fox News was first in total primetime viewers and the No. 2 network in the demo among all basic cable networks. In total day, it remained in first place in total viewers and was in second place in the total day demo.

MSNBC, in primetime, averaged 854,000 total viewers and 70,000 viewers in the A25-54 demo for the week that just concluded. The network declined by -1% in total viewers and -7% in the demo compared to its average the week prior during primetime.

During total day, MSNBC averaged 505,000 total viewers and 44,000 demo viewers. This represented a -6% loss in total viewers and a -10% fall in the demo compared to the network's average the week prior.

Among all basic cable networks, MSNBC finished in third place in total primetime viewers and ranked No. 13 in the demo, tied with AMC. It was in third place in total viewers and ranked 11th in the total day demo.

CNN averaged 570,000 total primetime viewers and 87,000 A25-54 viewers in the demo during primetime for the week of September 15. It was down -7% in total viewers and -22% in the demo compared to the previous week.

In total day, the network had 400,000 total viewers and 58,000 viewers in the demo. This resulted in an -8% drop in total viewers and a -23% fall in the demo during this daypart.

Among all cable networks, CNN finished in fourth place in total viewers and was No. 10 in the demo during primetime. It also finished in fourth place during total day with total viewers, and it was eighth in the demo.

When looking at these networks' performance during the same period a year ago:

- During primetime, Fox News was up by +6% in total viewers but fell by -7% in the A25-54 demo. During total day, the network grew by +20% in total viewers and saw a dip of -1% in the demo.
- MSNBC was down -42% in total viewers and -55% in the demo. During total day, the network was down -47% in total viewers and -56% in the demo.
- In primetime, CNN declined by -16% in total viewers and -37% in the demo. During total day, it saw losses of -23% in total viewers and -38% in the demo.

PROGRAMMING:

Fox News had 14 out of the 15 spots of the most-watched cable news shows of the week, with The Five continuing to lead the way with 4.027 million total viewers at 5 p.m. ET. MSNBC was represented in the chart by The **Rachel Maddow** Show at 9 p.m. ET on Mondays, taking the No. 13 position with 1.750 million total viewers.

The Five was also in the No. 1 spot in the Adults 25-54 demo, averaging 362,000 viewers at 5 p.m. ET. Once again, Fox News

held 14 out of the 15 top spots in the demo, with The Rachel Maddow Show at 9 p.m. ET on Mondays taking the No. 14 position with 168,000 viewers.

Prime Time

	Fox News	MSNBC	CNN
• Total Viewers:	2,673,000	854,000	570,000
• A25-54:	289,000	70,000	87,000

Total Day

	Fox News	MSNBC	CNN
• Total Viewers:	1,776,000	505,000	400,000
• A25-54:	201,000	44,000	58,000

Cable Ranker 9-15-25 A25-54 BDP by Adweek

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