

March 2, 2022

Ratings Report for ABC's "The View"  
Week of Feb. 21, 2022

**'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs For the Week and Season to Date**

**'The View' Posts Gains Across the Board Week to Week, Hitting a 5-Week High in Both Key Women Demos**



**"The View" averaged 2.375 million Total Viewers, 298,000 Women 25-54 and 213,000 Women 18-49, during the week of Feb. 21, 2022, based on Live + Same Day Data from Nielsen Media Research.**

**For the week, ABC's "The View" ranked No. 1 in Households (1.7 rtg.) and Total Viewers (2.375 million) among the daytime network talk shows and news programs leading NBC's "TODAY Third Hour" (1.6 rtg. and 2.281 million, respectively) and "TODAY with Hoda and Jenna" (1.1 rtg. and 1.700 million, respectively). Season to date, "The View" ranks No. 1 in Households and Total Viewers among the daytime network talk shows and news programs.**

**For the 2<sup>nd</sup> week in a row, "The View" turned in gains from the previous week in Total Viewers (+3% - 2.375 million vs. 2.308 million), Women 25-54 (+14% - 298,000 vs. 261,000) and Women 18-49 (+9% - 213,000 vs. 196,000), hitting 5-week highs in both key Women demos — since w/o 1/17/21.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 2/21/22), Previous Week (w/o 2/14/22) and Year-Ago Week (w/o 2/22/21), or as dated. Season 2021-2022 (9/6/21 – 2/27/22) and Season

2020-2021 (9/7/20 – 2/28w/21). \*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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