



March 29, 2022

**Ratings Report for ABC's "The View"**  
**1<sup>st</sup> Quarter 2022 & Weeks of Mar. 14 & 21, 2022**

**'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs for the 1<sup>st</sup> Quarter 2022**

**For the Week of March 14, 'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network and Syndicated Talk Shows and News Programs**

**For the Week of March 21 and Season to Date, 'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs**



ABC News\*

**1st Quarter 2022:**

**ABC's "The View" delivered 2.426 million Total Viewers, 284,000 Women 25-54 and 212,000 Women 18-49 during the 1st Quarter of 2022, based on Most Current Data from Nielsen Media Research.**

For the 1<sup>st</sup> quarter, **“The View” ranked No. 1 in Households (1.7 rtg) and Total Viewers (2.426 million) among the daytime network talk shows and news programs**, beating NBC’s “TODAY Third Hour” (1.6 rtg. and 2.311 million, respectively) and “TODAY with Hoda & Jenna” (1.2 rtg. and 1.750 million, respectively) and CBS’ “The Talk” (1.0 rtg. and 1.546 million, respectively).

**Weeks of March 14 & 21, 2022:**

**For the week of March 14, the most recent week including syndication, “The View” ranked No. 1 in Households (1.6 rtg.) and Total Viewers (2.276 million) amongst all network and syndicated daytime talk shows and news programs**, leading “Dr. Phil” (1.4 rtg and 1.954 million, respectively), “Live with Kelly and Ryan” (1.6 rtg-tied. and 2.250 million, respectively), NBC’s “Today Third Hour” (1.4 rtg. and 2.012 million, respectively) and CBS’ “The Talk” (0.9 rtg. and 1.376 million, respectively).

**For the week of March 21, “The View” ranked No. 1 in Households (1.5 rtg.) and Total Viewers (2.203 million) among the daytime network talk shows and news programs**, leading NBC’s “TODAY Third Hour” (1.4 rtg. and 2.030 million, respectively), “TODAY with Hoda & Jenna” (1.1 rtg. and 1.589 million, respectively) and CBS’ “The Talk” (0.9 rtg. and 1.416 million, respectively). **Season to date, “The View” ranks No. 1 in Households and Total Viewers among the daytime network talk shows and news programs.**

**“The View” averaged 2.203 million Total Viewers, 230,000 Women 25-54 and 187,000 Women 18-49**, during the week of March 21, 2022, based on Live + Same Day Data from Nielsen Media Research.

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 3/21/22), Previous Week (w/o 3/14/22) and Year-Ago Week (w/o 3/22/21), or as dated. Season 2021-2022 (9/6/21 – 3/28/22) and Season 2020-2021 (9/7/20 – 3/29/21). Most Current - 1Q22: 12/27/21 – 3/27/22, 1Q21: 12/28/20 – 3/28/21 and 4Q21: 9/20/21 – 12/26/21. \*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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