



Oct. 11, 2022

Ratings Report for ABC's "The View"
Weeks of Oct. 3, 2022

'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs for the Week of Oct. 3

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

'The View' Posts Gains Week to Week Across the Board, Hitting a Season High in Total Viewers

'The View' Sees Increases Year to Year in Women 25-54



ABC/Jeff Lipsky*

For the week of Oct. 3, "The View" ranked No. 1 in Households (1.5 rtg.) and Total Viewers (2.222 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.4 rtg. and 1.973 million, respectively), "TODAY with Hoda & Jenna" (1.1 rtg. and 1.544 million, respectively), CBS' "The Talk" (0.9 rtg. and 1.357 million, respectively) and "NBC News Daily" (0.7 rtg. and 1.069 million, respectively). "The View" also averaged 274,000 Women 25-54 and 195,000 Women 18-49, based on Live + Same Day Data from Nielsen Media Research.

Season to date, “The View” is ranking No. 1 in Households and Total Viewers among all network and syndicated daytime talk shows and news programs.

“The View” improved week to week in Total Viewers (+3% - 2.222 million vs. 2.162 million), Women 25-54 (+1% - 274,000 vs. 271,000) and Women 18-49 (+3% - 195,000 vs. 189,000), hitting a season high in Total Viewers.

“The View” was up year to year in Women 25-54 (+3% - 274,000 vs. 267,000).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 10/3/22), Previous Week (w/o 9/26/22) and Year-Ago Week (w/o 10/4/21, or as dated. Most Current Data Stream: Season 2022-2023 (9/5 – 10/9/22), Season 2021-2023 (9/6 – 10/10/22) and Syndication Season 2022-2023 (9/12 – 10/2/22). 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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