



May 10, 2022

**Ratings Report for ABC's "The View"
Weeks of April 25 & May 2, 2022**

'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 April 25

'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs for the Week of May 2 and Season to Date

'The View' Posts Gains Week to Week Across the Board



ABC News*

For the week of April 25, the most recent week including syndication, "The View" ranked No. 1 in Households (1.5 rtg.-tie) and Total Viewers (2.214 million) amongst all network and syndicated daytime talk shows and news programs, versus "Live with Kelly and Ryan" (1.5 rtg.-tie and 2.178 million, respectively), "Dr. Phil" (1.5 rtg.-tie and 2.161 million, respectively), NBC's "Today Third Hour" (1.4 rtg. and 2.005 million, respectively) and CBS' "The Talk" (1.0 rtg. and 1.577 million, respectively).

For the week of May 2, “The View” ranked No. 1 in Households (1.6 rtg.) and Total Viewers (2.339 million) among the daytime network talk shows and news programs, leading NBC’s “TODAY Third Hour” (1.4 rtg. and 2.012 million, respectively), “TODAY with Hoda & Jenna” (1.0 rtg. and 1.473 million, respectively) and CBS’ “The Talk” (1.0 rtg. and 1.572 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 2nd week in a row, “The View” **posted gains on the previous week in Total Viewers (+6% - 2.339 million vs. 2.214 million), Women 25-54 (+10% - 284,000 vs. 259,000) and Women 18-49 (+9% - 209,000 vs. 191,000).**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 5/2/22), Previous Week (w/o 4/25/22) and Year-Ago Week (w/o 5/3/21), or as dated. Season 2021-2022 (9/6/21 – 5/8/22) and Season 2020-2021 (9/7/20 – 5/9/21). 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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