



Aug. 9, 2022

Ratings Report for ABC's "The View"
Weeks of July 25 and Aug. 1, 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 July 25 and Season to Date in Households

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

On Thursday, With the Naming of Alyssa Farah Griffin and Ana Navarro as Co-Hosts for Season 26, 'The View' Delivers Its Most-Watched, Single-Day Telecast in 5 Weeks



ABC News*

For the week of July 25, the most recent week including syndication, "The View" ranked No. 1 in Households (1.6 rtg.) and Total Viewers (2.309 million) among all network and syndicated daytime talk shows and news programs, leading "Live with Kelly and Ryan" (1.5 rtg and 2.167 million, respectively), "Dr. Phil" (1.4 rtg. and 2.026 million, respectively), NBC's "Today Third Hour" (1.3 rtg. and 1.985 million, respectively) and CBS' "The Talk" (1.0 rtg. and 1.483 million, respectively). Season to date, "The View" ranked No. 1 in Households (1.7 – tied with "Dr. Phil") among all network and syndicated daytime talk shows and news programs for the 2nd consecutive year.

For the week of Aug. 1, “The View” ranked No. 1 in Households (1.6 rtg.) and Total Viewers (2.245 million) among the daytime network talk shows and news programs, leading NBC’s “TODAY Third Hour” (1.4 rtg. and 2.022 million, respectively), “TODAY with Hoda & Jenna” (1.1 rtg. and 1.512 million, respectively) and CBS’ “The Talk” (0.9 rtg. and 1.429 million, respectively). Season to date, “The View” ranked No. 1 in Households and Total Viewers among the daytime network talk shows and news programs.

On its final week of the 2021-2022 season, “The View” averaged 2.245 million Total Viewers, 256,000 Women 25-54 and 195,000 Women 18-49, during the week of Aug. 1, 2022, based on Live + Same Day Data from Nielsen Media Research.

On Thursday (8/4/22), with the naming of Alyssa Farah Griffin and Ana Navarro as co-hosts for season 26, “The View” **delivered its most-watched, single-day telecast (2.389 million) in 5 weeks** — since 6/27/22.

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 8/1/22), Previous Week (w/o 7/25/22) and Year-Ago Week (w/o 8/3/21), or as dated. Season 2021-2022 (9/6/21 – 8/7/22) and Season 2020-2021 (9/7/20 – 8/8/21). 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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