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Ratings Report for ABC's "The View"
Week of Oct. 24, 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. 24

'The View' Improves Week to Week Across the Board, Drawing Its Largest Overall Audience in 5 Months and Best Women 25-54 Performance in Over 6 Months

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



ABC/Jeff Lipsky*

For the week of Oct. 24, "The View" ranked No. 1 in Households (1.6 rtg.) and Total Viewers (2.351 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.4 rtg. and 2.107 million, respectively), "TODAY with Hoda & Jenna" (1.1 rtg. and 1.568 million, respectively), CBS' "The Talk" (0.9 rtg. and 1.420 million, respectively) and "NBC News Daily" (0.7 rtg. and 1.077 million, respectively). "The View" also averaged 294,000 Women 25-54 and 199,000 Women 18-49, based on Live + Same Day Data from Nielsen Media Research.

"The View" improved week to week in Total Viewers (+7% - 2.351 million vs. 2.203 million), Women 25-54 (+13% - 294,000 vs. 261,000) and Women 18-49 (+13% - 199,000 vs. 176,000). "The View" drew

its largest overall audience in 5 months and best Women 25-54 performance in over 6 months — since weeks of 5/23/22 and 4/11/22, respectively.

On Monday (10/24/22), “The View” scored its most-watched telecast (2.559 million) in over 6 months — since 4/1/22. In addition, on Thursday (10/27/22) and Friday (10/28/22), “The View” delivered its strongest single-day telecasts in Women 25-54 (320,000) in 3 months — since 7/27/22.

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.

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 10/24/22), Previous Week (w/o 10/17/22) and Year-Ago Week (w/o 10/25/21, or as dated. Most Current Data Stream: Season 2022-2023 (9/5 – 10/30/22), Season 2021-2023 (9/6 – 10/31/22) and Syndication Season 2022-2023 (9/12 – 10/23/22). 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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