



Sept. 20, 2022

**Ratings Report for ABC's "The View"**  
**Weeks of Sept. 5 & 12, 2022**

**'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network and Syndicated Talk Shows and News Programs for Its Premiere Week of Sept. 5**

**'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs for the Week of Sept. 12**

**'The View' Improves By Double Digits Over Its Premiere Week Performance in Women 25-54 and Women 18-49, Hitting an 11-Week High in Women 25-54**

**'The View' Sees Gains Year to Year in Women 25-54 and Women 18-49**



ABC/Jeff Lipsky\*

**For its premiere week of Sept. 5, the most recent week including syndication, "The View" ranked No. 1 in Households (1.6 rtg.) and Total Viewers (2.211 million) among all network and syndicated daytime talk shows and news programs, leading "Live with Kelly and Ryan" (1.5 rtg and 2.077 million, respectively), "Dr. Phil" (1.5 rtg. and 2.125 million, respectively), NBC's "Today Third Hour" (1.4 rtg. and 2.055 million, respectively) and CBS' "The Talk" (0.8 rtg. and 1.229 million, respectively).**

**For the week of Sept. 12, “The View” ranked No. 1 in Households (1.5 rtg.) and Total Viewers (2.095 million) among the daytime network talk shows and news programs, leading NBC’s “TODAY Third Hour” (1.4 rtg. and 1.998 million, respectively), “TODAY with Hoda & Jenna” (1.0 rtg. and 1.500 million, respectively), CBS’ “The Talk” (0.9 rtg. and 1.354 million, respectively) and “NBC News Daily” (0.7 rtg. and 935,000, respectively). “The View” also averaged 281,000 Women 25-54 and 196,000 Women 18-49, based on Live + Same Day Data from Nielsen Media Research.**

**“The View” improved by double digits over its premiere week performance in Women 25-54 (+13% - 281,000 vs. 248,000) and Women 18-49 (+11% - 196,000 vs. 176,000), hitting an 11-week high in Women 25-54 — since w/o 6/27/22.**

**“The View” saw gains on the year-ago week in Women 25-54 (+4% - 281,000 vs. 270,000) and Women 18-49 (+5% - 196,000 vs. 187,000).**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 9/12/22), Previous Week (w/o 9/5/22) and Year-Ago Week (w/o 9/13/21, or as dated. Most Current Data Stream: Season 2021-2022 (9/5 – 9/18/22). 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.

\*COPYRIGHT ©2022 American Broadcasting Companies, Inc. All photography is copyrighted material and is for editorial use only. Images are not to be archived, altered, duplicated, resold, retransmitted or used for any other purposes without written permission of ABC. Images are distributed to the press in order to publicize current programming. Any other usage must be licensed. Photos posted for Web use must be at the low resolution of 72dpi, no larger than 2x3 in size.

**LINK:** <https://bit.ly/3LwzH0I>

**SHARE:** <https://ctt.ac/2gyxU>

#### **ABC Media Relations**

Lauri Hogan

[lauri.l.hogan@abc.com](mailto:lauri.l.hogan@abc.com)

Pons Rongavilla

[ponciano.rongavilla@disney.com](mailto:ponciano.rongavilla@disney.com)

-- ABC --