

Nov. 22, 2022

**Ratings Report for ABC's "The View"
Weeks of Nov. 7 and Nov. 14, 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 Nov. 7

'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs for the Week of Nov. 14

'The View' Improves Week to Week in Total Viewers and Women 25-54, Drawing Its Largest Audience in 6 Months and Best Women 25-54 Performance in 7 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 Nov. 7, the most recent week including syndication, "The View" ranked No. 1 in Households (1.6 rating-tied) and Total Viewers (2.379 million) among all network and syndicated daytime talk shows and news programs versus "Live with Kelly and Ryan" (1.6 rating and 2.313 million, respectively), NBC's "TODAY Third Hour" (1.4 rating and 2.097 million, respectively), "Dr. Phil" (1.3 rating and 1.840 million, respectively), "TODAY with Hoda & Jenna" (1.1 rating and 1.568

million, respectively) CBS' "The Talk" (0.9 rating and 1.340 million, respectively) and "NBC News Daily" (0.7 rating and 1.111 million, respectively).

For the week of Nov. 14, "The View" ranked No. 1 in Households (1.6 rating) and Total Viewers (2.387 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.5 rating and 2.148 million, respectively), "TODAY with Hoda & Jenna" (1.1 rating and 1.682 million, respectively), CBS' "The Talk" (1.0 rating and 1.437 million, respectively) and "NBC News Daily" (0.8 rating and 1.209 million, respectively). "The View" also averaged 305,000 Women 25-54 and 209,000 Women 18-49, based on Live + Same Day Data from Nielsen Media Research.

"The View" improved week to week in Total Viewers (2.387 million vs. 2.379 million) and Women 25-54 (+6% – 305,000 vs. 289,000). "The View" drew its largest overall audience in 6 months and best Women 25-54 performance in 7 months — since weeks of 5/23/22 and 4/11/22, respectively.

"The View" posted gains on the same week last year in Total Viewers (+5% – 2.387 million vs. 2.284 million) and Women 25-54 (+14% – 305,000 vs. 267,000).

On Monday (11/14/22), "The View" delivered its strongest single-day telecasts in Women 25-54 (355,000) in nearly 8 months — since 3/28/22.

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 11/14/22), Previous Week (w/o 11/7/22) and Year-Ago Week (w/o 11/15/21, or as dated. Most Current Data Stream: Season 2022-2023 (9/5 – 11/20/22), Season 2021-2022 (9/6 – 11/22/21) and Syndication Season 2022-2023 (9/12 – 11/6/22). 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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