



Jan. 19, 2022

Ratings Report for ABC's "The View"
Week of Jan. 10, 2022

'The View' Ranks No. 1 in Households Among the Daytime Network Talk Shows and News Programs

'The View' Posts Gains Week to Week in Women 18-49, Hitting a 7-Week High

'The View' Scores Its Best Women 25-54 Performance Since July on Monday

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



"The View" averaged 2.421 million Total Viewers, 315,000 Women 25-54 and 244,000 Women 18-49, during the week of Jan. 10, 2022, based on Live + Same Day Data from Nielsen Media Research.

"The View" posted gains over the previous week in Women 18-49 (+3% - 244,000 vs. 238,000), hitting a 7-week high (since w/o 11/22/21) and the 2nd strongest performance of the season.

On Monday (1/10/22), "The View" scored its best Women 25-54 (357,000) performance since July – since 7/22/21.

For the week, ABC's "The View" ranked No. 1 in Households (1.7 rtg.) among the daytime network talk shows, and news programs tied with NBC's "TODAY Third Hour" (1.7 rtg.) and ahead of "TODAY with Hoda and Jenna" (1.3 rtg.). In fact, season to date, "The View" ranks No. 1 in Households and Total Viewers among the daytime network 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 1/10/22), Previous Week (w/o 1/3/22) and Year-Ago Week (w/o 1/11/21), or as dated. Season 2021-2022 (9/6/21 – 1/16/22) and Season 2020-2021 (9/7/20 – 1/17/21). *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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