



Aug. 2, 2022

Ratings Report for ABC's "The View"
Weeks of July 18 and 25, 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 18 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 July 25 and Season to Date

'The View' Posts Gains Week to Week Across the Board, Delivering Its Largest Overall Audience in 9 Weeks

'The View' See Increases in Total Viewers Year to Year



ABC News*

For the week of July 18, the most recent week including syndication, "The View" ranked No. 1 in Households (1.6 rtg.) and Total Viewers (2.222 million) among all network and syndicated daytime talk shows and news programs, leading "Live with Kelly and Ryan" (1.5 rtg and 2.108 million, respectively), "Dr. Phil" (1.5 rtg. and 2.125 million, respectively), NBC's "Today Third Hour" (1.4 rtg. and 1.974 million, respectively) and CBS' "The Talk" (1.0 rtg. and 1.432 million, respectively). Season to date, "The View" is ranking No. 1 in Households (tied with "Dr. Phil") among all network and syndicated daytime talk shows and news programs for the 2nd consecutive year.

For the week of July 25, “The View” ranked No. 1 in Households (1.6 rtg.) and Total Viewers (2.309 million) among the daytime network talk shows and news programs, leading NBC’s “TODAY Third Hour” (1.3 rtg. and 1.985 million, respectively), “TODAY with Hoda & Jenna” (1.0 rtg. and 1.432 million, respectively) and CBS’ “The Talk” (1.0 rtg. and 1.483 million, respectively). 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 2.309 million Total Viewers, 268,000 Women 25-54 and 205,000 Women 18-49, during the week of July 25, 2022, based on Live + Same Day Data from Nielsen Media Research.

“The View” posted week-to-week gains across the board: Total Viewers (+4% - 2.309 million vs. 2.224 million), Women 25-54 (+10% - 268,000 vs. 243,000) and Women 18-49 (+7% - 205,000 vs. 192,000). In fact, “The View” drew its largest overall audience in 9 weeks — since w/o 5/23/22.

“The View” was up of the same week last year in Total Viewers (+5% - 2.309 million vs. 2.189 million).

On Wednesday (7/27/22), with guest Neil Patrick Harris, “The View” posted its strongest Women 25-54 performance (322,000) in 4 months — since 3/28/22.

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 7/25/22), Previous Week (w/o 7/18/22) and Year-Ago Week (w/o 7/26/21), or as dated. Season 2021-2022 (9/6/21 – 7/31/22) and Season 2020-2021 (9/7/20 – 8/1/21). 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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ABC Media Relations

Lauri Hogan

lauri.l.hogan@abc.com

Pons Rongavilla

ponciano.rongavilla@disney.com

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