



Jan. 11, 2022

Ratings Report for ABC's "The View"  
Week of Jan. 3, 2022

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

**'The View' Posts Gains Across the Board Compared to the Most Recent Week of Original Telecasts, Delivering Its Strongest Overall Audience in 8 Months**

**On Friday, 'The View' Posts Its Best Women 25-54 Performance Since July and Top Women 18-49 Number Since February**



**"The View" averaged 2.464 million Total Viewers, 316,000 Women 25-54 and 238,000 Women 18-49, during the week of Jan. 3, 2022, based on Live + Same Day Data from Nielsen Media Research.**

**"The View" improved across the board compared to the most recent week of original telecasts (w/o 12/13/21): Total Viewers (+7% - 2.464 million vs. 2.306 million), Women 25-54 (+16% - 316,000 vs. 272,000) and Women 18-49 (+14% - 238,000 vs. 208,000). "The View" drew its largest overall audience in 8 months – since w/o 4/12/21.**

**On Friday (1/7/22), "The View" posted its best Women 25-54 (348,000) performance since July and top Women 18-49 (290,000) number since February – since 7/28/21 and 2/22/21, respectively.**

**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 1/3/22), Previous Week (w/o 12/27/21) and Year-Ago Week (w/o 1/4/21), or as dated. Season 2021-2022 (9/6/21 – 1/9/22) and Season 2020-2021 (9/7/20 – 1/10/21). \*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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