



Congratulations to Days of our Lives for increased ratings.

Days of our Lives has equaled its biggest women 18-49 audience in 18 months and set an 11-week high in total viewers, according to "live plus same day" viewing figures for the week of May 20-24 from Nielsen Media Research.

For the week, Days of our Lives averaged a 1.0 rating, 6 share among women 18-49 and a 0.6 rating among women 18-34, tying it for #4 among network daytime series in the women 18-49 demographic and tying it for #3 in the women 18-34 race.

Days equaled its biggest women 18-49 audience (634,000) since the week of November 21-25, 2011 (703,000). Days also averaged 634,000 women 18-49 during the week of January 14-19, 2013. In total viewers, Days' 2.513 million persons for the week was the show's biggest overall audience since the week of March 4-8 (2.563 million).

For the week versus the same week last year, "Days of our Lives" was up 14 percent in the women 18-34 race (200,000 vs. 175,000), up 32 percent in the women 18-49 demographic (634,000 vs. 480,000), up 34 percent in the women 25-54 race (788,000 vs. 590,000) and up 10 percent in total viewers (2.513 million vs. 2.294 million).

For the second quarter to date, "Days of our Lives" is up 3 percent in the women 18-49 category (632,000 vs. 611,000), up 8 percent in the women 25-54 demo (807,000 vs. 748,000) and up 3 percent in total viewers (2.6 million vs. 2.5 million).

Season to date, "Days of our Lives" is tied for #4 in the women 18-49 category and tied for #3 in the women 18-34 demo. Season to date, "Days" is up 2 percent in total viewers (2.7 million vs. 2.6 million).

Days of our Lives sees uptick in viewership

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Ratings reflect "live plus same day" data from Nielsen Media Research unless otherwise noted. Season-to-date figures are averages of "live plus seven day" data except for the two most recent weeks, which are "live plus same day."