



May 26, 2021

**Ratings Report for ABC's "The View"**  
**Week of May 17, 2021**

**Season to Date, 'The View' Is the Most-Watched Daytime Talk Show, Ranking No. 1 in Households and Total Viewers Among the Daytime Network and Syndicated Talk Shows and News Programs**

**For the 3<sup>rd</sup> Consecutive Week, 'The View' Posts Gains in Women 25-54 and Women 18-49, Hitting a 4-Week High in Both Demos**

**Season to Date, 'The View' Sees Increases in Total Viewers, Delivering Its Most-Watched Season in 3 Years**



**"The View" averaged 2.288 million Total Viewers, 334,000 Women 25-54 and 237,000 Women 18-49 during the week of May 17, 2021, based on Live + Same Day Data from Nielsen Media Research.**

**For the 3<sup>rd</sup> straight week, "The View" was up week to week in Women 25-54 (+2% - 334,000 vs. 328,000) and Women 18-49 (+2% - 337,000 vs. 233,000), hitting 4-week highs in both measures – since w/o 4/19/21.**

**Season to date, "The View" is up compared to the same point last season in Total Viewers (+3% - 2.848 million vs. 2.778 million), delivering its most-watched season in 3 years—since the 2017-2018 season. In addition, "The View" ranks No. 1 in Households and Total Viewers (2.1 rtg and 2.848 million, respectively) among the daytime network and syndicated talk shows and news programs for the first time in its 24-year history.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 5/17/21), Previous Week (w/o 5/10/21) and Year-Ago Week (w/o 5/18/20), or as dated. Most Current: Season 2020-2021 (9/7/20 – 5/23/21) and Season 2019-2020 (9/2/19 – 5/24/20). Syndication Season (9/14/19 - 5/16/21). \*Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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