



Sept. 21, 2021

**Ratings Report for ABC's "The View"  
Week of Sept. 6 & 13, 2021**

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

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

**Week to Week, 'The View' Sees Gains in Women 18-49, Hitting a 6-Week High**



**For the week of Sept. 6, 2021, the most recent week including syndication, ABC's "The View" ranked No. 1 in Households (1.7), leading NBC's "Today Third Hour" (1.5) and "Dr. Phil" (1.4), among the daytime network and syndicated talk shows and news programs.**

**"The View" averaged 2.284 million Total Viewers, 270,000 Women 25-54 and 187,000 Women 18-49, during the week of Sept. 13, 2021, based on Live + Same Day Data from Nielsen Media Research.**

**For the week of Sept. 13, ABC's "The View" ranked No. 1 in Households and Total Viewers (1.6 rtg and 2.284 million, respectively) among the daytime network talk shows and news programs, leading NBC's "Today Third Hour" (1.4 rtg. and 2.066 million, respectively) and "Today with Hoda and Jenna" (1.1 rtg. and 1.535 million, respectively).**

**"The View" was up over premiere week in Women 18-49 (+2% - 187,000 vs. 184,000), hitting a 6-week high — since w/o 8/2/21.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 9/13/21), Previous Week (w/o 9/6/21) and Year-Ago Week (w/o 9/14/20), or as dated. Season 21-22 (9/6 – 9/19/21) and Season 20-21 (9/7 – 9/20/20). \*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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