



Sept. 28, 2021

Ratings Report for ABC's "The View"
Week of Sept. 20, 2021

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

Week to Week, 'The View' Posts Gains Across the Board



"The View" averaged 2.385 million Total Viewers, 199,000 Women 25-54 and 282,000 Women 18-49, during the week of Sept. 20, 2021, based on Live + Same Day Data from Nielsen Media Research.

"The View" posted gains week-to-week across-the-board: Total Viewers (+4% - 2.385 million vs. 2.284 million), Women 25-54 (+4% - 282,000 vs. 270,000) and Women 18-49 (+6% - 199,000 vs. 187,000).

For the week of Sept. 20, ABC's "The View" ranked No. 1 in Households and Total Viewers (1.7 rtg and 2.385 million, respectively) among the daytime network talk shows and news programs, leading NBC's "Today Third Hour" (1.5 rtg. and 2.089 million, respectively) and "Today with Hoda and Jenna" (1.1 rtg. and 1.515 million, respectively).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 9/20/21), Previous Week (w/o 9/13/21) and Year-Ago Week (w/o 9/21/20), or as dated. Season 2021-2022 (9/6 – 9/26/21) and Season 2020-2021 (9/7 – 9/27/20). *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.

Link: <https://bit.ly/3EYHVuU>

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