



July 28, 2021

Ratings Report for ABC's "The View"
Week of July 19, 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

Week to Week, 'The View' Sees Gains Across the Board, Hitting a 2-Month High in Women 25-54 and a 3-Month Best in Women 18-49

On Thursday, With Guests Sen. Chuck Schumer and Catt Sadler, 'The View' Scores Its Top Telecast in Women 25-54 and Women 18-49 in 3 Months



"The View" averaged 2.312 million Total Viewers, 331,000 Women 25-54 and 242,000 Women 18-49 during the week of July 19, 2021, based on Live + Same Day Data from Nielsen Media Research.

"The View" posted week-to-week gains in Total Viewers (+2% - 2.312 million vs. 2.266 million), Women 25-54 (+17% - 331,000 vs. 284,000) and Women 18-49 (+10% - 242,000 vs. 221,000). **"The View"** hit a 2-month high in Women 25-54 and a 3-month best in Women 18-49 – since weeks of 5/17/21 and 4/19/21.

On Thursday (7/22/21), featuring guests Sen. Chuck Schumer and entertainment reporter Catt Sadler, **"The View"** scored its top telecast in Women 25-54 (376,000) and Women 18-49 (270,000) in 3 months – since 4/16/21.

Season to date, “The View” **is up compared to the same point last season in Total Viewers** (+1% - 2.759 million vs. 2.723 million). In addition, “The View” **ranks No. 1 in Households and Total Viewers** (2.0 rtg and 2.759 million, respectively) **for the first time in its 24-year history at this point in the season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 7/19/21), Previous Week (w/o 7/12/21) and Year-Ago Week (w/o 7/20/20), or as dated. Most Current: Season 2020-2021 (9/7/20 – 7/25/21) and Season 2019-2020 (9/2/19 – 7/26/20). Syndication Season (9/14/19 - 7/11/21). *Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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