



June 9, 2021

Ratings Report for ABC's "The View"
Week of May 31, 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' Posts Gains in Total Viewers and Women 25-54

Year to Year, 'The View' Improves Across the Board

Season to Date, 'The View' Sees Increases in Total Viewers



"The View" averaged 2.312 million Total Viewers, 323,000 Women 25-54 and 229,000 Women 18-49 during the week of May 31, 2021, based on Live + Same Day Data from Nielsen Media Research.

"The View" posted week-to-week gains in Total Viewers (+3% - 2.312 million vs. 2.249 million) and Women 25-54 (+7% - 323,000 vs. 301,000).

"The View" improved on the same week last year in all key target demos: Total Viewers (+34% - 2.312 million vs. 1.724 million), Women 25-54 (+15% - 323,000 vs. 281,000) and Women 18-49 (+25% - 229,000 vs. 183,000).

Season to date, "The View" is up compared to the same point last season in Total Viewers (+2% - 2.823 million vs. 2.776 million). In addition, "The View" ranks No. 1 in Households and Total

Viewers (2.1 rtg and 2.823 million, respectively) for the first time in its 24-year history at this point in the season.

NOTE: On Memorial Day (5/31/21), “The View” was retitled to “View SP-5/31.” The telecast is excluded from the weekly and season averages. ABC’s weekly averages are based on 4 days (Mon-Thurs).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 5/31/21), Previous Week (w/o 5/24/21) and Year-Ago Week (w/o 6/1/20), or as dated. Most Current: Season 2020-2021 (9/7/20 – 6/6/21) and Season 2019-2020 (9/2/19 – 6/7/20). Syndication Season (9/14/19 - 5/30/21). *Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

LINK: <https://bit.ly/3iHCAj9>

SHARE: <https://ctt.ac/pY6V1>

ABC Media Relations

Lauri Hogan

lauri.l.hogan@abc.com

Pons Rongavilla

ponciano.rongavilla@disney.com

-- ABC --