



June 15, 2021

Ratings Report for ABC's "The View"
Week of June 7, 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 Across the Board, Drawing Its Largest Overall Audience in 5 Weeks

Year to Year, 'The View' Sees Gains in Women 18-49

Season to Date, 'The View' Is Seeing Increases in Total Viewers



"The View" averaged 2.360 million Total Viewers, 325,000 Women 25-54 and 237,000 Women 18-49 during the week of June 7, 2021, based on Live + Same Day Data from Nielsen Media Research.

"The View" turned in increases from the previous week in all key target demos: Total Viewers (+2% - 2.360 million vs. 2.312 million), Women 25-54 (+1% - 325,000 vs. 323,000) and Women 18-49 (+3% - 237,000 vs. 229,000). "The View" drew its largest overall audience in 5 weeks – since w/o 5/3/21.

"The View" was up on the year-ago week in Women 18-49 (+5% - 237,000 vs. 226,000).

Season to date, "The View" is up compared to the same point last season in Total Viewers (+2% - 2.811 million vs. 2.749 million). In fact, season to date, "The View" ranks No. 1 in Households and Total Viewers (2.1 rtg and 2.811 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 6/7/21), Previous Week (w/o 5/31/21) and Year-Ago Week (w/o 6/8/20), or as dated. Most Current: Season 2020-2021 (9/7/20 – 6/13/21) and Season 2019-2020 (9/2/19 – 6/14/20). Syndication Season (9/14/19 - 6/6/21). *Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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