



May 4, 2021

Ratings Report for ABC's "The View"  
Week of April 19 & 26, 2021

**'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, Season to Date**

**'The View' Takes the Top Spot in All 30 Weeks of Original Telecasts This Season in Households**

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



**For the week of April 19, 2021, the most recent week including syndication, ABC's "The View" ranked No. 1 in Households (1.8 rtg-tied), taking the top spot in all 30 weeks of original telecasts this season. For the week, "The View" led NBC's "Today Third Hour" (1.5 rtg) and "Dr. Phil" (1.4 rtg) and tied "Live with Kelly and Ryan" (1.8 rtg) among the daytime network and syndicated talk shows and news programs. In fact, season to date, "The View" ranks No. 1 in Households and Total Viewers (2.1 rtg and 2.897 million, respectively) for the first time in its 24-year history at this point in the season.**

**"The View" averaged 2.427 million Total Viewers, 320,000 Women 25-54 and 227,000 Women 18-49 during the week of April 26, 2021, based on Live + Same Day Data from Nielsen Media Research.**

Season to date, "The View" is up compared to the same point last season in Total Viewers (+5% - 2.897 million vs. 2.762 million), **delivering its most-watched season in 3 years**—since the 2017-2018 season.

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 4/26/21), Previous Week (w/o 4/19/21) and Year-Ago Week (w/o 4/27/20), or as dated. Most Current: Season 2020-2021 (9/7/20 – 5/2/21)

and Season 2019-2020 (9/2/19 – 5/4/20). Syndication Season (9/14/19 - 4/26/21). \*Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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