



Oct. 19, 2021

Ratings Report for ABC's "The View"
Week of Oct. 11, 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 2.366 million Total Viewers, 293,000 Women 25-54 and 203,000 Women 18-49, during the week of Oct. 11, 2021, based on Live + Same Day Data from Nielsen Media Research.

"The View" scored increases from the previous week in all key target demos: Total Viewers (+2% - 2.366 million vs. 2.315 million), Women 25-54 (+10% - 293,000 vs. 267,000) and Women 18-49 (+3% - 203,000 vs. 197,000).

ABC's "The View" ranked No. 1 in Households and Total Viewers (1.7 rtg and 2.366 million, respectively) among the daytime network talk shows and news programs, leading NBC's "Today Third Hour" (1.5 rtg. and 2.169 million, respectively) and "Today with Hoda and Jenna" (1.1 rtg. and 1.530 million, respectively).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 10/11/21), Previous Week (w/o 10/4/21) and Year-Ago Week (w/o 10/12/20), or as dated. Season 2021-2022 (9/6 – 10/17/21) and Season 2020-2021 (9/7 – 10/18/20). *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.

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