



Dec. 1, 2021

Ratings Report for ABC's "The View"  
Week of Nov. 22, 2021

## **'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs, Season to Date**

**Week to Week, 'The View' Posts Gains Across the Board, Delivering Its Strongest Performance in Women 18-49 in 8 Months and Women 25-54 in 4 Months**

**Year to Year, 'The View' Improves in Women 18-49**



**"The View" averaged 2.340 million Total Viewers, 327,000 Women 25-54 and 256,000 Women 18-49, during the week of Nov. 22, 2021, based on Live + Same Day Data from Nielsen Media Research.**

**Season to date, "The View" ranks No. 1 in Households and Total Viewers among the daytime network talk show and news programs.**

**"The View" posted across-the-board gains week to week: Total Viewers (+2% - 2.340 million vs. 2.284 million), Women 25-54 (+22% - 327,000 vs. 267,000) and Women 18-49 (+21% - 256,000 vs. 211,000), hitting season highs in both key Women demos. In fact, "The View" turned in its best Women 18-49 performance in 8 months and strongest Women 25-54 delivery in 4 months – since weeks of 3/22/21 and 7/19/21, respectively.**

**"The View" improved on the same week last year in Women 18-49 (+4% - 256,000 vs. 246,000).**

NOTE: Due to the Thanksgiving holiday, "The View" was retitled to "View-ABC" on Thursday (11/25/21) and on Friday (11/26/21). "The View"'s weekly averages are based on three days (Monday-Wednesday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 11/15/21), Previous Week (w/o 11/8/21) and Year-Ago Week (w/o 11/16/20), or as dated. Season 2021-2022 (9/6 – 11/21/21) and Season 2020-2021 (9/7 – 11/22/20). \*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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