



Sept. 14, 2021

Ratings Report for ABC's "The View"  
Week of Sept. 6, 2021

**Returning to Its NYC Studio and Kicking Off the Season 25 Celebration,  
'The View' Turns in Its Most-Watched Telecast in 5 Months on Tuesday**

**For Premiere Week of Season 25, 'The View' Improves on the Final Week of the  
2020-2021 Season in Total Viewers, Drawing Its Largest Overall Audience in 10  
Weeks**

**'The View' Ranks No. 1 in Total Viewers Among the Daytime Network Talk  
Shows and News Programs**



**For premiere week of season 25, ABC's "The View" averaged 2.403 million Total Viewers, 284,000 Women 25-54 and 184,000 Women 18-49, during the week of Sept. 6, 2021, based on Live + Same Day Data from Nielsen Media Research.**

**On Tuesday (9/7/21), returning to its New York City studio and kicking off its season 25 celebration, "The View" turned in its most-watched telecast (2.554 million) in 5 months — since 4/13/21.**

**"The View" improved on the final week of the 2020-2021 season (w/o 8/2/20) in Total Viewers (+2% - 2.403 million vs. 2.359 million), drawing its largest overall audience in 10 weeks — since w/o 6/28/21.**

**For the week, ABC's "The View" ranked No. 1 in Total Viewers (2.403 million) among the daytime network talk shows and news programs, leading NBC's "Today Third Hour" (2.227 million) and "Today with Hoda and Jenna" (1.628 million).**

NOTE: On Labor Day (9/6/21), "The View" was coded as a special and the telecast is not included in the weekly averages. "The View"'s averages are based on four days (Tuesday-Friday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 9/6/21), Previous Week (w/o 8/30/21) and Year-Ago Week (w/o 9/7/20), or as dated. \*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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