



Dec. 15, 2020

Ratings Report for ABC's "The View"  
For Weeks of Nov. 30 & Dec. 7, 2020

**'The View' Is the Most-Watched Show Among Daytime Network and Syndicated Talk and News Programs Ranking No. 1 in Households and Total Viewers for the First Time in Its 24-Year History, Season to Date**

**Delivering Its Most-Watched Season in 6 Years, 'The View' Ranks No. 1 in Households and Total Viewers For the 13<sup>th</sup> Consecutive Week**

**Week to Week, 'The View' Improves in Women 25-54 and Women 18-49 Hitting 5-Week Highs in Both Demos**

**Year to Year, 'The View' Posts Double-Digit Gains Across the Board**



More photos available at [wdtvpress.com](http://wdtvpress.com).

**For the week of Nov. 30, 2020, the most recent week including syndication, ABC's "The View" ranked No. 1 in Households and Total Viewers (2.1 rtg and 2.880 million, respectively) for the 13<sup>th</sup> straight week, leading "Live with Kelly and Ryan" (2.0 rtg and 2.817 million, respectively), "Dr. Phil" (1.9 rtg and 2.670 million, respectively) and NBC's "Today Third Hour" (1.7 rtg and 2.370 million, respectively), 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 (2.2 rtg and 2.959 million) for the first time in its 24-year history at this point in the season.**

**“The View” averaged 2.883 million Total Viewers, 387,000 Women 25-54 and 283,000 Women 18-49 during the week of Dec. 7, 2020, based on Live + Same Day Data from Nielsen Media Research.**

**“The View” improved week to week in Women 25-54 (+10% - 387,000 vs. 353,000) and Women 18-49 (+21% - 283,000 vs. 234,000), hitting 5-week highs in both measures – since w/o 11/2/20.**

**“The View” scored double-digit gains year to year across the board: Total Viewers (+25% - 2.883 million vs. 2.306 million), Women 25-54 (+16% - 387,000 vs. 334,000) and Women 18-49 (+23% - 283,000 vs. 231,000).**

Season to date, **“The View” is up compared to the same point last season in Total Viewers (+14% - 2.959 million vs. 2.586 million), delivering its most-watched season in 6 years—since the 2014-2015 season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 12/7/20), Previous Week (w/o 11/30/20) and Year-Ago Week (w/o 12/9/19), or as dated. Most Current: Season 2020-2021 (9/7 – 12/13/20) and Season 2019-2020 (9/2 - 12/15/20). Syndication Season (9/14 - 12/6/20). ). \*Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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