

TAMRON HALL

June 5, 2024

Ratings Report: Week of May 20, 2024

National Live+Same Day Program Ratings

'Tamron Hall' Increases Week to Week in All Key Target Demos

'Tamron Hall' Delivers Its Highest Performance in More Than 1 Year in Key Women Demos

Ranks as the No. 2 Syndicated Talk Show in Women 18-49 and Women 25-54



Gayle King on "Tamron Hall" on May 21, 2024
ABC/Jose Alvarado*

"Tamron Hall" improved on the previous week in all key target demos: Households (+2% - 0.67 rating vs. 0.66 rating), Total Viewers (+4% - 1.012 million vs. 973,000), Women 18-49 (+18% - 123,000 vs. 104,000) and Women 25-54 (+14% - 169,000 vs. 148,000) for the week of May 20, 2024.

- **"Tamron Hall" posted its highest performance in Women 18-49 and Women 25-54 in more than 1 year – since weeks of 5/8/23 and 5/15/23, respectively. In addition, "Tamron Hall" drew its largest overall audience in 6 weeks – since w/o 4/8/24.**
- **"Tamron Hall" stood as the only Daytime talk show (syndicated or network) to post gains on the previous week in all key target demos.**
- **"Tamron Hall" saw gains in the same week last year in Women 18-49 (+10% - 123,000 vs. 112,000) and Women 25-54 (+17% - 169,000 vs. 144,000).**

- On Thursday (5/23/24) and Friday (5/24/24), “Tamron Hall” turned in its **two most-watched telecasts in Women 25-54** (190,000 and 179,000, respectively) **in nearly 3 months** – since 2/29/24.
- For the week, “Tamron Hall” **ranked as the No. 3 program among the syndicated talk shows in Total Viewers and ranked as the No. 2 program in Women 18-49 and Women 25-54.**

“Tamron Hall” is distributed in national syndication by Disney Entertainment. For times and channels, go to www.TamronHallShow.com and follow the show on social media @TamronHallShow.

Source: The Nielsen Company, National Live + Same Day Program Ratings, Current Week (w/o 5/20/24), Previous Week (w/o 5/13/24) and Year-ago Week (w/o 5/22/23). (Season to Date: 2023-2024 (9/4/23 – 5/26/24) and 2022-2023 (9/5/22 – 5/28/23). Beginning with the 2022-2023 season, reported audience deliveries for “Tamron Hall” will be cumed to include the show’s daily telecast on digi-net Bounce TV, unless otherwise noted.

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