

THE MASTERS® ON CBS

NATIONAL NIelsen RATINGS 1957-2012

| | SATURDAY | | | SUNDAY | | | 2-DAY AVG | | | 3-DAY AVG | | |
|---------------------|------------|------|-----|------------|--------|-----|-----------|--------|-----|-----------|------|-----|
| | Time | Rtg | Shr | Time | Rtg | Shr | Dur | Rtg | Shr | Dur | Rtg | Shr |
| April 7-8, 1956# | - | | | | | | | | | | | |
| April 6-8, 1957 * | 5:00-5:30p | 1.2 | 4 | 5:00-6:00p | 3.0 | 10 | 90 | 2.4 | 8 | 150 | 3.4 | 10 |
| April 5-6, 1958 | 5:00-6:00p | 5.2 | 18 | 4:30-6:00p | 7.7 | 27 | 150 | 6.5 | 23 | | | |
| April 4-5, 1959 | 5:00-6:00p | 5.8 | 23 | 4:30-6:00p | 7.4 | 27 | 150 | 6.8 | 25 | | | |
| April 9-10, 1960 | 5:00-6:15p | 5.3 | 21 | 4:00-5:30p | 8.1 | 34 | 165 | 6.8 | 28 | | | |
| April 8-9, 1961 | 5:00-6:00p | 6.9 | 27 | 5:00-6:30p | 6.1 | 19 | 150 | 6.4 | 22 | | | |
| April 7-8, 1962 * | 5:00-6:00p | 7.2 | 28 | 4:00-5:30p | 7.9 | 30 | 150 | 7.6 | 29 | 210 | 8.0 | 29 |
| April 6-7, 1963 | 5:00-6:00p | 7.9 | 31 | 4:00-5:30p | 10.4 | 45 | 150 | 9.4 | 39 | | | |
| April 11-12, 1964 | 5:00-6:00p | 6.4 | 24 | 4:00-5:45p | 10.6 | 39 | 165 | 9.1 | 40 | | | |
| April 10-11, 1965 | 5:00-6:00p | 7.4 | 29 | 4:00-5:30p | 9.9 | 36 | 155 | 8.9 | 33 | | | |
| April 9-10, 1966 * | 5:00-6:00p | 10.0 | 34 | 4:00-5:35p | 10.9 | 38 | 155 | 10.6 | 37 | 275 | 11.2 | 34 |
| April 8-9, 1967 | 5:00-6:00p | 7.9 | 26 | 4:00-5:35p | 8.8 | 31 | 155 | 8.5 | 29 | | | |
| April 13-14, 1968 | 5:00-6:00p | 6.0 | 23 | 4:00-5:30p | 7.9 | 31 | 150 | 7.1 | 27 | | | |
| April 12-13, 1969 | 5:00-6:00p | 7.0 | 25 | 4:00-5:30p | 8.0 | 27 | 150 | 7.5 | 26 | | | |
| April 11-12, 1970 * | 5:00-6:00p | 8.4 | 25 | 4:00-5:40p | 8.3 | 27 | 160 | 8.4 | 26 | 250 | 7.9 | 24 |
| April 10-11, 1971 | 5:00-6:15p | 8.7 | 29 | 3:35-5:35p | 8.3 | 32 | 195 | 8.5 | 31 | | | |
| April 8-9, 1972 | 5:00-6:00p | 9.1 | 27 | 4:00-6:00p | 11.8 | 36 | 180 | 10.9 | 33 | | | |
| April 7-8, 1973 * | 4:30-5:00p | 5.7 | 17 | 3:30-5:30p | 9.8 | 27 | 150 | 9.0 | 25 | 270 | 8.4 | 22 |
| April 13-14, 1974 | 4:30-6:00p | 6.4 | 22 | 4:00-6:00p | 8.7 | 31 | 210 | 7.7 | 27 | | | |
| April 12-13, 1975 | 4:30-6:05p | 7.5 | 24 | 4:00-6:00p | 11.9 | 35 | 215 | 10.0 | 30 | | | |
| April 10-11, 1976 | 3:55-6:10p | 7.0 | 24 | 4:00-6:15p | 10.4 | 28 | 270 | 8.7 | 26 | | | |
| April 9-10, 1977 | 4:00-6:01p | 6.2 | 21 | 4:00-6:04p | 8.9 | 31 | 245 | 7.6 | 26 | | | |
| April 8-9, 1978 | 4:00-6:00p | 6.9 | 23 | 4:00-6:00p | 9.8 | 29 | 240 | 8.4 | 26 | | | |
| April 14-15, 1979 | 4:00-6:00p | 6.6 | 21 | 4:00-6:40p | 8.7 | 26 | 280 | 7.8 | 24 | | | |
| April 12-13, 1980 | 4:00-6:00p | 5.5 | 16 | 3:30-6:00p | 6.7 | 18 | 270 | 6.2 | 17 | | | |
| April 11-12, 1981 | 4:00-6:04p | 7.0 | 20 | 3:30-6:30p | 10.6 | 26 | 304 | 9.1 | 24 | | | |
| April 10-11, 1982 ^ | 4:00-6:00p | 7.0 | 18 | 3:42-6:45p | 8.6 | 25 | 303 | 8.0 | 22 | | | |
| April 9-10, 1983 * | 3:30-6:00p | 7.2 | 18 | 3:00-6:30p | 9.3 | 21 | 360 | 8.4 | 20 | 450 | 8.0 | 19 |
| April 14-15, 1984 | 3:30-6:00p | 6.1 | 17 | 3:00-6:30p | 8.8 | 21 | 360 | 7.7 | 19 | | | |
| April 13-14, 1985 | 3:30-6:05p | 5.1 | 15 | 3:00-6:35p | 7.8 | 19 | 370 | 6.7 | 17 | | | |
| April 12-13, 1986 | 3:30-6:04p | 5.3 | 15 | 3:00-6:20p | 7.5 | 20 | 354 | 6.5 | 18 | | | |
| April 11-12, 1987 | 3:30-6:00p | 5.1 | 16 | 3:30-7:27p | 9.9 | 24 | 387 | 8.2 | 22 | | | |
| April 9-10, 1988 | 3:30-6:00p | 4.4 | 14 | 4:00-7:08p | 8.6 | 22 | 338 | 6.7 | 18 | | | |
| April 8-9, 1989 | 3:30-6:51p | 5.4 | 15 | 4:00-7:54p | 9.9 | 22 | 435 | 7.8 | 19 | | | |
| April 7-8, 1990 | 3:30-6:30p | 5.9 | 17 | 4:00-7:35p | 10.5 | 25 | 395 | 8.4 | 22 | | | |
| April 13-14, 1991 | 3:30-6:30p | 5.8 | 16 | 4:00-7:08p | 9.0 | 22 | 368 | 7.4 | 19 | | | |
| April 11-12, 1992 | 3:30-7:00p | 4.7 | 14 | 4:00-7:28p | 8.7 | 21 | 418 | 6.7 | 17 | | | |
| April 10-11, 1993 ^ | 3:30-6:30p | 5.3 | 15 | 4:00-7:00p | 6.8 | 19 | 360 | 6.1 | 17 | | | |
| April 9-10, 1994 | 3:30-6:40p | 5.8 | 16 | 4:00-7:00p | 8.1 | 19 | 370 | 6.9 | 17 | | | |
| April 8-9, 1995 | 3:30-6:30p | 5.7 | 17 | 4:00-7:02p | 9.8 | 23 | 362 | 7.8 | 20 | | | |
| April 13-14, 1996 | 3:30-6:19p | 5.8 | 17 | 4:00-7:05p | 9.2 | 21 | 354 | 7.6 | 19 | | | |
| April 12-13, 1997 | 3:30-6:06p | 7.5 | 20 | 4:00-7:25p | 14.1** | 31 | 361 | 11.2** | 27 | | | |
| April 11-12, 1998 ^ | 3:30-6:07p | 6.6 | 20 | 4:00-7:15p | 10.2 | 28 | 345 | 8.6 | 24 | | | |
| April 10-11, 1999 | 3:30-6:15p | 5.0 | 15 | 4:00-7:37p | 10.1 | 22 | 382 | 7.9 | 19 | | | |
| April 8-9, 2000 | 3:30-8:00p | 5.9 | 15 | 4:00-7:02p | 10.0 | 22 | 452 | 7.6 | 18 | | | |
| April 7-8, 2001 | 3:30-6:19p | 7.8 | 21 | 4:00-7:06p | 13.3 | 30 | 355 | 10.7 | 26 | | | |
| April 13-14, 2002 | 3:30-6:43p | 6.4 | 17 | 1:30-6:42p | 9.2 | 22 | 505 | 8.1 | 20 | | | |
| April 12-13, 2003 | 3:30-7:18p | 5.2 | 14 | 2:30-7:26p | 8.3 | 19 | 524 | 6.9 | 17 | | | |
| April 10-11, 2004 ^ | 3:30-7:04p | 5.8 | 15 | 1:30-6:28p | 7.3 | 19 | 512 | 6.7 | 18 | | | |
| April 9-10, 2005 | 4:00-7:48p | 5.7 | 15 | 3:00-7:51p | 9.8 | 22 | 519 | 8.0 | 19 | | | |
| April 8-9, 2006 | 4:00-7:49p | 4.9 | 12 | 3:00-7:46p | 8.4 | 19 | 515 | 6.9 | 16 | | | |
| April 7-8, 2007 ^ | 4:00-7:47p | 5.9 | 13 | 3:00-7:00p | 9.1 | 22 | 467 | 7.6 | 18 | | | |
| April 12-13, 2008 | 4:00-7:43p | 5.6 | 13 | 3:00-7:42p | 8.6 | 18 | 505 | 7.3 | 16 | | | |
| April 11-12, 2009 ^ | 4:00-7:09p | 5.3 | 13 | 3:00-7:38p | 8.3 | 20 | 467 | 7.1 | 17 | | | |
| April 10-11, 2010 | 4:00-7:06p | 6.7 | 17 | 3:00-7:11p | 10.7 | 24 | 437 | 9.0 | 21 | | | |
| April 9-10, 2011 | 4:00-7:12p | 6.5 | 15 | 3:00-7:12p | 9.5 | 20 | 437 | 8.2 | 18 | | | |
| April 7-8, 2012 ^ | 4:00-7:16p | 5.0 | 12 | 3:00-7:51p | 8.0 | 19 | 487 | 6.8 | 17 | | | |

^ EASTER WEEKEND

| * MONDAY COVERAGE | | RTG | SHR |
|-------------------|------------|------|-----|
| April 8, 1957 | 5:00-6:00p | 4.8 | 14 |
| April 9, 1962 | 5:00-6:00p | 9.1 | 29 |
| April 11, 1966 | 5:00-7:00p | 12.0 | 30 |
| April 13, 1970 | 4:30-6:00p | 7.1 | 21 |
| April 9, 1973 | 4:00-6:00p | 7.6 | 19 |
| April 11, 1983 | 4:00-5:30p | 6.5 | 18 |

** 1997's Final Round (14.1/31) and 2-Day Avg (11.2/27) are Masters' highest-rated ever.

(1997's 2-day avg is highest 2-day avg ever, ties 1966's 3-day avg - 11.2/34).

CBS began its Masters coverage April 1956. Broadcasts were Arbitron-rated only, NO Nielsen ratings available.