

MASTERS[®] ON CBS

Ratings Notes

The Masters[®] is traditionally the highest-rated golf tournament of the year and has set several ratings records since the mid-1990s. The following are the ratings highlights since 1997.

2014



An estimated 25.0 million viewers watched all-or-part of last year's final round on CBS as Bubba Watson won his second Masters in three years. Overall 30.4 million viewers saw all-or-part of CBS's third and-final round Masters coverage in 2014.

2013



An estimated 44.3 million viewers watched all-or-part of 2013's third and-final round Masters coverage on CBS, +13% from 2012's t year's 39.3 million. Last year was the second highest number of viewers to watch all-or-part of CBS's weekend Masters coverage in the last 13 years, behind only 46.5 million in 2010. Australia's Adam Scott won the coveted Green Jacket and his first career major with a birdie on the second playoff hole to beat Argentina's Angel Cabrera.



An estimated 37.4 million viewers saw all-or-part of CBS's final round coverage in 2013, +13% higher than the prior year. 2013's 37.4 million viewers was the second-largest number of viewers to watch all-or-part of CBS's final-round coverage since 2001 (40.1 million; Tiger Woods). 2013 trailed only Phil Mickelson's third Masters win in 2010 (39.2 million).



2013's final round averaged a national household rating/share of 9.4/19, +18% higher than an 8.0/19 in 2012. The primetime over-run of the Masters final round (7:00-7:57 PM, ET), which included the playoff, averaged a 12.0/21. The primetime over-run of the final round would have ranked as the No. 2-ranked primetime program for the week of 4/8-14/13, behind only the NCAA Basketball Championship game on CBS Monday night (14.0/22).

2012



An estimated 33.1 million viewers watched all-or-part of CBS Sports' final round of the 2012 Masters on Easter Sunday, as Bubba Watson beat Louis Oosthuizen on the second hole of sudden-death playoff. CBS Sports' coverage of the third and final rounds of the Masters was seen in all-or-part by an estimated 39.3 million viewers.

2011



A record-setting birdie run on the final four holes, which earned Charl Schwartzel his first Green Jacket, was seen in all-or-part by 35.8 million viewers, making it the fourth most-watched final round in the past 10 years, trailing only 2010's 39.2 million, 2013's 37.4 million and 2005's 35.9 million for Tiger Woods' fourth Masters win.



An estimated 42.3 million viewers watched all-or-part of CBS Sports' third and final rounds of the 2011 Masters, making it the third most-watched Masters in the last 10 years trailing only 2010's 46.5 million (Phil Mickelson's third Masters win) and Adam Scott's first Masters win in 2013 million (44.3 million).

2010



An estimated 46.5 million viewers watched all-or-part of CBS Sports' third and final rounds of the 2010 Masters, making it the most-watched Masters since 47.9 million viewers watched all-or-part of Tiger Woods winning his second Green Jacket in 2001. Overall, 2010 was the third most-watched of all time, behind 2001 and Woods' first Masters win in 1997 (52.0 million).



Sunday's final round, in which Phil Mickelson won his third Masters, was seen in all-or-part by 39.2 million viewers, up 11% from 2009, and was the largest number of viewers to watch all-or-part of the final round since 40.1 million in 2001. Sunday's 39.2 million viewers was the third largest number of viewers ever to watch all-or-part of CBS Sports' final-round coverage of the Masters.



Sunday's final-round coverage in 2010 averaged a 10.7/24 national household rating/share, up 29% from 2009's 8.3/20. 2010 was the highest-rated Masters final round since 2001's 13.3/20 and was the third highest-rated Masters final round since 1976, behind only Woods' wins in 1997 (14.1/31) and 2001 (13.3/30).

2009

 Sunday's final round was seen in all-or-part by 35.2 million viewers and was the largest number of viewers ever to watch all-or-part of an Easter Sunday final round. Sunday's final round coverage on April 12 earned an 8.3/20 national household rating/share, peaking at a 10.0/21 from 7:00-7:30PM ET during the two-hole playoff.

 An estimated 42.0 million viewers watched all-or-part of CBS Sports' Easter Weekend coverage of the Masters, making it the fourth most-watched Masters since Tiger Woods' second Masters win in 2001.

2008

 CBS Sports' coverage of the Masters on Saturday, April 12 and Sunday, April 13 was seen in all-or-part by an estimated 39.7 million viewers.

 Sunday's final round coverage, in which Trevor Immelman held off Tiger Woods to win his first Masters title, averaged a national household rating/share of 8.6/18 and was the highest-rated golf tournament of 2008.

2007

 CBS Sports' coverage of the Masters on Saturday, April 7 and Sunday, April 8 was seen in all-or-part by an estimated 41.4 million viewers.

 On a day when five different players held or shared the lead, Zach Johnson beat Woods, Retief Goosen and Rory Sabbatini by two strokes to win his first Masters. Sunday's final-round coverage averaged a 9.1/22 national household rating/share and ranked as the highest rated golf telecast in 2007.

2006

 CBS Sports' coverage of the 2006 Masters on Saturday, April 8 and Sunday, April 9, in which Phil Mickelson won his second Green Jacket in three years, was seen in all-or-part by an estimated 37.3 million viewers. Sunday's final round earned an 8.4/19 national household rating/share and ranked as the highest-rated golf broadcast of 2006.

 Sunday's final round primetime over-run (7:00-7:46pm) averaged a national rating/share of 10.4/20 and would have tied as the seventh highest rated primetime program for the week of April 3-9, 2006 (ranked out of 119 primetime programs).

2005

 CBS Sports' coverage of the 2005 Masters on Sunday, April 10, in which Tiger Woods defeated Chris DiMarco in a one-hole playoff to win his fourth Green Jacket, was the fourth most-watched Masters final round of all time. On that day 35.9 million viewers watched all-or-part of the final round, up +20% from 30.0 million viewers in 2004. 2005's 35.9 million viewers was the fourth highest-number of viewers to watch all-or-part of the Masters final round behind Woods' wins in 1997 (43.0 million) and 2001 (40.1 million) and Phil Mickelson's win in 2010 (39.2 million).

 Sunday's final-round coverage earned an average national household rating/share of 9.8/22, up +34% from 2004's 7.3/19. Sunday's rating/share peaked between 7:00-7:30 PM, ET with a 14.5/28. 2005's 9.8/22 was the second highest rating for the Masters final round in the past ten years, trailing only Mickelson's third Masters win in 2010 (10.7/24).

2004

 Final-round coverage on Easter Sunday (1:30-6:28 PM, ET) with Phil Mickelson winning his first major, delivered a 7.3/19 and was the highest rated golf broadcast of 2004. 2004's final round was seen by in all-or-part by an estimated 30.0 million viewers.

 2004's final round rating and overall audience were slightly lower than usual with the Masters being played on Easter weekend and the coverage starting an hour earlier than normal due to the possibility of bad weather. 2004's HUT (Homes Using Television) Level for the final round (37.6, 1:30-6:30pm) was -14% lower than 2003 (43.6, 2:30-7:30pm).

2003

 2003's final round was seen in all-or-part by an estimated 34.5 million viewers watched all-or-part of Sunday's coverage.

 Sunday's final-round coverage (2:30-7:26 PM, ET) delivered an average household rating/share of 8.3/19 and was the highest-rated golf broadcast of 2003.

2002

 CBS's two day coverage of Tiger Woods winning his third Green Jacket in 2002 was seen in all-or-part by 41.3 million viewers.

 2002 marked the first time that 18-hole coverage was broadcast for the final round of the Masters. Sunday's expanded coverage (1:30-6:42 PM, ET) delivered a 9.2/22.

2001

 With Tiger Woods winning his second Masters title, 2001's final round was watched in all-or-part by an estimated 40.1 million viewers, making it the second most-watched Masters final round in history. Overall 47.9 million watched all-or-part of CBS's two day coverage in 2001, the second highest of all time.

 The final-round rating/share of 13.3/30 in 2001 is the second highest-rated final round in Masters history. The only other final rounds of the Masters to approach 2001's rating delivery were 1975's 11.9/35 and 1972's 11.8/36. Jack Nicklaus won both.

2000, 1999, 1998

 The Masters final round garnered at least a 10.0 rating in 2000 (10.0/22), 1999 (10.1/22) and 1998 (10.2/28). The final round was the highest-rated golf event for each of those years. The final round was seen in all-or-part by more than 27 million viewers each year - 2000 (27.6 million), 1999 (31.6 million) and 1998 (33.8 million).

1997

 The 1997 Masters, Tiger Woods' first major victory, was the most-watched golf broadcast in history with an estimated 43.0 million viewers watching-all or-part of the broadcast. Sunday's coverage earned a 14.1/31, making it the highest-rated Masters final round of all time and highest-rated major championship final round of all time.

Source: NTI

* One rating point equals one percent of the nation's television homes that are tuned in during an average minute of a broadcast. The 2014-2015 U.S. TV household number is 116,400,000. Share is the percentage of the television homes in use that are tuned in to the broadcast.