

MASTERS ON CBS

NATIONAL NIELSEN RATINGS 1957-2020

	SATURDAY			SUNDAY			2-DAY AVG		
	Time	Rtg	Shr	Time	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
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 7-9, 1962 *	5:00-6:00p	7.2	28	4:00-5:30p	7.9	30	150	7.6	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 9-11, 1966 * ^	5:00-6:00p	10.0	34	4:00-5:35p	10.9	38	155	10.6	37
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 11-13, 1970 *	5:00-6:00p	8.4	25	4:00-5:40p	8.3	27	160	8.4	26
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 7-9, 1973 *	4:30-5:00p	5.7	17	3:30-5:30p	9.8	27	150	9.0	25
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 9-11, 1983 *	3:30-6:00p	7.2	18	3:00-6:30p	9.3	21	360	8.4	20
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

^ *Easter Weekend*

* *Year also had coverage on Monday*

MASTERS ON CBS

NATIONAL NIELSEN RATINGS 1957-2019 (Cont'd)

	SATURDAY			SUNDAY			2-DAY AVG		
	Time	Rtg	Shr	Time	Rtg	Shr	Dur	Rtg	Shr
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
April 13-14, 2013	3:30-7:11p	5.8	13	3:00-7:57p	9.4	19	518	7.9	17
April 12-13, 2014	3:30-7:06p	4.0	10	3:00-7:12p	6.9	15	468	5.6	13
April 11-12, 2015	3:30-7:17p	5.9	15	3:00-7:16p	8.8	20	483	7.4	17
April 9-10, 2016	3:30-7:38p	5.1	12	3:00-7:30p	7.7	16	518	6.5	14
April 8-9, 2017	3:30-7:17p	4.3	11	3:00-8:00p	6.8	16	527	5.7	14
April 7-8, 2018	3:30-6:42p	5.3	13	3:00-7:01p	7.9	18	433	6.8	16
April 13-14, 2019*	3:30-7:03p	5.5	15	9:00a-2:54p	6.9	20	567	6.4	18
Nov 14-15, 2020**	1:30-5:19p	3.1	9	11:00a-3:19p	3.4	10	488	3.2	9

^ **Easter Weekend**

* 2019 Final Round live coverage moved to Sunday morning due to threat of severe weather
Sunday afternoon encore coverage of final round- 3.0/7 (2:54-7:00pm)

Combined Final Round coverage (Live + Encore) - 9.9/27

** 2020 Masters was moved to November due to the Covid-19 pandemic

* 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

MASTERS THREE DAY AVERAGE

3-DAY AVG	Dur	Rtg	Shr
April 6-8, 1957	150	3.4	10
April 7-9, 1962	210	8.0	29
April 9-11, 1966	275	11.2	34
April 11-13, 1970	250	7.9	24
April 7-9, 1973	270	8.4	22
April 9-11, 1983	450	8.0	19

** 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.

Source: Nielsen National HH Rating/Share, 2006-Present: Data is Live + SD; prior years are Live Only