



2014 NFL ON CBS REGULAR-SEASON

Week	Day	Date	(High Coverage Games)	Avg HH Rtg	Shr	RTG CHG '14 vs '13
1	Sun	9/7	1:03-4:18p (NE @ MIA-36%, OAK @ NYJ-20%)	10.0	22	5%
2	Sun	9/14	4:25-7:51p* (KC @ DEN-56%, NYJ @ GB-32%) 1:03-4:11p (NE @ MIN-50%, ATL @ CIN-17%)	14.4 7.8	28 18	-9% -3%
3	Sun	9/21	4:25-8:04p* (DEN @ SEA - OT - 89%) 1:03-4:00p (HOU @ NYG-30%, OAK @ NE-27%)	15.8 8.7	30 19	2% 43%
4	Sun	9/28	1:03-4:30p (CAR @ BAL-40%, 4p-JAX @ SD-28%)	7.4	17	-11%
5	Sun	10/5	4:30-7:23p* (KC @ SF- 54%, NYJ @ SD-45%) 1:03-4:14p (HOU @ DAL-OT-54%, BAL @ IND-20%)	11.5 8.8	22 20	-31% 26%
6	Sun	10/12	1:03-4:21p (DEN @ NYJ-50%, 4p-SD @ OAK-24%)	9.4	21	-5%
7	Sun	10/19 (v. WK #8)	1:03-4:13p (CIN @ IND-45%, 4p-KC @ SD-27%)	9.2	21	-1%
8	Sun	10/26 (v. WK #7)	4:27-8:01p* (IND @ PIT-89%, OAK @ CLE) 1:03-4:05p (SEA @ CAR-56%, BAL @ CIN-23%)	12.2 8.8	24 20	-18% 1%
9	Sun	11/2	4:25-8:03p* (DEN @ NE- 92%, OAK @ SEA) 1:03-4:04p (SD @ MIA-67%, NYJ @ KC-17%)	16.8 5.8	29 12	17% -33%
10	Sun	11/9 (v. WK #11)	1:03-4:13p (1p - MIA @ DET-29%, PIT @ NYJ-26% 4p-DEN @ OAK-25%)	10.6	23	19%
11	Sun	11/16	1:03-4:17p (1p - DEN @ STL-30%, CIN @ NO-21% 4p - OAK @ SD-27%)	10.7	22	20%
12	Sun	11/23 (v. WK #10)	4:41-7:41p* (MIA @ DEN-83%, WAS @ SF-14%) 1:03-4:13p (CIN @ HOU-47%, TEN @ PHI-22%)	15.5 8.3	28 18	8% 4%
12	Thu	11/27	12:39-3:56p CHI @ DET	14.2	35	-1%
13	Sun	11/30	4:30-7:31p* (NE @ GB, 26-21) 1:03-4:30p (SD @ BAL-67%, TEN @ HOU-10%)	17.6 8.3	32 18	5% -16%
14	Sun	12/7	1:03-4:23p (1p- PIT @ CIN-39%, NYJ @ MIN-OT -17% 4p - BUF @ DEN -17%)	10.6	23	-12%
15	Sun	12/14	1:03-4:14p (1p- MIA @ NE-20%, PIT @ ATL-18%, HOU @ IND-17%, 4p - DEN @ SD-22%)	11.1	24	14%
16	Sun	12/21	4:37-7:49p* (IND @ DAL (42-7) - 93%) 1:03-4:10p (KC @ PIT-55%, NE @ NYJ-13%)	15.2 10.0	29 22	7% 8%
17	Sun	12/28 (CBS & FOX DH)	1:03-4:12p* (SD @ KC-65%, CLE @ BAL-12%) 4:25-7:20p (CAR @ ATL-71%, OAK @ DEN-29%)	9.7 6.3	20 12	-7% -26%
CBS 2014 FINAL REG SEASON AVG (27 Games)				11.0	23	-1%

Source: Nielsen Media Research