

THE MASTERS® ON CBS

NATIONAL NIELSEN RATINGS 1957-2013

	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			
April 13-14, 2013	3:30-7:11p	5.8	13	3:00-7:57p	9.4	19	518	7.9	17			

^ EASTER WEEKEND

* MONDAY COVERAGE	RTG	SHR
April 8, 1957	4.8	14
April 9, 1962	9.1	29
April 11, 1966	5.0	30
April 13, 1970	4.3	21
April 9, 1973	4.0	19
April 11, 1983	4.0	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.