

**Table 16.12-- HOUSEHOLDS AND PERSONS VIEWING TELEVISION BY
TIME OF DAY: 1991 TO 1995**

[In thousands. Mean number of viewers, Sunday through Saturday]

| Year and month | Sign-on to sign-off 7 A.M. to 1 A.M. | | Prime time 6:30 P.M. to 10 P.M. | |
|----------------|---|------------|------------------------------------|------------|
| | Households 1/ | Persons 2/ | Households 1/ | Persons 2/ |
| 1991: Nov. | 151 | 211 | 100 | 140 |
| 1992: Feb. | 149 | 209 | 90 | 126 |
| May | 160 | 224 | 93 | 130 |
| Nov. | 150 | 286 | 92 | 164 |
| 1993: Feb. | 176 | 340 | 112 | 202 |
| May | 162 | 308 | 98 | 170 |
| Nov. | 167 | 328 | 97 | 175 |
| 1994: Feb. | 160 | 328 | 93 | 164 |
| May | 156 | 284 | 86 | 131 |
| Nov. | 168 | 309 | 102 | 165 |
| 1995: Feb. | 170 | 331 | 107 | 187 |

1/ Average number with a TV set turned on.

2/ Average number of persons, 2 years and older, in TV households that are viewing any station.

Source: *Nielsen Station Index, Honolulu, Hawaii*, Daypart Summary, issued three times annually.