

**Table 16.13-- HOUSEHOLDS AND PERSONS VIEWING TELEVISION BY
TIME OF DAY: 1995 TO 1998**

[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/
1995: Feb.	170	331	107	187
May	139	276	82	143
Nov.	158	299	112	188
1996: Feb.	155	288	102	177
May	130	244	75	123
Nov.	146	277	84	133
1997: Feb.	159	299	101	177
May	142	255	78	122
Nov.	133	220	77	110
1998: Feb.	131	242	69	110
May	145	264	80	132
Nov.	130	220	74	110

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.