



Hawai'i Public Radio is a nonprofit broadcast network that is locally owned and operated, and locally supported. As the state's only NPR Member Station, our mission is to educate, inform, entertain, and connect with communities across the islands.

**HPR-1:**  
Hawai'i's #1 Radio News Format  
+ Talk & Entertainment

**HPR-2:**  
The only classical musical station  
in the state

Combined, HPR is among the top two most listened-to radio stations in Hawai'i.





# Our Numbers

## Broadcast:

160,400 weekly on-air listeners

## Website:

3,846,073 annual pageviews

## Mobile app:

1,839,451 annual pageviews

## Livestreaming:

235,471 average monthly sessions

## Station Updates e-newsletter:

15,778 opt-in subscribers

## Island Insider e-newsletter:

11,641 opt-in subscribers

# 93%

believe HPR provides programs/  
insights about community issues/  
activities in Hawai'i

# 98%

believe HPR is a  
vital community  
service

*Sources:  
Nielsen, DMA, Fall 2023, Persons 12+, Mon-Sun, 6am-12 midnight;  
Google Ad Manager & Google Analytics, Jan-March 2023;  
Mailchimp, Jan-Dec 2023; StreamGuys, Jan-Dec 2023; HPR  
Annual Audience Survey 2023*



# Our Audience

	News	Classical Music	Digital
Male / Female	50% / 50%	49% / 51%	48% / 52%
Median Age	58 years	66 years	50 years
Median HHI	\$114,900	\$106,400	\$111,120
Married	63%	63%	59%
Homeowner	77%	74%	72%
College graduate	70%	64%	55%

Compared to the U.S. population, NPR listeners are more likely to:	% more likely	% more likely	
Have an individual income of \$150,000+	72%	22%	*
Have a household net worth of \$1 million+	123%	145%	*
Hold a top management position	89%	47%	*
Hold a post-graduate degree	187%	194%	*
Be identified as Influential**	251%	238%	*

\*\* participated in 3+ public activities that demonstrate uncommon engagement with their community (e.g., addressing a public meeting, actively working as a volunteer, or writing something that has been published)

\* data not available

Source:  
MRI-Simmons Doublebase Fall 2022; Comscore Plan Metrix, 3-month averages, Nov 2022-Jan 2023; Base: Active Online Population, Adults 18+

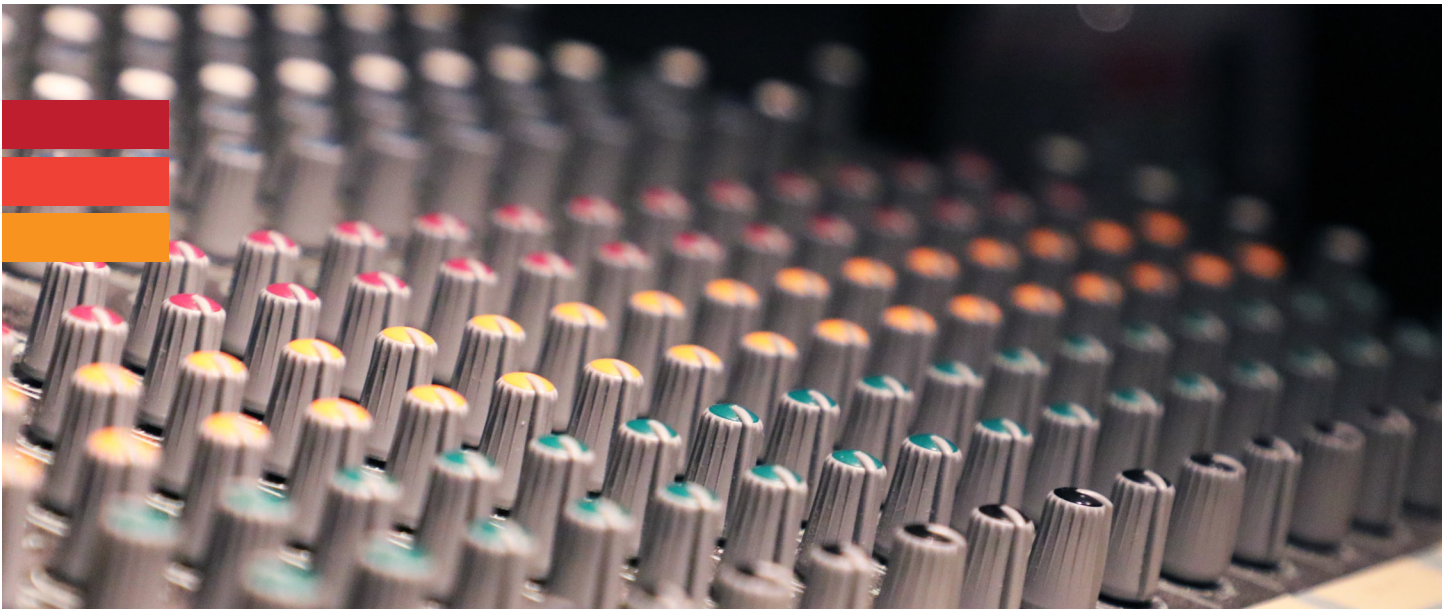




# Our Listeners

- “HPR brings the world and the news of the islands to me. . and HPR is Na ka ‘oi! Thank you for quality and interesting programming.”
- “Alexa reads me the NPR news often during the day. I love to switch from talkative HPR-1 to relaxing HPR-2.”
- “HPR is my all-day access to current events highlights, healthcare hot topics and soothing background music while I talk with patients.”
- “You enrich my life. I start my day and end my day listening to you. I love the music you play at night. I rarely watch TV anymore, but I always listen to HPR! Mahalo.”
- “The news you deliver is priceless! I love the programs, and love them so much I have become a fan of the many podcasts that give me the programs I have missed. I love HPR!”
- “I love the local shows, especially the Conversation and the Hawaiian music shows.”

Source:  
*Listener comments compiled from emails and phone calls, December 2023*



# Your Benefits

## Elevate awareness.

Educate an engaged audience about your products and services, highlight upcoming events and exhibits, and announce important transitions or openings.

## Reinforce your brand.

Your announcements on public radio will focus on your brand's assets and values, which is good for your business.

## Community recognition.

Our listeners appreciate businesses that support HPR. Being an underwriter speaks volumes and presents your company as a community partner and leader.

## Connect with our audience.

Your message builds a connection with our listeners, augmenting preference for your brand among professionals, business executives, and government leaders.

## A clutter-free environment.

With just 3-5 minutes of underwriting announcements per hour, your message will stand out and be heard.

## We focus on you.

We'll customize a media plan based on your needs, your budget, and what's important to you. Copywriting and production services are included, and we'll work with you to create and update your messaging throughout your schedule.



Top left to right: Dave Lawrence, Catherine Cruz, Gene Schiller. Bottom left to right: Paige Okamura (DJ Mermaid), Bill Dorman, Derrick Malama.

# Our Partnership

“It’s really the only station my partners and I listen to for news, for music, and for interviews.”

Glenn Mason, Mason Architects

“It’s a great business decision – HPR is one of the most listened-to stations in Hawai‘i.”

Dr. Tyrie Jenkins, Jenkins Eye Care

“We’re able to support HPR while reaching decision-makers and thought leaders in our community.”

Keith DeMello, Ulupono Initiative

“HPR is an opportunity to get our name out to professionals and business owners.”

Marty Welch, HEMIC

“Supporting HPR is critical to the long-term prosperity of our island community.”

Peter Ho, Bank of Hawaii

“The exposure is really great because of the demographic that HPR reaches.”

Peter Merriman, Merriman’s Restaurants

“A lot of families have heard about us through HPR.”

Gina Mangieri, The Cole Academy

“... to our employees and to our customers, it says something about the kind of company we are.”

Josh Feldman, Tori Richard

