



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 music station
in the state

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





Our Numbers

Broadcast:

158,300 weekly on-air listeners

Website:

792,914 average monthly impressions

Mobile app:

144,579 average monthly impressions

Livestreaming:

288,793 average monthly sessions

Social media:

36,799 average monthly followers/likes

Station Updates e-newsletter:

16,252 average monthly subscribers

Island Insider e-newsletter:

11,200 average monthly subscribers

96%

say that HPR
enriches their life

98%

believe that HPR
is a vital local
community
service

Sources:

Nielsen, DMA, Spring 2023, Persons 12+, Mon-Sun, 6am-12 midnight
January-December 2022: Google Ad Manager; Public Media;
StreamGuys; Facebook, Twitter & Instagram; Mailchimp
HPR Annual Audience Survey 2023



Our Audience

NPR Audience	News	Classical Music	Digital
Male / Female	50% / 50%	49% / 51%	48% / 52%
25-64 years old	59%	44%	71%
Median HHI	\$114,900	\$106,400	\$111,120
Married	59%	56%	59%
Homeowner	81%	79%	72%
College graduate	73%	71%	55%

Compared to the U.S. population, NPR listeners are more likely to:	% more likely	% more likely	
Have individual incomes of \$150,000+	73%	28%	*
Have a household net worth of \$1 million+	123%	145%	*
Hold top management positions	89%	47%	*
Hold post-graduate degrees	187%	194%	*
Be identified as Influential**	251%	238%	*

NPR Index Values above represent the NPR radio listeners' composition as compared to the total U.S. population.

** 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





Our Listeners

10/18/22

"No matter what programming happens to be on when I turn on the radio, I know it will be worth listening to."

10/13/22

"HPR is where I receive information about what's going on in the world. It's my go-to source for the news, and to learn new information."

10/12/22

"It's easily the best source of news and music on the radio. Without HPR, I'd be lost!"

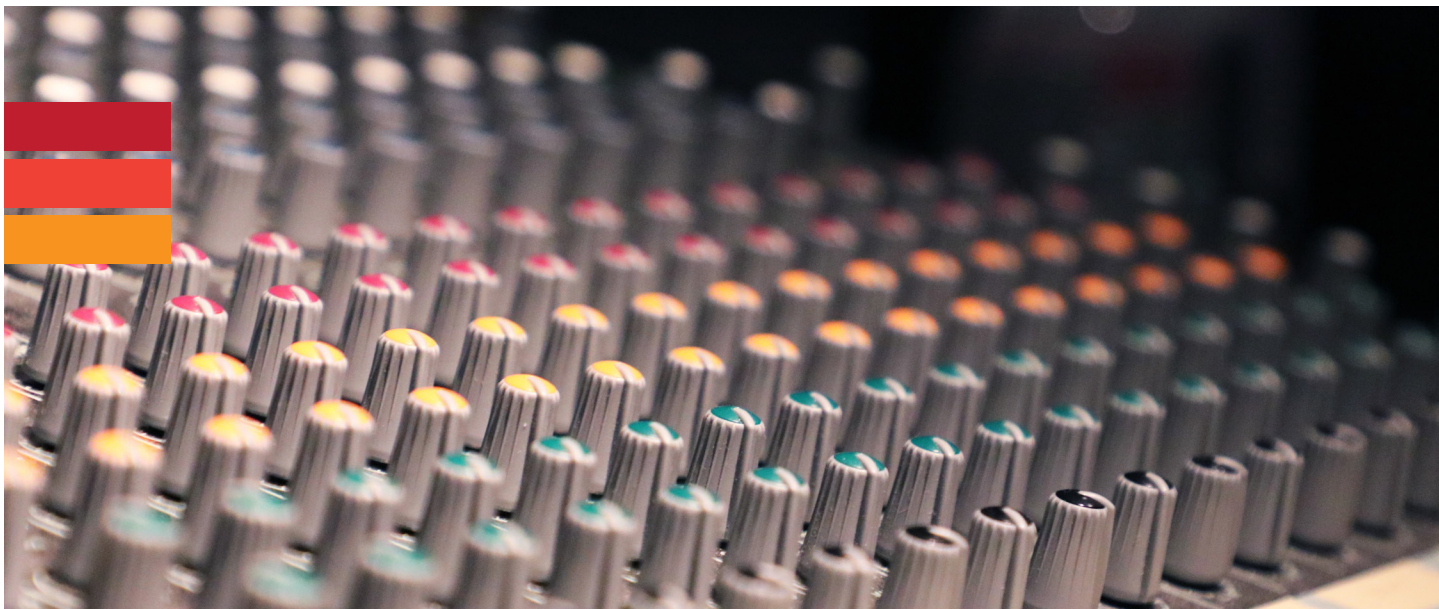
10/8/21

"I admit sometimes that I am so interested in the music on one station and the news on another that I have two radios on at the same time...please don't tell anyone!"

4/13/21

"Hawai'i Public Radio continues to provide a variety of good listening choices to help us keep moving forward. Beautiful music and up-to-date news are available day and night to keep us informed and entertained. Thank you for being there for us - day in and day out."

*Source:
Member comments compiled from emails and phone calls during HPR Membership Campaigns*



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

"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 Hawai'i

"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

