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.

Source: Nielsen, DMA, Fall 2021, Persons 12+, Mon-Sun, 6am-12 midnight
Our Numbers

Broadcast:
183,600 weekly on-air listeners

Website:
705,360 average monthly impressions

Mobile app:
85,327 average monthly impressions

Livestreaming:
300,000 average monthly sessions

Social media:
35,000 followers/likes

Station Updates e-newsletter:
16,000+ opt-in subscribers

Island Insider e-newsletter:
10,000+ opt-in subscribers

95% say that HPR enriches their life

90% appreciate local businesses that support HPR

Sources:
Nielsen, DMA, Fall 2021, Persons 12+, Mon-Sun, 6am-12 midnight;
Google Ad Manager & Google Analytics, Jan-March 2022;
HPR Annual Audience Survey 2021
## Our Audience

<table>
<thead>
<tr>
<th></th>
<th>News</th>
<th>Classical Music</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male / Female</td>
<td>53% / 47%</td>
<td>53% / 47%</td>
<td>44% / 56%</td>
</tr>
<tr>
<td>Median Age</td>
<td>53 years</td>
<td>58 years</td>
<td>48 years</td>
</tr>
<tr>
<td>Median HHI</td>
<td>$106,400</td>
<td>$93,700</td>
<td>$102,802</td>
</tr>
<tr>
<td>Married</td>
<td>63%</td>
<td>63%</td>
<td>55%</td>
</tr>
<tr>
<td>Homeowner</td>
<td>77%</td>
<td>74%</td>
<td>42%</td>
</tr>
<tr>
<td>College graduate</td>
<td>70%</td>
<td>64%</td>
<td>49%</td>
</tr>
</tbody>
</table>

### Compared to the U.S. population, NPR listeners are more likely to:

<table>
<thead>
<tr>
<th></th>
<th>% more likely</th>
<th>% more likely</th>
<th>*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have an individual income of $100,000+</td>
<td>94%</td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>Have a household net worth of $1 million+</td>
<td>98%</td>
<td>111%</td>
<td>*</td>
</tr>
<tr>
<td>Hold a top management position</td>
<td>116%</td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td>Hold a post-graduate degree</td>
<td>204%</td>
<td>183%</td>
<td>*</td>
</tr>
<tr>
<td>Be identified as Influential**</td>
<td>231%</td>
<td>205%</td>
<td></td>
</tr>
</tbody>
</table>

** 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 2020; comScorePlan Metrix, 3-month averages, Nov 2020 - Jan 2021
Our Listeners

“HPR’s coverage of local, national and international news and opinion helps inform my daily life and decision making, from music to politics to science to lifestyle conversations.”

“It’s great to hear programming for a new, younger audience – both locally produced and nationally.”

“HPR is my #1 go-to radio station. Listening to HPR while I commute to work, I have learned a tremendous amount of useful information which improves my life every day.”

“I admit that sometimes 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!”

“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:
Listener comments compiled from emails and phone calls
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.
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 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