



Hawai'i Public Radio is a nonprofit multimedia organization that informs, inspires, and connects people across networks and platforms. We are locally owned and operated, and locally supported. Our mission is to serve the people of Hawai'i.

HPR-1:
News, Talk & Entertainment

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

HPR-1 & 2 combined across all of
Hawai'i has the second highest
average weekly listenership.





Our Numbers

Broadcast:

183,900 weekly on-air listeners

Website:

2.3M annual unique users

Mobile app:

87,591 average sessions per month 30 min+

Livestreaming:

308,548 average monthly sessions

Station Updates e-newsletter:

20,544 opt-in subscribers

Akamai Recap e-newsletter:

15,833 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, Spring 2025, Persons 12+, Mon-Sun, 6am-12
midnight; Google Ad Manager & Google Analytics, Jan-
December 2024; Mailchimp, July 2025; StreamGuys, July 2025;
HPR Annual Audience Survey 2023



Our Audience

	News	Classical Music	Digital
Male / Female	50% / 50%	49% / 51%	50% / 50%
Median Age	57 years	55 years	35-44 years
Median HHI	\$116,500	\$105,500	*
Married	60%	56%	*
Homeowner	81%	77%	*
College graduate	70%	64%	*

Compared to the U.S. population, NPR listeners are more likely to:	% more likely	% more likely	
Have an individual income of \$150,000+	78%	37%	*
Have a household net worth of \$1 million+	122%	139%	*
Hold a top management position	82%	37%	*
Hold a post-graduate degree	178%	181 %	*
Be identified as Influential**	249%	260%	*

** 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 Spring 2025; Comscore
Plan Metrix, 3-month averages, Nov 2023-Jan 2024;
Base: Total U.S. Adults, Active Online Population
Adults 18+, Google Analytics; Jan-Dec 2024.





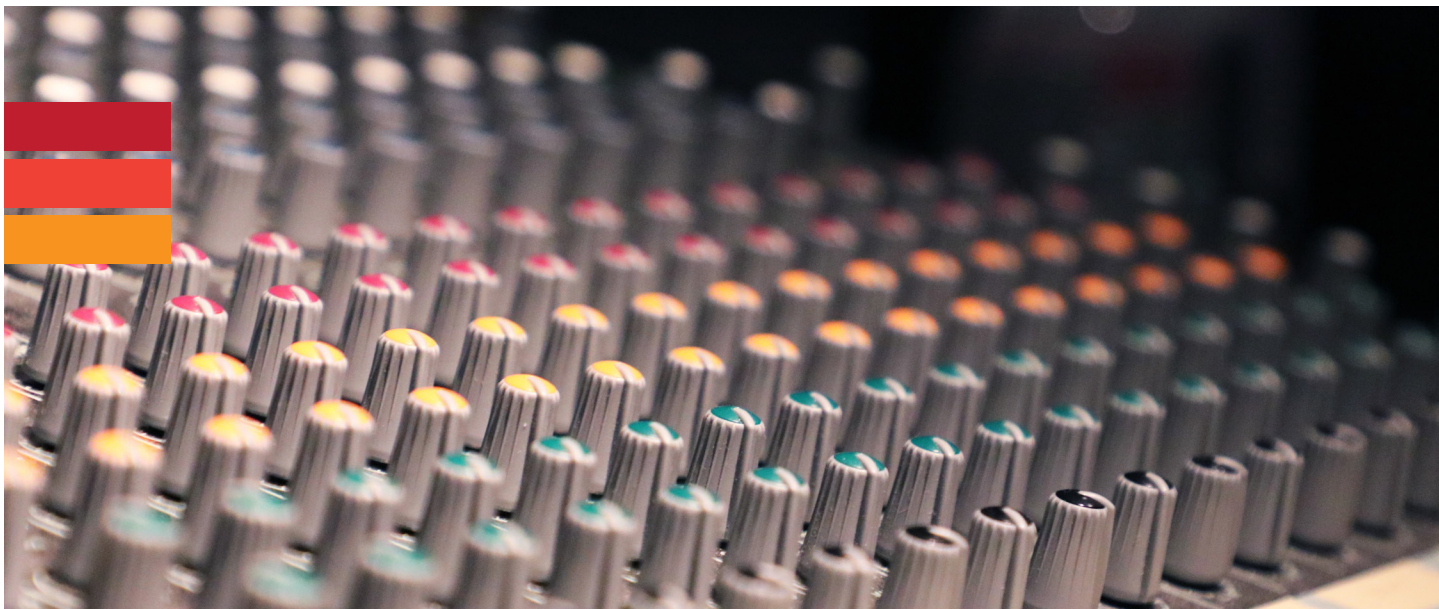
Our Listeners

- “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

Corporate Support • Carolyn Hyman • 253-606-8696 • chyman@hawaiipublicradio.org





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

