

DRILLING DOWN

Limbaugh's Following Extends to Ads

By ALEX MINDLIN Published: April 7, 2008

Rush Limbaugh's fans are at their most numerous when he is not even speaking. That is among the findings of a study by Coleman Insights, a radio consulting firm, that uses newly available minute-by-minute listener data from New York, Philadelphia and Houston to map the ebb and flow of Mr. Limbaugh's audience.

5.74%

Rush Limbaugh's average share of radio listeners while speaking

The study found that Mr. Limbaugh's share of radio listeners was greatest during commercials, beating his share during on-air segments by 0.18 percentage point.

5.92%

Average share during his commercials

Warren Kurtzman, the vice president of Coleman, said that Mr. Limbaugh's audience tuned in during commercials so as not to miss the beginning of each segment. "His shares at the beginning of each hour are tremendous," Mr. Kurtzman said.



The study also found that Mr. Limbaugh did worst during minutes in which he was expressing approval, with a 5.43 percent average share of listeners. He had 5.71 percent of listeners when expressing negative opinions and 5.81 percent when he was neutral. "People are tuning in to hear his beefs with the world," Mr. Kurtzman said. ALEX MINDLIN

Next Article in Business (17 of 22) »

Need to know more? 50% off home delivery of The Times.

SIGN IN TO E-MAIL OR SAVE THIS PRINT REPRINTS SHARE ARTICLE TOOLS SPONSORED BY UNDER THE SAME MOON

Next Article in Business (17 of 22) »

Today's Headlines Daily E-Mail

Sign up for the free Today's Headlines e-mail sent every morning. Sign Up See Sample | Privacy Policy



MOST POPULAR - BUSINESS

- E-MAILED BLOGGED 1. Microfinance's Success Sets Off a Debate in Mexico 2. America for Sale: 2 Outcomes When Foreigners Buy Factories 3. Health Plans: Medicare Finds How Hard It Is to Save Money 4. Sam Zell: A Tough Guy in a Mean Business 5. Executive Pay: A Special Report: A Brighter Spotlight, Yet the Pay Rises 6. The Mortgage Bust Goes Global 7. Essay: In the Boardroom, Every Back Gets Scratched 8. Yahoo Reveals Details of Its New Ad Sales System 9. Fair Game: A Road Not Taken by Lenders 10. Square Feet: How 'Green' Can a Huge House Be? Go to Complete List »

Ads by Google what's this? Local Radio Stations Find radio stations in your area - news, music, talk, Spanish. Radio.YellowPages.com/Raleigh Infinite Audio Solutions AudioSmart Methods - 93% Success. 38 Billion Reached. Dir Resp Only. www.MarketingArchitects.com Hillary Speaks For Me Real Video. Real Americans. You won't see on TV! HillarySpeaksForME.com

The New York Times HEALTH nytimes.com/health

Tips

To find reference information about the words used in this article, double-click on any word, phrase or name. A new window will open with a dictionary definition or encyclopedia entry.

Past Coverage

- [THE TV WATCH; Making Stem Cell Issue Personal, and Political](#) (October 25, 2006)
- [THE 2004 CAMPAIGN: THE MEMOIR; Clinton Book Puts Familiar Foe Back in Conservatives' Sights](#) (June 21, 2004)

Related Searches

- Limbaugh, Rush [Add Alert](#)
- Advertising and Marketing [Add Alert](#)
- Radio [Add Alert](#)



Zen and the art of coping with Alzheimer's

Also in Health:
[An in-depth report on Alzheimer's](#)
[Finding Alzheimer's before a mind fails](#)
[What are the symptoms of Alzheimer's%?](#)

ADVERTISEMENTS

All the news that's fit to personalize.



Watch A.O. Scott's video reviews of movies.

In a world of second opinions, get the facts first.

INSIDE NYTIMES.COM



MUTUAL FUNDS »



Almost as if the Sky Were Falling

WEEK IN REVIEW »



The Atheist Urging Italy to Get Religion

N.Y. / REGION »



In Tent of Tomorrow, a Faded Map of Yesteryear

OPINION »

Think Again: French Theory in America

Stanley Fish deconstructs the twists and turns in the story of deconstructionism.

ART & DESIGN »



Offering a Painter for History's Reconsideration

OPINION »

GASOLINE



Op-Chart: Making Money Hand Over Fist

Home | World | U.S. | N.Y. / Region | Business | Technology | Science | Health | Sports | Opinion | Arts | Style | Travel | Jobs | Real Estate | Automobiles | Back to Top

Copyright 2008 The New York Times Company | Privacy Policy | Search | Corrections | RSS | First Look | Help | Contact Us | Work for Us | Site Map