

TV Comedies Rule For Valentines Day (And Most Relationships)

Contributed by Ipsos MediaCT

Tuesday, 14 February 2012

Last Updated Thursday, 16 February 2012

In this era of heated political debates, high unemployment and a struggling economy, one would assume that television dramas would be most reflective of our everyday lives.

But as we near Valentine's Day, it may be interesting to know that Americans see their relationships and love life more accurately portrayed in today's comedies.

Using Ipsos MediaCT's social space HearWatchSay, a syndicated community of media enthusiasts, we surveyed 100 people and asked them "what television show best reflects your current relationships and/or love life". ABC's *The Middle* emerged as #1 (12%) with *Modern Family* (8%) ranking second. The classic *I Love Lucy* (5%), CBS' *King of Queens* (4%), *Big Bang Theory* (4%), and NBC's *The Office* (4%) were also mentioned among the top five. While comedies were dominant, not everyone had such a fun outlook on their love life. 6% said *Shameless* describes their current relationship, with *American Horror Story* garnering 4% of the vote. Interestingly, No "reality" program made it to the top five.

"I think this data supports why there has been such resurgence in the popularity of comedies on TV" Says Ben Spergel, SVP of Media Insights for Ipsos MediaCT, who managed the study. "People turn to comedy in times of turmoil and uncertainty but what we see here is confirmation that while the portrayal of families and relationships on TV has moved far away from "Leave it to Beaver" and "Father knows best", today's sometimes non-traditional comedies do reflect how people see their own lives".

One respondent, a 49 year old female in said this about *The Middle*:

"This show just seems to fit so well with us! (We are a) typical low to middle class family struggling with everyday life with some fun thrown in!"

In a further sign of the times, a 57 year old female comments about her selection '*Modern Family*' "We have many different types of people in our extended family. Marriages, divorces, gay couples, age differences in married couples. And most of us like to have good humor."

A 21 year old male sees his love life reflected in Pam and Jim's relationship on NBC's *The Office*.

"I totally relate to that long game of he's available, she's not, she's available he's not, etc. Also the fun banter and laughter (lead) them inevitably closer. It's a great, funny and eerily familiar love story."

TOP 5

The Middle 12%

Modern Family 8%

Shameless 6%

I Love Lucy 5%

Big Bang Theory 4%

King of Queens 4%

The Office 4%

American Horror Story 4%

Source: Ipsos MediaCT Hear-Watch-Say Panel

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