

## Who Are You? *CSI* Answers that Question Each Week and is America's Favorite TV Show

*The Doctors are in — M\*A\*S\*H and House are Number 2 and 3*

**ROCHESTER, N.Y. – April 21, 2009** – Since television has been around, one question sure to set off a lively discussion is “what is your favorite TV show of all time?” Will the answer be a classic from the early days of television or something that is currently part of the weekly line-up? When Americans are asked what their two or three favorite television shows of all time are – *CSI* is number one. This is followed by *Hawkeye*, *Trapper* (or *BJ*) *Frank Burns* (or *Major Winchester*) and the wacky doctors of *M\*A\*S\*H* and then the crankiest doctor of all, *House*. Rounding out the top five television shows are *Jethro Gibbs* and his team of agents on *NCIS* and then *Jack Bauer* trying to save the day on *24*.

These are some of the results of *The Harris Poll* of 2,355 U.S. adults surveyed online between March 9 and 16, 2009 by Harris Interactive.

### ***Eight Isn't Enough – The Top 15***

Rounding out the top ten favorite TV shows of all time are *Jerry, Elaine, George and Kramer* on *Seinfeld*, followed by *Chandler, Monica, Joey, Phoebe, Ross and Rachel* on *Friends*. In at number 8 are *Charlie Alan and Jake*, or the *Two and a Half Men*. The mysterious time traveling island on *Lost* is number 9 and the just shuttered County General *ER* is number 10. Going a little deeper on the list a talking baby and dog on *Family Guy* comes in at number 11 while the “doink doink” of *Law and Order* is number 12. Boldly going where no man has gone before, *Star Trek* comes in at number 13 while *Homer and the gang* on *The Simpsons* are at number 14. Finishing up the top 15 are *McSteamy* and *McDreamy* on *Grey's Anatomy*.

### ***Laugh-In***

While only four of the top 15 shows are sitcoms, when all the shows are grouped together, well over half of the public mentions sitcoms (62%). Further behind are dramas (39%), Crime/mystery (32%) and Sci-fi/Horror (25%). It may seem like every other show is a reality show on television today, but when it comes to favorites, they only make up 16% of the responses while animated adult are 10% and comedy/variety and Western each make up 5%.

### **Different Groups Have Their Own *Hogan's Heroes*, or Rather Favorite TV Show**

Different groups have their own favorites – but it is mostly between just two shows. Men prefer the old-world laughter of *M\*A\*S\*H* while women like the forensic crime solving on *CSI*. Those with a household income of under \$50,000 a year prefer *CSI*, while those with higher incomes say their favorite is *M\*A\*S\*H*. Those living in the Midwest says *M\*A\*S\*H* is their favorite while those in the other regions of the country say it is *CSI*.

Americans with some college or less say *CSI* is their favorite TV show while those with a college degree or post grad education are partial to *M\*A\*S\*H*.

Generationally, there is a new show in the mix. Baby Boomers (those aged 45-63) say *M\*A\*S\*H* is their favorite show while Gen Xers (those aged 33-44) and Matures (those aged 64 and older) both say their favorite is *CSI*. Echo Boomers (those aged 18-32) are different and they say *House* is their favorite television show.

When it comes to politics, it is best not to have Democrats and Republicans in the same room these days. But, if they are together, just put the television on and tune it to *CSI*. For Americans in both parties, as well as Independents, it is their favorite television show.

### **Breaking Down *The A-Team***

Looking at the breakdown of the top 15 television shows, four are sitcoms and four are crime/mystery. Three shows are Dramas while two each are Science Fiction and Animated Adult.

Of the 15, only four are currently not on television, but all can be found pretty regularly in reruns. In fact, even among those that are currently during prime-time, all of them can also be found regularly on other channels in reruns.

### **So What?**

For every show like *CSI* or *House* with huge followings, there are shows like *Riptide* or *Punky Brewster* which have a smaller, but more dedicated following. And, with various websites and DVD collections, people can watch and re-watch their favorite shows over and over again with relative ease. Falling into the worlds of a talking dog and baby or six friends in NYC makes a nice distraction from the gloom and doom of the news and the world around us. For every unsolved crime that is reported on the evening news, one can watch *Law & Order* or *NCIS* where, in sixty minutes, the bad guy is brought to justice. The little bit of escapism may be what Americans are craving these days.

**TABLE 1**  
**FAVORITE TV SHOW**

"What are your two or three favorite television shows of all time?"

*Unprompted responses*

Base: All adults

	2009
CSI	1
M*A*S*H	2
House	3
NCIS	4
24	5
Seinfeld	6
Friends	7
Two & a Half Men	8
Lost	9
ER	10
Family Guy	11
Law and Order	12
Star Trek	13
Simpsons	14
Grey's Anatomy	15

**TABLE 2**  
**FAVORITE TV GENRE**

"What are your two or three favorite television shows of all time?"

*Unprompted responses grouped by genre*

Base: All adults

		2009
Sitcoms	%	62
Drama	%	39
Crime/Mystery	%	32
Sci-Fi/Horror	%	25
Reality	%	16
Animated adult	%	10
Comedy/Variety	%	5
Western	%	5
Factual	%	4
Talk show	%	4
News	%	4
Sports	%	3
Game shows	%	3
Cartoon/Children	%	3
Soaps	%	3
House/Home/DIY	%	2
Food	%	1
Animal/Outdoors	%	1

Note: Multiple responses allowed

**TABLE 3  
FAVORITE TV SHOW AMONG DIFFERENT GROUPS**

<b>AMONG:</b>	<b>2009</b>
Men	M*A*S*H
Women	CSI
Echo Boomers (18-32)	House
Gen X (33-44)	CSI
Baby Boomers (45-63)	M*A*S*H
Matures (64+)	CSI
Republicans	CSI
Democrats	CSI
Independents	CSI
HS or less	CSI
Some college	CSI
College grad	M*A*S*H
Post grad	M*A*S*H
Under \$35k	CSI
\$35k-\$49.9k	CSI
\$50k-\$74.9k	M*A*S*H
\$75k+	M*A*S*H
East	CSI
Midwest	M*A*S*H
South	CSI
West	CSI

**Methodology**

This Harris Poll was conducted online within the United States March 9 and 16, among 2,355 adults (aged 18 and over). Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

***These statements conform to the principles of disclosure of the National Council on Public Polls.***

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***The Harris Poll*<sup>®</sup> #40, April 21, 2009**

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### **About Harris Interactive**

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