

## VIEWER PROFILE



### GENDER

Male:	38%
Female:	62%



### HOME OWNERSHIP

Own Home:	69%
Rent:	31%



### HOUSEHOLD INCOME

\$100K+:	20%
\$75K - \$99,999:	14%
\$50K - \$74,999:	20%
\$30K - \$49,999:	19%



### AGE

18 - 34:	12%
35 - 54:	45%
55+:	43%



### EDUCATION

Graduated College:	22%
Some College:	39%



### PRESENCE OF CHILDREN

1+ Child in HH:	25%
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Source: Nielsen Npower. Calendar Year 2018. Viewership Demographics by Network: Logo.

## FEATURED PROGRAMS

- RuPaul's Drag Race
- Finding Prince Charming
- Out of the Closet
- Madame Coco Knows
- Secret Guide to Fabulous
- Logo Documentaries
- NewNowNext Awards
- Gay for Play Game Show
- Logo Presents

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



Logo celebrate one-of-a-kind personalities, unconventional stories and discovering what's next – all through a mix of original and acquired entertainment that's outrageous, smart, and inclusive. Entertaining a social, savvy audience of gay trendsetters, Logo also attracts a straight audience that wants to be ahead of the curve.