

VIEWER PROFILE



GENDER

Male:	39%
Female:	61%



HOUSEHOLD INCOME

\$100K+:	18%
\$75K - \$99,999:	13%
\$50K - \$74,999:	21%
\$30K - \$49,999:	23%



EDUCATION

Graduated College:	19%
Some College:	58%



HOME OWNERSHIP

Own Home:	65%
Rent:	35%



AGE

18 – 34:	13%
35 – 54:	46%
55+:	40%



PRESENCE OF CHILDREN

1+ Child in HH:	26%
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Source: Nielsen Npower. Calendar Year 2017. Viewership Demographics by percentage of impressions on Network: Logo

FEATURED PROGRAMS

- RuPaul's Drag Race
- Finding Prince Charming
- Logo Documentaries
- NewNowNext Awards
- Secret Guide to Fabulous
- Logo Presents
- Trailblazer Honors
- Gay for Play Game Show

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.