

VIEWER PROFILE



GENDER

Male:	50%
Female:	50%



HOUSEHOLD INCOME

\$100K+:	25%
\$75K - \$99,999:	12%
\$50K - \$74,999:	28%
\$30K - \$49,999:	18%



EDUCATION

Graduated College:	20%
Some College:	50%



HOME OWNERSHIP

Own Home:	72%
Rent:	28%



AGE

18 – 34:	7%
35 – 54:	40%
55+:	50%



PRESENCE OF CHILDREN

1+ Child in HH:	21%
-----------------	-----

Source: Nielsen Npower. Calendar Year 2020. Viewership Demographics by Network: Logo.

FEATURED PROGRAMS

- RuPaul's Drag Race
- Queer As Folk
- NewNowNext Awards
- Rick & Steve
- Gilmore Girls
- Laverne & Shirley
- Will & Grace
- Three's Company
- The Facts of Life

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.