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## **Network Profile**

Logo is MTV Networks' gay-themed channel, providing a mix of original and acquired entertainment for pop culture fans searching for the next big thing. Appealing to a broad range of gay, lesbian, bisexual and transgender viewers and their friends and family, Logo features a vast library of major film titles, documentaries, and quality original shows and specials. Accurately reflecting today's lives of gays and their friends, Logo is a place where trend-seeking viewers can enjoy the new and unexpected before it hits the mainstream.

### **Age Groups**

A 18-34	<b>38%</b>
A 35-54	<b>38%</b>
A 55+	<b>23%</b>
Median Age	<b>41</b>

### **Household Income**

\$75K+	<b>39%</b>
\$50K - \$74,999	<b>16%</b>
\$30K - \$49,999	<b>12%</b>
Median Income	<b>\$57K</b>

### **Education**

Attended College	<b>47%</b>
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### **Presence of Children**

1+ child HH	<b>29%</b>
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### **Home Ownership**

Own Home	<b>58%</b>
Rent Home	<b>33%</b>

### **Gender**

Male	<b>52%</b>
Female	<b>48%</b>