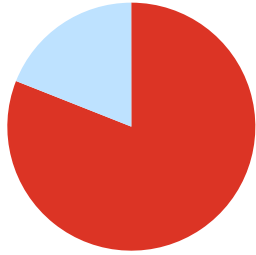
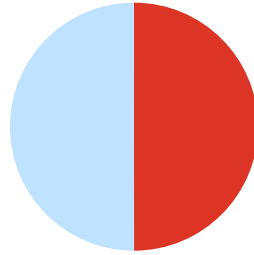


# PINTEREST DEMOGRAPHICS



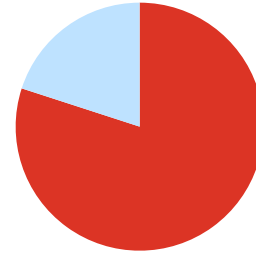
● Women ● Men

81% of Pinterest users are female



● Over \$50K ● Under \$50K

50% of Pinterest users make \$50K or greater a year  
(10% of those households make over \$125K)



● Mobile ● Desktop

80% of Pinterest users access its' site through a mobile device

Source: Omnicore