

Pinterest

FACTS & STATS

Recent Activity

Users reach 10.4 million
February 2012

Pinterest reached 11,716,000 total
unique users
January 2012

Dailey Pinterest Users have
increased by more than 145%
January 2012



80% of users are women between the
ages of 25-54.

	25-34 (28%)
	35-44 (28%)
	45-54 (25%)



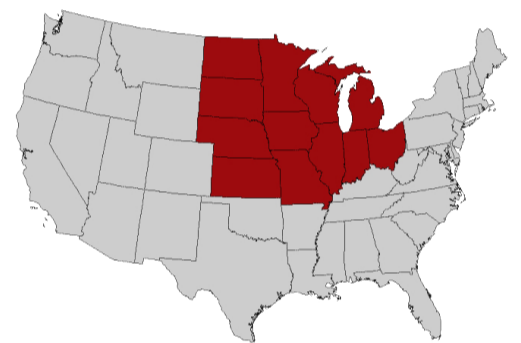
How users spend their time

	84.2% Pinning
	15.2% Liking
	0.6% Commenting



Most followed corporate boards

	Etsy
	Real Simple
	HGTV
	Kate Spade
	Better Homes & Gardens



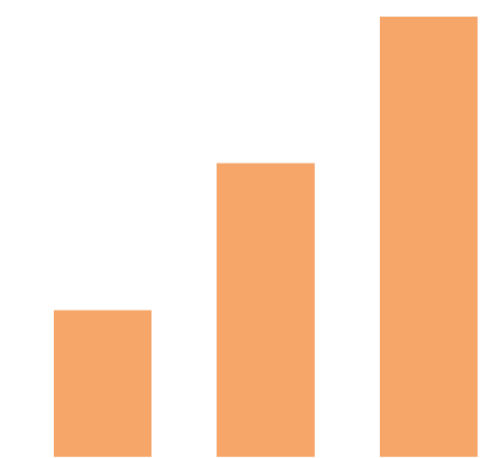
Users are more likely to live in
midwest states than the typical
social networker.

12 repins



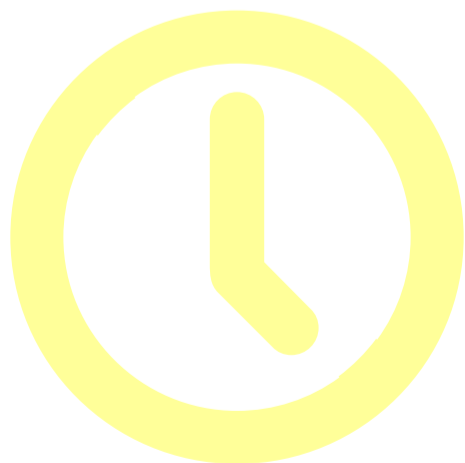
Pinterest users who shop online
follow 9.3 retailers.

	Facebook users follow 6.9
	Twitter users follow 8.5



Most popular interests on Pinterest

	Crafts
	Gifts
	Hobbies/Leisure
	Interior Design
	Fashion Designers



Best times of day to use Pinterest

	Day 2-4 pm
	Night 8pm-1am



Over 1/5 of Facebook-connected
users are on Pinterest daily.

2,370,565 likes