Millennials on Pinterest
The millennials are all right

Cereal. Cruises. The 9-to-5 workday.

People say millennials have killed lots of things, but only one thing’s for sure: Millennials are killing it.

The truth is, 18-34 year-olds in the US are a very focused bunch, and not just with their phones. Contrary to popular belief, they actually yearn for time away from devices: 67% of all millennials say they spend too much time “being connected.” Instead, they’re looking to get offline and make the most of their lives—and to do that, they’re using Pinterest.

Millennials who use Pinterest say the platform helps them transform vague ideas into reality, from everyday activities like finding recipes, to planning for a new baby. This is why millennials are such a unique, valuable audience—they’re at an age where many life events often occur. In fact, 61% say they want to achieve a big milestone in the next five years.¹

Millennial Pinners tend to have resources to achieve these goals, too. They’ve got meaningful careers that allow them to make money... and spend it. Those who use Pinterest spend 17% more than millennials who don’t, whether it’s on makeup to pull together a look, or on extra accessories to decorate a room.¹

In this report, we’ll show you how millennials are turning to Pinterest to take charge and create a purpose-driven life.

1 out of 2 US millennials use Pinterest every month²

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<th>% of US millennial Pinners</th>
<th>Pinterest</th>
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Millennials say Pinterest inspires them to make dreams a reality, more than any other platform

86% use Pinterest to plan life moments, big and small¹

63% say “Pinterest helps me discover new brands or products to buy”¹

50% have an annual household income over $75k³

¹ Deep Focus' Intelligence Group, US Pinterest audience study, March 2017
² comScore, US data, June 2017
³ comScore, US data, January 2017
Chow time

From breakfast hacks to midnight snacks, Pinterest helps millennials make any food they fancy.

Top 4 things that help millennials make decisions about food:

1. Tempting pictures
2. Recommendations from friends
3. Reviews from others
4. Inspirational ideas from brands

“\(1\) Deep Focus’ Intelligence Group, US Pinterest audience study, March 2017

Millennial Pinners plan to spend more on food than people who don’t use Pinterest:

- 50% Pinners
- 47% non-Pinners

Why they spend more:

- 43% say Pinterest helped them easily find ways to use different ingredients

“I use Pinterest instead of any other website or search, because if you visually see something, you’ll get a lot more inspired to make it.”

Natalie, Los Angeles
Home run

Pinterest makes it easy to score on decor. (Millennials are some of the best nesters around—20% are already parents!)¹

Top 4 things that help millennials make decisions about decor¹
1. Detailed product descriptions
2. Recommendations from friends
3. Ideas for combining decor within a room
4. Inspirational ideas from brands

Millennial Pinners plan to spend more on home decor than people who don't use Pinterest¹

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Why they spend more¹

54% say Pinterest inspired them to buy extra items to spruce up their homes

“I've become more of an online shopper through Pinterest. Now I buy furniture online, which I never thought I would do.”

Mbali, New York City

¹Deep Focus' Intelligence Group, US Pinterest audience study, March 2017
Style guide

For many millennials, Pinterest has become a handy reference for what to wear and how

“I went down the Pinterest rabbit hole looking for jackets. When I saw this, I was like...that's the one.”
Ryan, San Francisco

Millennial Pinners plan to spend more on style than people who don’t use Pinterest

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Why they spend more

53% say Pinterest inspired them to buy more things to complete a look

Top 4 things that help millennials make decisions about style

1. Recommendations from friends
2. Lifestyle guides featuring brands
3. Ideas for combining different pieces
4. Inspirational ideas from brands

1 Deep Focus’ Intelligence Group, US Pinterest audience study, March 2017