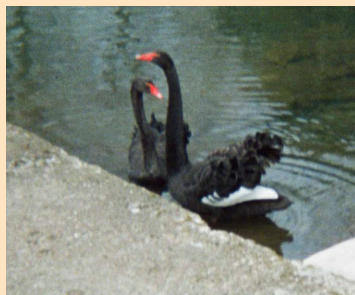




The Authentic Explorers



The Authentic Explorers



Authentic and self-aware individuals, who have an interest in animals, quotes and memes. Pinterest allows them to explore these interests while remaining true to themselves and free of judgement

Primary Interests

Animals
Quotes & Memes

Secondary Interests

Science & Nature

The role of Pinterest

Live their best life

The positive affirmations they find on Pinterest boost their mood, self confidence and help them to be the best version of themselves.

Connection with the world

Whether it's interacting with other Pinner or feeling closer to nature and the outdoors through imagery, they enjoy the feeling of being part of something bigger.

Gender Split

81%
female

19%
male

0%
other

Age

42%
18-34yrs

21%
35-44yrs

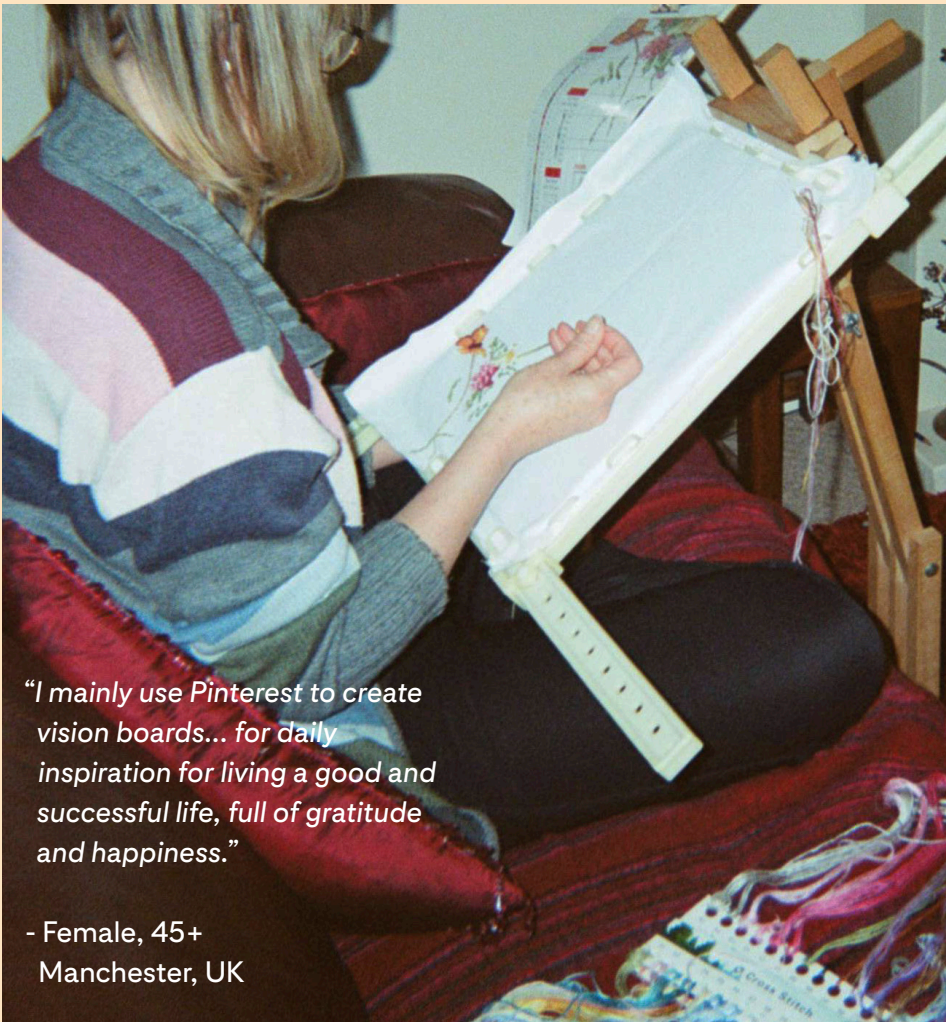
37%
+45yrs

Key: value over index

They're inspired to discover

Their value to advertisers

Authentic Explorers are more likely say that Pinterest is an inspirational platform and a place for discovery in comparison to the competitive average. They also say that that Pinterest inspires them to buy things in comparison to competitive average.



"I mainly use Pinterest to create vision boards... for daily inspiration for living a good and successful life, full of gratitude and happiness."

- Female, 45+
Manchester, UK

Inspiration

60%

more likely to feel that Pinterest is an **inspirational platform** compared to competitor average.

Discovery

51%

more likely to feel that Pinterest is a **place for discovery** compared to competitor average.

Action

45%

say that **Pinterest inspires them to buy things.**

Advice to brands

1. The Authentic Explorers love finding ways to boost their mood and therefore brands taking a **playful, fun and quirky tone** really appeal.
2. Brands which are **kind to the planet** and all its residents resonates with their caring side and their love of animals and nature.
3. They are community-minded, and this is why **smaller, local brands or brands that give back** can really strike a chord.