

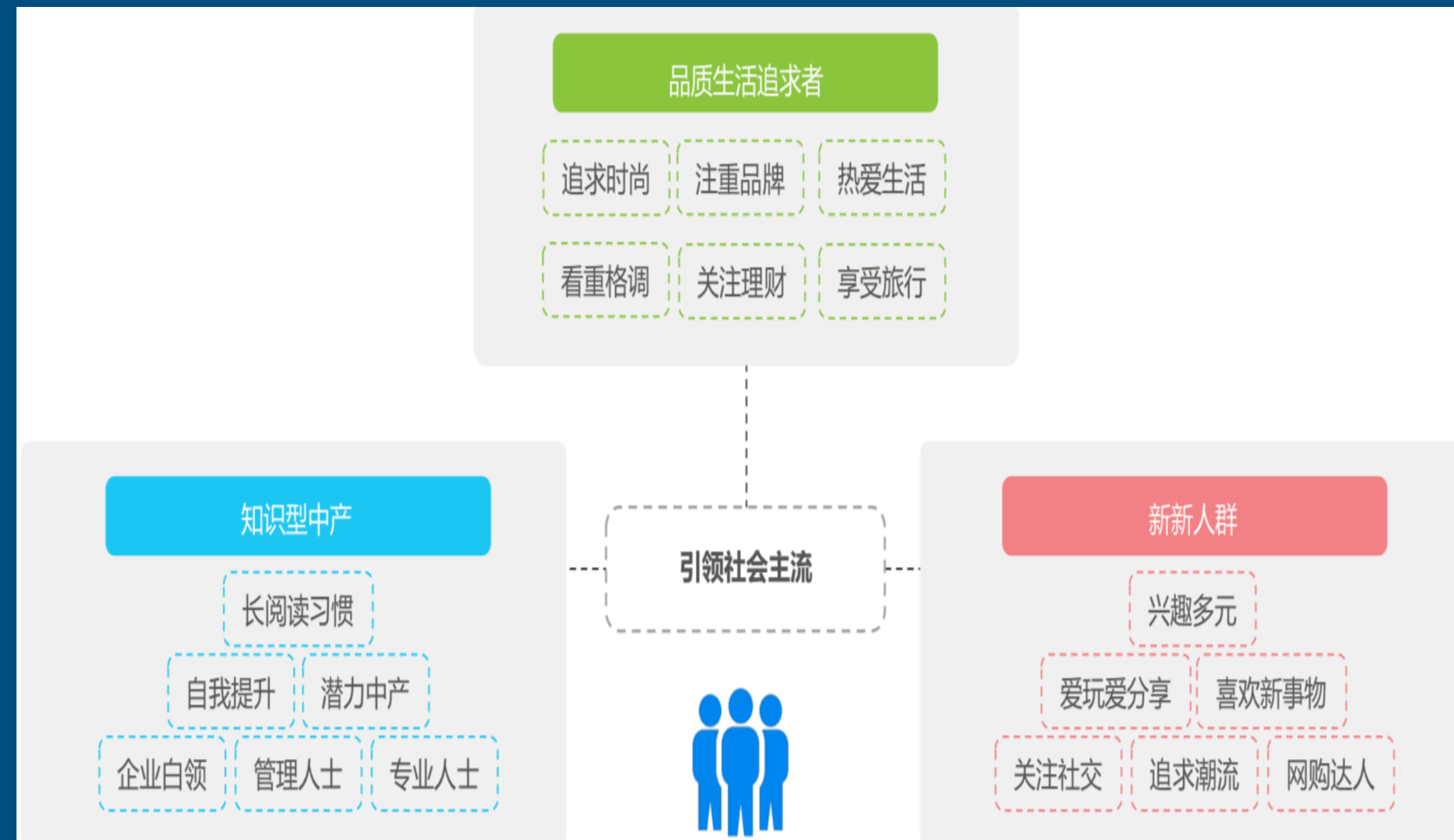
Regional distribution

The number of Zhihu users in First-tier cities ranks at the top. People in developed cities generally have higher educational backgrounds and higher willingness to acquire knowledge.



TARGET AUDIENCE

USER PORTRAIT



1. High-quality life pursuer

2. College students/millennials

3. White-collar