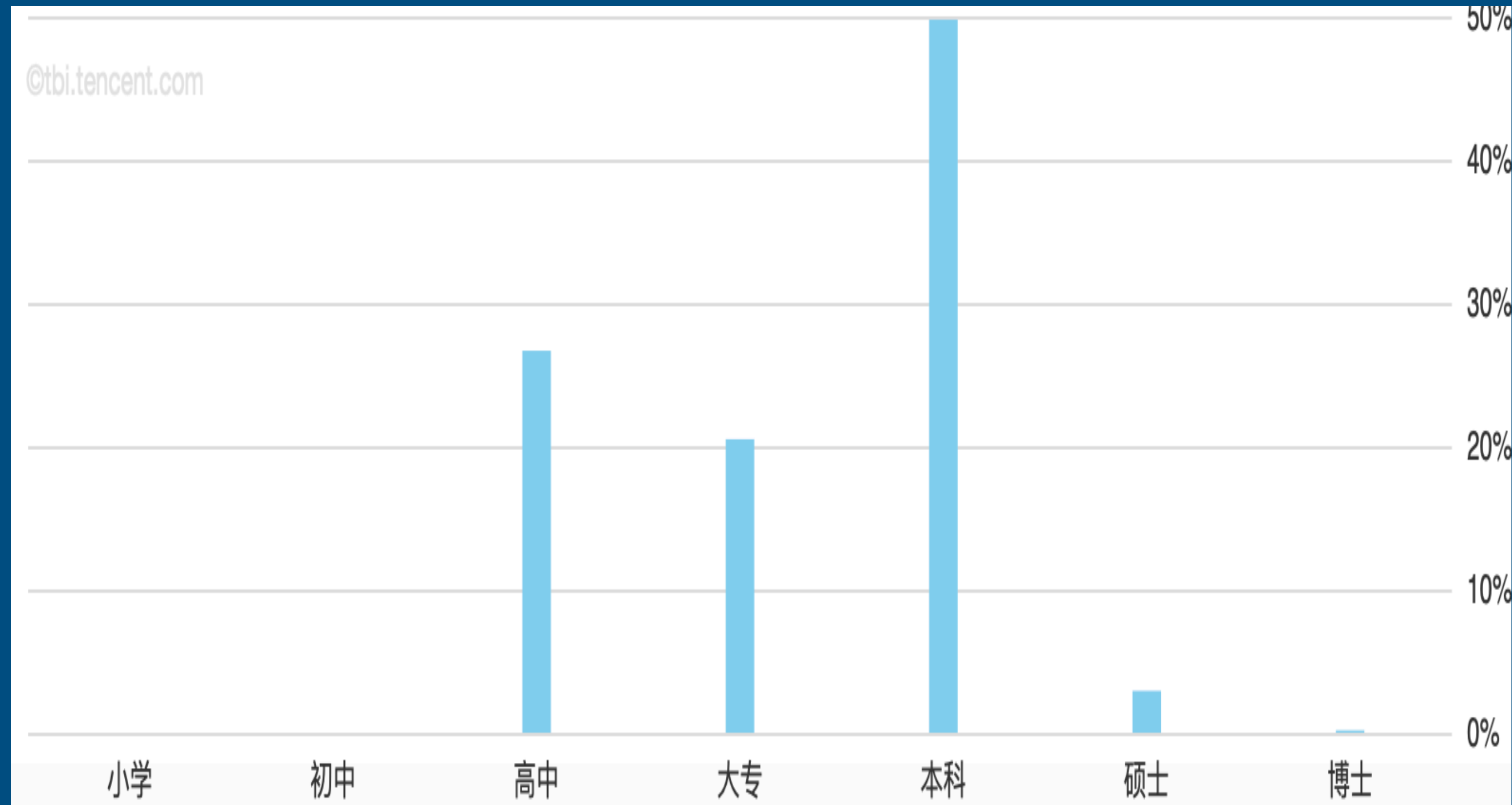




# USER PORTRAIT

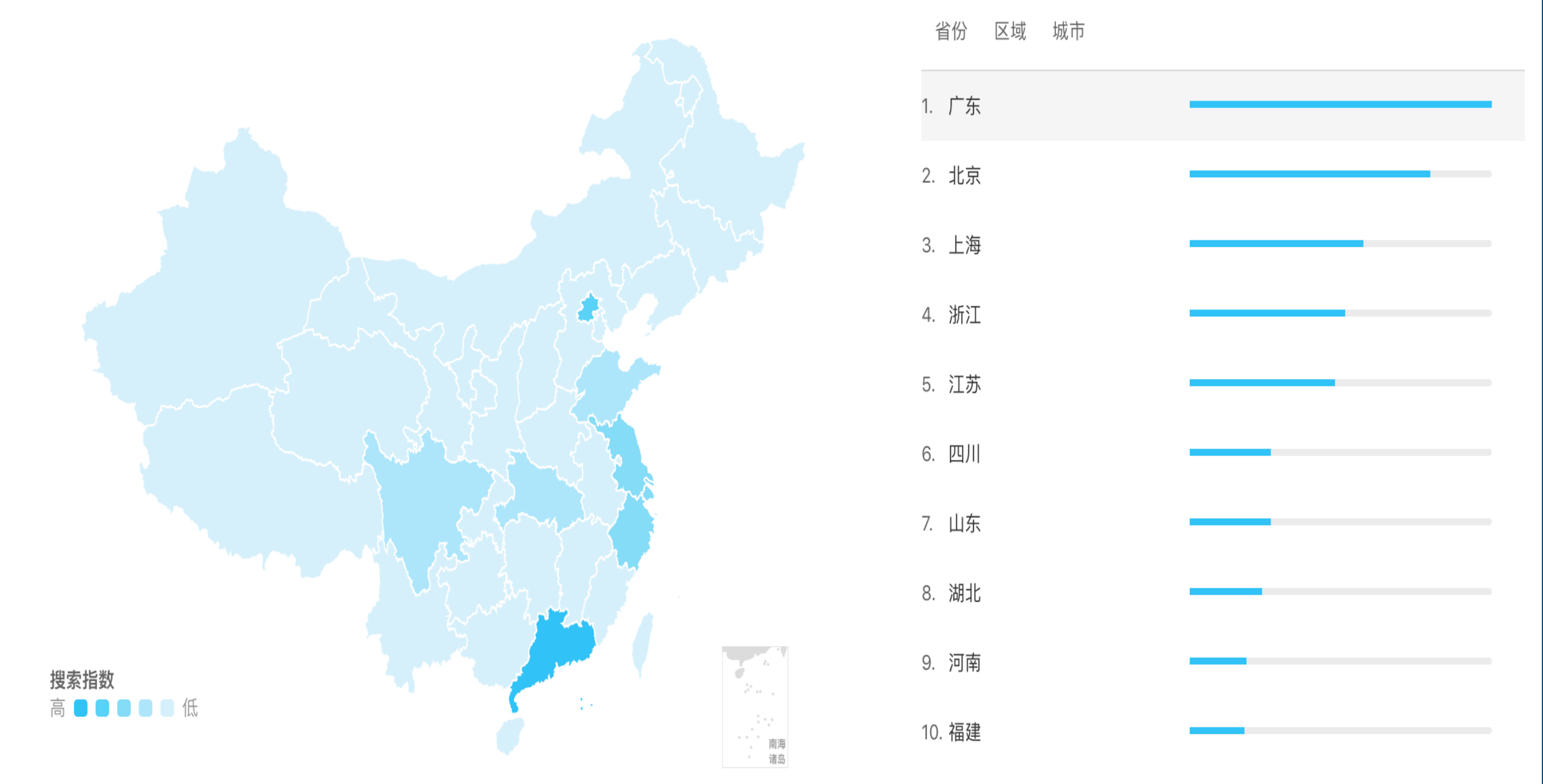
## USER PORTRAIT



From:TBI.Tencent

### Degree distribution

From the perspective of educational background distribution, the number of users with bachelor's degree or above accounts for 54% of the total number of users.



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.