

# Learning is the top reason Indians open Reels

1,001 social media users across 34 Indian states and 172 cities on what they are looking for, how they pay attention, and what makes them believe a claim. Across all ten behaviours measured, this audience reads as deliberate.

**1,001**

respondents profiled

**172**

cities across 34 states

**10**

behaviours mapped

**105,000+**

on the MindLink panel

**Across all ten behaviours measured, this audience reads as deliberate. It arrives looking for something, keeps what it finds, and trusts evidence ahead of popularity.** The three commercial openings are retrieval, proof and wellbeing, and none of them is well served today.

## HOW THE STUDY WAS RUN

Ten questions on attention intent, viewing style, daily time, trust and follow triggers. Fielded to the MindLink panel and geolocated to respondent city.

## WHAT THE NUMBERS REPRESENT

Base is 1,001 completed responses. These record stated intent and self-perception rather than logged behaviour, so read them as what this audience believes about its own attention.

## WHY WE PROFILE EVERY RESPONDENT

Each respondent holds a full profile against the same eight archetypes used across 30+ MindLink categories, so the same people stay readable by mindset as well as by market.

## FINDING 01

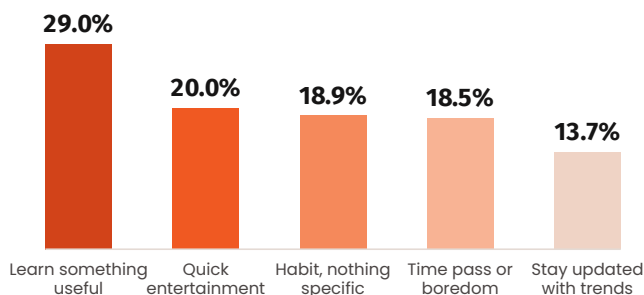
### Learning leads the reasons for opening Reels

**29.0%**

open Reels or Shorts mainly to learn something useful, the largest single reason given, ahead of quick entertainment at 20.0% and habit at 18.9%

- **40.2% save useful content**, the most common behaviour recorded anywhere in this study.
- **Intent predicts saving.** 63.4% of those seeking to learn save content, against 27.0% of those there for entertainment.

Main reason for opening Reels or Shorts · share of respondents



## WHAT WE WOULD DO

Build for retrieval as well as reach. Saves, collections and in-app search are the metrics that match how this audience already uses the format.

## FINDING 02

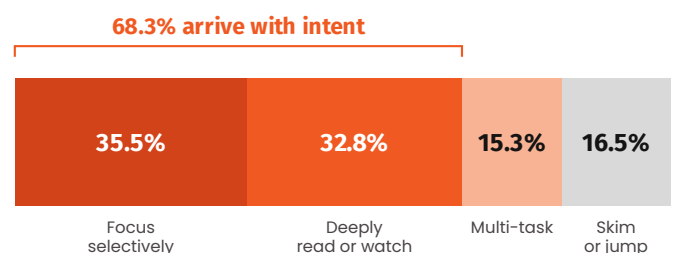
### Two in three describe their viewing as focused

**68.3%**

focus selectively or watch deeply, against 16.5% who skim quickly or jump rapidly between videos

- **A planned search is the most common viewing style**, cited by 30.1% on a separate question, ahead of browsing recommendations at 19.6%.
- **Only 11.6% let videos autoplay.** This audience chooses what it watches.

How people describe their own browsing · share of respondents



## WHAT WE WOULD DO

Stop optimising for the first three seconds alone. A viewer who arrives selectively will give a longer runway to content that earns it.

## FINDING 03

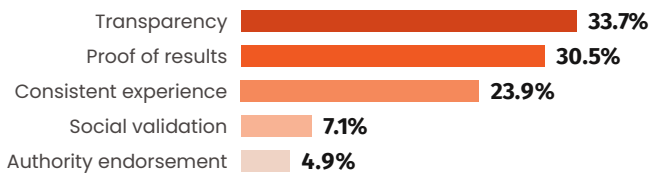
## Transparency and proof build trust fastest

64.2%

say transparency or proof of results builds trust fastest. Social validation and authority endorsement together reach 12.0%.

- **Follower count is weak currency.** Social validation reaches 7.1%, well below consistency of experience at 23.9%.
- **Authority endorsement is the weakest signal, at 4.9%.** Being told by an expert does less work than being shown a result.

What builds trust fastest · share of respondents



## WHAT WE WOULD DO

Attach evidence to creator claims. A receipt, a result or a review does more work than reach, and it is cheaper to produce.

## FINDING 04

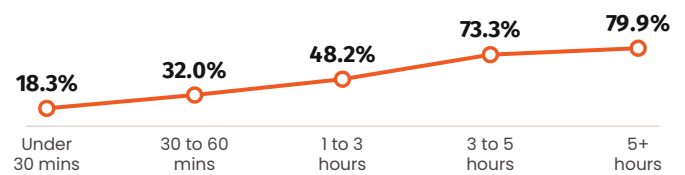
## Half say their own social media use is excessive

52.8%

describe their time on social media as sometimes excessive, hard to control, or borderline addicted

- **Unease scales with time.** 79.9% of the heaviest users report some loss of control, against 18.3% of the lightest.
- **38.9% spend three hours or more a day,** so the uncomfortable heavy user is a large and reachable group.

Share reporting excessive or uncontrolled use, by daily time spent



## WHAT WE WOULD DO

Wellbeing framing is an open field. The heaviest users are the least comfortable, and a platform that hands them control earns credit no competitor is currently claiming.

## FINDING 05

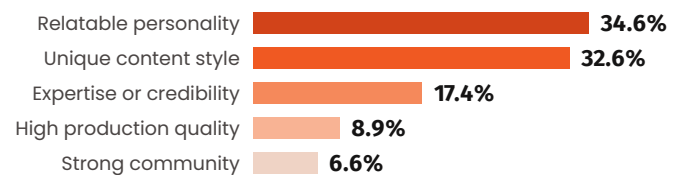
## A relatable personality drives instant follows

34.6%

follow someone immediately for a relatable personality. Production quality persuades 8.9%.

- **Personality and originality together drive 67.2%** of instant follows.
- **Credibility outweighs craft.** Expertise reaches 17.4%, twice the pull of production quality.

What makes someone follow immediately · share of respondents



## THREE MOVES THAT FOLLOW FROM THE DATA

All three are buildable without a larger media budget. **Make saving and retrieval easy**, since the format already works as a reference tool. **Attach evidence to every claim**, since proof outperforms popularity. **Hand heavy users control of their own time**, an open field no competitor is currently claiming.

## What panel scale makes possible

2.7x

Same age, same cities, different minds. Explorers say social validation builds trust at 11.2%, Geeks at 4.1%.

61.5%

of completed responses came from outside the metros, the hardest cell to reach conventionally, in one field.

39 days

1,382 people reached and 1,001 fully profiled, with no new panel build and no field team.

Base: 1,001 completed responses from 1,382 reached, fielded 27 February to 7 April 2026 across 172 Indian cities in 34 states. Sourced from the MindLink panel of 105,000+ verified consumers. Margin of error ±3.1 percentage points at 95% confidence; archetype figures quoted only where n exceeds 150.