CoronaWatch
Segments

Calm Commander
Pleasure Seekers
Peace Keepers
Roller Coasters
Action Unlimited

KOKORO
Targeting life in lockdown

This document outlines five segments we have created based on how people feel about their lives in this Covid world. They are underpinned by our 5Drivers model of consumer emotions and based on over 10,000 interviews conducted across the UK, France and Germany.

They have proven hugely useful in understanding how different groups have reacted to life in lockdown and we are now using them to predict how each group is likely to behave over the months to come.

We believe it is possible for consumers to move between segments depending on how events make them feel. However, it’s likely that people have a natural base point – to which, all things being equal, they will gravitate back.

Enjoy reading. These segments have already attracted a lot of attention. We’d love to talk to you about how you might be able to apply them to your business!

Team Kokoro
Calm Commanders
10%

Pleasure Seekers
41%

Peace Keepers
24%

Roller Coasters
12%

Action Unlimited
14%
Calm Commanders
As a sensible, organised type I’m good at being on top of things. Others describe me as ‘the one who gets things done’. Coronavirus has turned life upside down. I’m taking it a step at a time, putting safety first and following the rules (which I wish everyone was doing). I’m keeping healthy, keeping going, and helping others where I can. I’ve focused on doing things – like cooking, gardening, jobs around the house. I think my steady, calm voice reassures others. I say “1 day at a time and we’ll get to the other side.”
Calm Commanders

Sensible folk who take a steady course through life. They’ve followed lockdown rules, were initially heartened by a renewed sense of community and look forward greatly to being reunited with family and friends.

What feels right?
Being healthy, being sensible, doing things, talking, going home and savouring the moment

Response to lockdown
Thought it needed to be done
Thought it would work
Championed key workers
Wanted everyone to stick to the rules

Recent purchases
Moved to online for groceries
Plenty of fresh food
Garden/DIY supplies (to keep busy)
Pet supplies

As restrictions start to ease
Think lives should come before the economy
Intend to stay well within looser guidelines now in place – stay at home, stay local, meet outdoors
When it’s safe, want to see family/friends, get into the countryside, travel in UK

Government
Have sympathy for Boris – think his plan is based on common sense
Like the Covid Alert Levels
Worried others will ‘let the side down’

Finance
Expect recession but have a savings buffer
Will batten down the hatches – cut overheads, clear cards, top up emergency funds

Hot buttons
Family belonging
Being given something useful to do
Being part of something bigger (local, community)
Staying active/engaged i.e. ‘don’t assume things just because of my age’
Pleasure Seekers
Life is passion!
The world’s grey without it

I know how to enjoy myself. I’m easily tempted and drawn to things that look like fun. Some might say I look on the bright side. I definitely go into things believing they’ll work out OK.
Whilst I’ve felt trapped by lockdown it’s been a chance to indulge in passions like a workout, film nights and chilling to music – plus I’ve learnt to cook!!! I can’t wait for it to be over and I’ve been thinking about what to buy. I’ve even looked at flights as they’re going really cheap!
Pleasure Seekers

Optimistic people who know how to enjoy themselves. Whilst lockdown has left them feeling trapped it’s been a chance to enjoy film, music and plenty of social media. They’re now ready for it to be over and are planning the afterparty!

**What feels right?**

Living for today, relaxing, a bit of indulgence, thrill of the chase, being out, texting, friend recommendations

**Response to lockdown**

Recognised the need to protect vulnerable people i.e. not them!
Felt trapped at home – so turned to distractions
Pushed the rules
Previously heavy buyers of convenience food - may have got into ‘real cooking’

**Recent purchases**

Things to entertain – headphones, trainers, apps
Quick home fixes – cooking kit, furniture, accessories
Beauty/clothing
Indulgence and treats – feel ‘flusher’ as not going out

**Finance**

Feel future opportunities may be limited (fears extend beyond money)
Least likely to have thought about recession
If things get tough will try to find the cash to maintain current lifestyle – organise loans, extend mortgages, liquidate assets

**Government**

Least interested in the news or government updates
Disappointed that ‘big events’ are cancelled for the foreseeable
Will push the rules

**Hot buttons**

Emerge looking good!
Things which get life back on track
Anything which entertains
Being shown quick ways to win or new ways to do boring things
Peace Keepers
“Everything’s better when we’re together

Happiness is about the people you share life with. Friends and family are what’s really important. After all, it’s the crowd that makes the football match, the banter which makes an evening. We have a happy home – nothing flash but everything we need. I’m missing the ordinary moments like football, a coffee with friends or a pint in the pub. I’m doing all the sensible things to stay safe. I know times could be tough and I’ve been talking to some of my friends about what to do about my money.”
Peace Keepers

Believe happiness is about the people you share life with. They’re happiest at home and don’t need flash things. In lockdown they’ve missed regular moments with friends. They follow rather than lead and don’t like to cause offence.

What feels right?

Being at home, talking with friends, being sensible, staying healthy, doing jobs at home

Response to lockdown

Happy to go with it
Stuck to the spirit of the rules
Looked out for others
Overall, no drama – as much as possible, maintained ‘life as usual’

Recent purchases

Purchases are driven more by needs than wants
Existing things are doing the job – so bought little
Happy with simple pleasures – like a beer/wine at the end of the day

As restrictions start to ease

Hopeful things will go back to how they were
Want to be reunited with close family, catch up with friends – and find some banter
Look forward to a drink in a pub and watching sport

Government

Generally sympathetic to the government and prefer it when family/friends aren’t divided over politics
Want policies to sound human (so not massive fans of R and Covid Alert Levels)

Finance

Not too worried by recession – consider themselves employable
Happy to reach out to family/friends for advice (and money if things get tough)

Hot buttons

An easy and hassle-free life
Contentment – don’t want corona to turn into the new Brexit and divide the nation
Substance – demand one rational reason to buy
What feels right? Recent purchases as restrictions start to ease.
Life is a series of steps back and forth

I like to have a plan. Last-minute changes make me feel uneasy. But at the same time, I’m a bit of a dreamer! My phone is full of inspo and I’m always resolving to push myself more. In the end I usually end up playing it safe.

Right now it feels like a storm is raging outside. Lockdown has broken my comforting routines. I feel a bit overwhelmed by everything I’m reading. I’m trying to cut back on the news, but it’s addictive.

I really try hard not to compare myself to others, but that’s hard too.
Roller Coasters

Dream but can find it hard to make the baby steps to get there. Instead, pepper a lot of sticking to old routines with the occasional big (maybe rash) decision. During lockdown they’ve felt overwhelmed by the news and feel unsure about the future.

What feels right?

Being at home, dreaming, status quo, being supported, being given directions, a bit of luxury

Response to lockdown

Felt scared and overwhelmed
Read too much news for their own good
Found lockdown practicalities hard to cope with
Concerned about their appearance (esp. grey roots)

Recent purchases

Beyond comfort food and treats, have bought little
Have struggled to decide what to buy and it doesn’t feel a good time to spend
Genuinely worry about health of shop workers

As restrictions start to ease

Longing for a haircut/colour – to provide a shot of feel-good
But beyond this, just want to feel safe/grounded
Hope to see close friends for some much-needed support (have felt isolated at home)

Government

Respect authority – so try to support the government
Fear ‘everything is a mess’ at the moment – and feel slightly heartened by other people now seeing this
Don’t like the vagueness of the current guidelines

Finance

Hold a fatalistic view that there’ll be a recession and it will impact them
Can think of mitigating steps (talk to bank, work hard, cancel holidays)
But fear failure to follow through on these actions

Hot buttons

Being made to ‘feel safe’ and ‘not alone’
Clear guidance – in bite-sized pieces (don’t overwhelm)
An acknowledgement that it’s OK to feel the way you do

Slightly more female and middle-aged

Use tech to ‘get the national storyline’
Well versed in everything – Covid-19 theories, government announcements as well as what the celebrities have been up to

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Response to lockdown

Hot buttons

Government

Finance

What feels right?

Recent purchases

As restrictions start to ease

Action

Unlimited

KOKORO
Don't just hope for a better life, get on with it!

I’m happiest when I’m moving forwards. I’m drawn to people who challenge convention. I don’t just admire innovation, I like to be part of it, learn for myself and then move things on still further. I know the seriousness of the virus and all the damage it’s caused to people and will cause to the economy. Now is a time when action counts – so instead of finding ways to entertain myself, I’ve focused on how to get up and running on the other side.
**Action Unlimited**

People who like to move forward in life, learn for themselves and are drawn to brands who challenge convention. They realise that the repercussions of the virus are massive and are working out how to survive in the new world.

**What feels right?**

Change, getting started, working things out for themselves, learning about new things, discovering the world.

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**Response to lockdown**

Think government was asleep – it should have acted sooner

- Very much ‘faced into it’
- Very alert to the economic impact
- Did everything to stay fit/healthy
- Saw it as a chance to learn new things

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**Recent purchases**

- Nailed online groceries
- Things to make their home function well and protect health/wellbeing
- New foods – to stretch the horizon
- Booze for ‘wine o’clock’ after a productive day at home

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**As restrictions start to ease**

Very keen to see the economy restart

- Prepared to get back into the world
- Discover new opportunities

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**Government**

May think too much effort has been placed on saving lives over the economy

- Worried about the long-term repercussions of welfare costs

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**Finance**

Recession is coming and everyone will be affected

- Be the entrepreneur – cut costs and find ways to earn more (second job, new skills)

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**Hot buttons**

See the economy restart

- Get back into the world
- Find new opportunities
- ‘Just do it, join the crusade’
- ‘Be curious, learn new things’
- ‘Your own way’

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Want to know more?

Got a question about these insights?

For more information on how these segments and CoronaWatch can help your brand, contact:

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