Age alone does not provide insight as to how consumers choose to fulfill the choices and necessities of their lifestage. Generation does.

Generational mindsets, cured by the formative events experienced while the generation came of age, have shaped consumer values and exhibit staying power throughout their lifetime.

And while core values are reflected throughout each generation, they are not monolithic.

Enter MindBase. A generational attitudinal segmentation tool used to identify unique consumer segments and the attitudes and values that bind them as a generation but set them apart as individual cohorts. Built from U.S. MONITOR data and projected on to a national marketing database of 270 million U.S. adults, MindBase connects human centric insights to your customer database for immediate activation on your CRM system as well as on-line and offline platforms.

MindBase is a portfolio of 12 unique consumer segments Spanning 5 generations

Projected on to a national marketing database of 270 million U.S. adults
## How MindBase can help you achieve growth

### An executable segmentation
Immediately integrate into your CRM strategies and tactical execution.

### Rich consumer profiling
Rich segment profiles detail the motivations, values, and preferences of each segment, to reveal the “why” beyond the “who” and the “what.”

### Precision geo-targeting
Map and analyze MindBase on your market geographies to understand market performance or explore new growth regions.

### Database & website tagging
Append MindBase to your database. Tag your website with tracking cookies to help optimize your marketing and media strategies.

### Digital & offline audiences
Push digital or direct mail campaigns to audiences with the same attitudinal make-up of your best customer for more precise targeting.

### Enhanced segment insights
MindBase can be enhanced with MotiveMix or augmented with custom research for your specific brand, category or product.

---

## MindBase Segmentation

A segmentation with 12 consumer segments, clustered together by generational commonalities, each with their own unique values and attitudes.

For More Information, Contact:

**Colleen Sharp**  
SVP, MONITOR Analytics  
colleen.sharp@kantar.com

**Daphane Tan**  
Consultant, MONITOR Analytics  
daphane.tan@kantar.com

### Gen Z
Born After 1996 | 18+ Population: 11,944,518

100% Engaged Activists

### Millennials
Born 1979-1996 | Population: 64,063,435

20% New Traditionalists  
37% Ambitious Realists  
25% Trail Blazers  
18% Omni Explorers

### Gen X

58% Pragmatic Pathfinders  
42% Homefront Heroes

### Boomers
Born 1946-1964 | Population: 71,421,094

22% Full Throttles  
59% Smooth Sailors  
20% Compassionate Creatives

### Matures
Born Before 1946 | Population: 26,407,214

47% Tried and Trues  
53% Golden Agers

---

## MindBase Segmentation

### Gen Z Segmentation
Born After 1996 | 18+ Population: 11,944,518

- 100% Engaged Activists

### Millennials Segmentation
Born 1979-1996 | Population: 64,063,435

- 20% New Traditionalists
- 37% Ambitious Realists
- 25% Trail Blazers
- 18% Omni Explorers

### Gen X Segmentation

- 58% Pragmatic Pathfinders
- 42% Homefront Heroes

### Boomers Segmentation
Born 1946-1964 | Population: 71,421,094

- 22% Full Throttles
- 59% Smooth Sailors
- 20% Compassionate Creatives

### Matures Segmentation
Born Before 1946 | Population: 26,407,214

- 47% Tried and Trues
- 53% Golden Agers