

FACT SHEET

10th study of U.S. 40 and older population focuses on health motivations

1. During December 2015, Motivo consulting, a division of Strategic Directions Group, Inc., conducted its 10th attitudinal segmentation study over the past 25 years on the health of the U.S. 40 and older population.
2. To date the firm has surveyed 22,000 respondents in its longitudinal studies and written three books on its work. Its most recent book, *Health Motivations: 7 Dimensions That Shape America's Health*, describes both the segmentation strategies and dimensions the firm has discovered. These descriptions are also available at Motivoconsulting.com.
3. The study is based on a national probability sample of 1,445 persons 40 and older selected by age, income, and gender reflecting each U.S. Census Region. The overall sampling error for this study is plus or minus 3 percentage points..
4. The study classified respondents into the firm's three attitudinal segmentation strategies on health: Health in general, Health Information, and Health Compliance.
5. "Understanding the *why*, the motivations behind behaviors, is essential to targeting and communicating with end users—and creating products and services that satisfy their deepest needs. These studies—and our work in general—provide that essential understanding," says Doran J. Levy, Ph.D., the firm's executive vice president. "The fullest profile possible, however, is achieved when other types of information—such as behaviors and internet usage—are layered on to attitudes."
6. Motivo consulting specializes in attitudinal segmentation research. Its study of the U.S. 40 and older population is an outgrowth of this expertise.
7. Respondents to the study were also classified into 7 attitudinal health dimensions. These dimensions form the basis of the Morgan-Levy Health Cube, an e-health system.
8. These studies conducted by Motivo consulting were supported through the participation of Fortune 500 companies in syndicated studies.

--more--

9. The firm conducts these studies as a counter to the simplistic approaches of segmenting the mature population by demographics, such as age, or a behavior, such as number of pharmaceutical drugs taken. Such segmentations assume all members of a group share the same motivations. For example, all baby boomers are self-centered.
10. Sociologists have determined that persons 40 and older have lived through varied life experiences and are markedly unlike. Faced with this diversity, it is critical to understand the motivations of this population in order to communicate effectively.
11. Motivo consulting, a division of Strategic Directions Group, Inc., is based in Saint Paul, Minnesota. The company, started in 1988, specializes in b2b and b2c attitudinal segmentation studies and builds computer models to make such segmentations actionable.

###