

# Motivo | consulting

*a division of Strategic Directions Group, Inc.*

66 9<sup>th</sup> Street East, Suite 1407  
Saint Paul, MN 55101  
651.228.7250

Contact: Carol M. Morgan  
651.228.7250  
[carolmorgan@motivoconsulting.com](mailto:carolmorgan@motivoconsulting.com)

## FACT SHEET

### *Motivo consulting focuses solely on psychographic segmentation*

1. Founded in 1988, Motivo consulting, a division of Strategic Directions Group, Inc, is located in Saint Paul, Minnesota.
2. The principals, Carol M. Morgan and Doran J. Levy, Ph.D., brought unique and complementary skills to the company.
3. Since its inception, the firm has focused solely on psychographic segmentation because demographics and behaviors are significantly limited in answering the ultimate question of *why* an action is or is not taken.
4. “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, demographics, and internet usage—are layered onto attitudes.”
5. While completing psychographic segmentation studies for both large and mid-sized companies such as Marriott, Johnson & Johnson, and Wells Fargo, the principals also created demonstration projects on subjects ranging from marketing executives to Hispanics.
6. In 1989, believing that those 40 and older, baby boomers and their elders, were labeled with demographic and behavioral clichés, the company segmented this population into three psychographic segmentations: Lifestyle, Food, and Health.

--more--

7. With funding from syndicated studies with participants such as Kellogg, Pfizer, and United Airlines, Motivo consulting expanded the number of psychographic segmentations to include travel, finance, cars, car repair, health compliance, and health information. Motivo consulting believes it has created the most extensive psychographic perspectives on this or any other population. These nine separate segmentation strategies are described in the pair's second book, *Marketing to the Mindset of Boomers and their Elders*.
8. Extracting key data from its previous three health segmentation strategies based on attitudes, Motivo consulting then created an e-health program, the Morgan-Levy Health Cube which classifies participants into 7 key health dimensions. These dimensions were extracted from the firm's three previous health segmentation strategies based on attitudes.
9. In completing our e-health program, respondents are classified into the 7 key attitudinal health dimensions and learn how their health attitudes compare with those of the U.S. population. They immediately receive a report suggesting ways to change their attitudes in order to improve their health.
10. In December 2017, Motivo consulting conducted its 11th attitudinal segmentation study, this time focusing solely on health and bringing the total number of respondents surveyed to 25,000.
11. Building on the firm's previous research on the 40 and older population, this study included those 18 and older. Statistical analysis showed that these younger participants formed part of a continuum with older respondents.
12. The principals most recent book, *Health Motivations: 7 Dimensions That Shape America's Health*, describes both the firm's segmentation strategies and dimensions. These descriptions are also available at [www.motivoconsulting.com](http://www.motivoconsulting.com).

###