

## BACKGROUND

### *10<sup>th</sup> study of U.S. 40 and older population focuses on health motivations*

1. Over the past 25 years Motivo consulting, a division of Strategic Directions Group, Inc., has completed 10 attitudinal segmentation studies with a total of 22,000 respondents drawn from the U.S. 40 and older population. Through these longitudinal studies the firm has created nine separate segmentation strategies, including three on health.
2. The current study based on a national probability sample was conducted in December 2015. It classifies 1,445 respondents into Motivo consulting's three separate health segmentation strategies based on attitudes: Health in general, Health Information, and Health Compliance. The overall sampling error for this most recent study is plus or minus 3 percentage points.
3. The firm's three health segmentation strategies are described in three books on its studies of the U.S. 40 and older market. Descriptions are also available at [www.motivoconsulting.com](http://www.motivoconsulting.com).
4. The attitudes collected in these studies are layered with scores of behaviors and demographics, as well as Internet and media usage, to provide an extensive and in-depth perspective on our 40 and older population.
5. These studies focus on this population because it is responsible for 72 percent of our health-care spending. Many of these expenditures are the result of chronic diseases stemming from lifestyle choices.
6. Now more than ever, it is imperative to understand and use health motivations in order to improve health and reduce expenditures. It is obvious that current strategies to do so have not been successful. Health-care expenditures are increasing and are predicted to consume over 20 percent of our Gross Domestic Product (GDP) by 2024.
7. This study also classifies respondents by 7 attitudinal dimensions extracted from the three segmentations. Forming the Morgan-Levy Health Cube, an e-health system, these dimensions allow Motivo consulting to decipher complex health-related motivations.

--more

8. The firm's third book on its studies, *Health Motivations: 7 Dimensions That Shape America's Health*, links the dimensions to both the segmentation strategies and to a multitude of health measures, such as weight, number of chronic diseases, and hospitalizations.
9. Neither behaviors nor demographics reveal the *why* behind these health-related choices. By pinpointing the motivational barriers to better health, the firm's studies reveal the critical *why* behind the health-related choices Americans make every day.
10. By knowing the motivational *why* we are able to change or reinforce a behavior. With these insights, targeting, messaging, and new product creation become more relevant and accurate.
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.

###