



66 9th Street East, Suite 1407
Saint Paul, MN 55101
651-228-7250

Contact: Carol M. Morgan
651-228-7250
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, M.A., 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, believing that 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 were labeled with demographic and behavioral clichés, the company segmented this population into three psychographic segmentations: Lifestyle, Food, and Health.
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* available at Amazon.com.

8. Extracting key data from its previous three health segmentation strategies based on attitudes, Motivo|consulting created an e-health system, the Morgan-Levy Health Cube which classifies participants into 7 key health dimensions.
9. In completing the Morgan-Levy Health Cube, 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 behaviors to improve their health.
10. In January 2024, Motivo|consulting conducted its 10th attitudinal segmentation study, this time focusing solely on health and bringing the total number of respondents surveyed to 22,000.
11. The principals most recent book, ***Health Motivations: 7 Dimensions That Shape America's Health***, describes both the firm's segmentation strategies and dimensions and is available at Amazon.com. Descriptions are also available at www.motivoconsulting.com.

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