

Shared-cost study uses psychographic insights to reveal health motivations of menopausal women

It is estimated that each day in the U.S. 11,500 women enter menopause or perimenopause. After decades of inattention, these women are now flooded with information about various remedies as they deal with symptoms ranging from hot flashes to night sweats.

Our shared-cost study, built on our 30 years of psychographic segmentation research on the U.S. 40+ market, addresses the motivations of menopausal women who chose one approach over another as the solution to their symptoms. Demographics reveal only who, while behaviors mark out what. Only psychographics answers the all-important *why* questions.

Enabling targeted communication

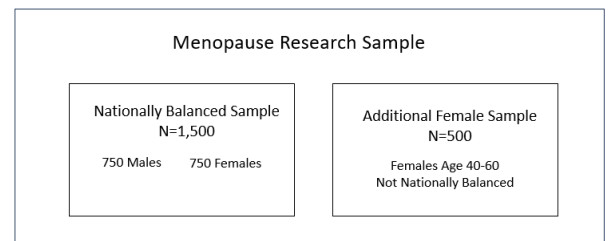
Answering the *why* questions enables targeted communications addressing the deepest needs and interests of the menopausal patient or any patient. Understanding the motivations of a specific group of patients also leads to the development of products that are desired by that segment, a segment determined by their motivations.

Study offers additional advantages

Data from our study offers companies the possibility of identifying and targeting emerging markets in the menopause space, as well as the ability to differentiate their products or services from other similar offerings. Rather than viewing the menopause marketplace through the narrow perspective of their products or services, our study offers the opportunity to take in the entire expanse of the menopause market. This wider viewpoint leads to more efficient marketing spending and improved product development.

30 years of research on 40+ market

Our woman-owned company, Strategic Directions Group, Inc./Motivo Consulting, has researched the health motivations of Americans 40+ for 30 years in extensive psychographic segmentation studies. Using 200 attitude statements we've developed three separate segmentations on health: Health in general, Health Information, and Health Compliance.



Unique study includes client's proprietary questions

"We invite companies offering products and services to the menopause market to tap into our expertise. Our cost-effective shared-cost study is described on our website motivoconsulting.com," says Carol M. Morgan, president of Strategic Directions Group, Inc. "For about the price of three or four focus groups our syndicated study will include 2,000 persons 40 and older. Of this sample, approximately 800 will be women 40 to 60 in age. Participants also receive answers to our 200 behavioral and demographic questions. These questions address topics ranging from sources of health information to the number of doctor visits. In addition, our extremely cost-effective study is unique in offering participants a half page for their own proprietary questions."

Creating the Morgan-Levy Health Cube

From our three separate psychographic segmentations we extracted 7 key components that underlie the health of Americans. These components, described in our latest book, *Health Motivations: 7 Dimensions That Shape America's Health*, are listed on the graph below. These 7 key motivations form the Morgan-Levy Health Cube.

Five segments based on behaviors

Examining our own research, we found 5 segments of menopausal women based on the products or therapies they use in dealing with menopausal symptoms. These 5 segments based on behaviors were then correlated with the health motivations expressed in the Morgan-Levy Health Cube. This analysis revealed the statistically significant health motivations underlying each menopausal segments' choice of treatment.

Segments differ on their psychographics

Our analysis of our five menopausal segments against their answers to the Morgan-Levy Health Cube shows statistically significant differences in attitudes between them. These attitudinal differences can shape a company's strategic planning, product creation, and communications. The graph shows the 5 behavioral segments with groupings of the major concerns of menopausal women against the 7 health dimensions in the Morgan-Levy Health Cube.

For example, the menopause segment most concerned with osteoporosis and bone health agrees at the highest level with Healthy Lifestyle. Examining our behavioral data, we find more of those in this menopause segment exercise.

In contrast, menopausal women most concerned with the effect of aging on their looks and sexuality score the highest in terms of taking estrogen.

Our menopause segment which uses Natural remedies in dealing with menopausal symptoms scores extremely high on Self-determination and on their belief that they Understand Health Information. Given these attitudinal positions, it is not surprising that those in this menopausal segment are also extremely low on the Morgan-Levy Health Cube attitudinal dimension Trust in Doctors.

A third menopause segment is defined by its concern about developing a serious disease such as a heart condition. While those in this segment are extremely interested in acquiring more health information shown by their high score on Seeks Health-related Information, they have a low score on Healthy Lifestyle. The components of a healthy lifestyle, exercising and eating a healthful diet, are of far less importance to this segment compared to simply gathering information.

For further information about us and the menopause study visit our website at motivoconsulting.com or call us at 651.228.7250.

Significant Correlations Between Menopause Orientations and Morgan-Levy Health Cube Dimensions						
Only significant Pearson correlations (r)						
* p < .05 ** p < .01 *** p < .001						
		MENOPAUSE ORIENTATIONS				
HEALTH ORIENTATIONS		Concern about Osteoporosis	Body image, sexual issues, moods	Concern about serious disease	Natural remedies	Switch from Estrogen to natural remedies
						
 Healthy Lifestyle Integrating healthy habits into daily life		0.149***	-0.120**	-0.096*	0.079*	-0.102*
 Trust in Doctors Confidence in and reliance on physicians			-0.120**		-0.176***	
 Able to Understand Health Information Confidence in understanding health information		0.200***			0.155***	
 Seeks Health-related Information Actively looking for health information				0.150***		0.113**
 Self-determination Desire to make and control own health decisions					0.173***	
 Concerned over Cost Importance of cost in health decisions						
 Getting a Checkup Orientation toward preventive medical care		0.136***				
		Significant positive correlation (r > 0)				
		Significant negative correlation (r < 0)				
		* p < .05 ** p < .01 *** p < .001				