

# Passion Points Posts

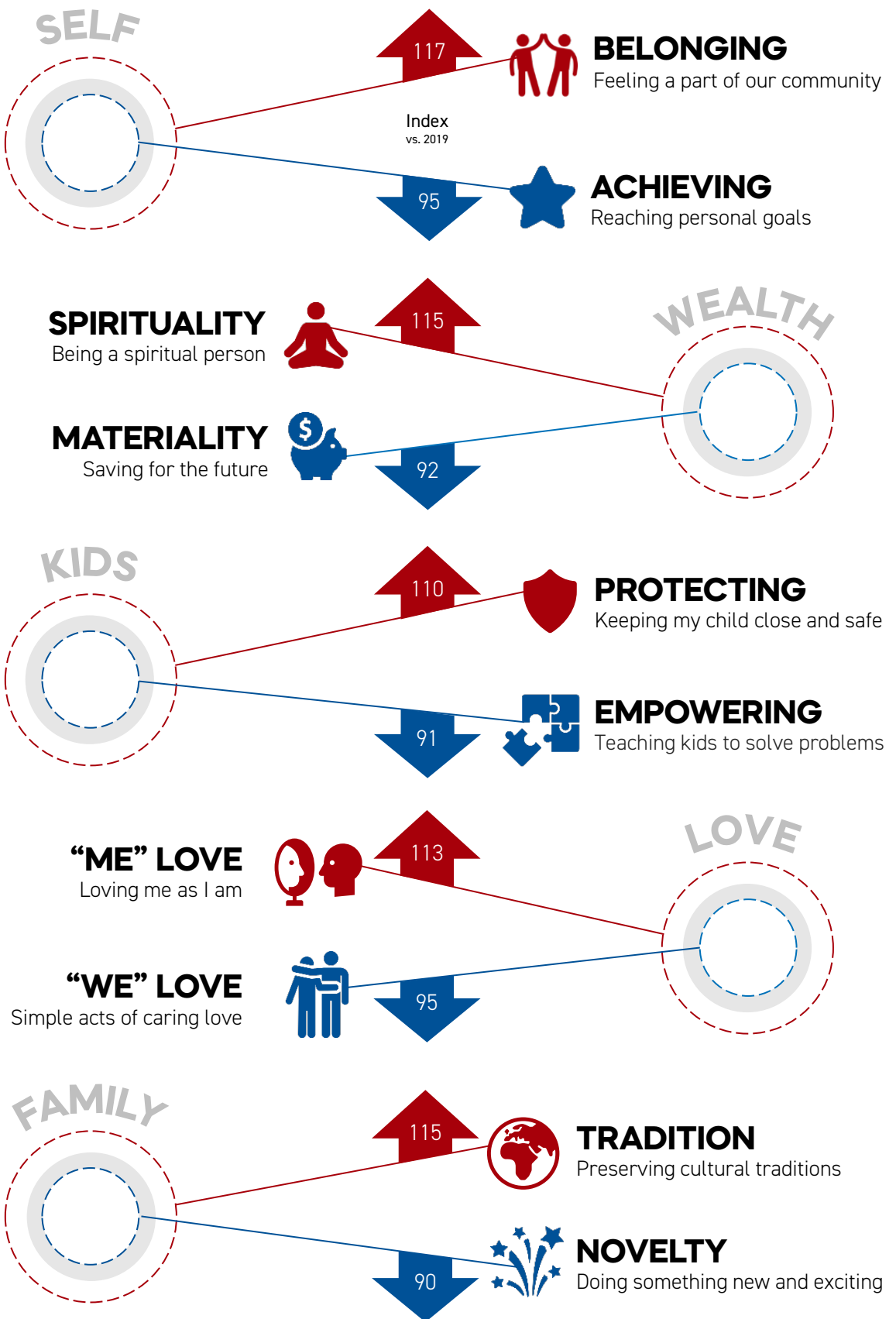
Bite-sized emotional insights for ambitious brands and media properties



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## Meet the Post Pandemic Parents

Passion Points™ reveal that COVID-19 has induced radical shifts in the emotional priorities of American parents. Our 15 years of experience say these shifts will last.



Are you planning for the parents you knew – or the Moms and Dads about to define the “new normal?”