

Passion Points Posts

Bite-sized emotional insights for ambitious brands and media properties



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Multicultural Youth In Times Of Crisis

Passion Points reveal the fundamentally different impact 2020 is having on the emotional priorities of teens of color. Of their top four trending Passion Points, teens of color share nothing with their white counterparts.

Teens of Color
Success & Survival

Top Trending Passion Points

White Teens
Social & Safety



Winning and being the best



Fitting in



Being one of the first to know important new things



Getting good grades



Affording an occasional splurge



Fear of being attacked by another country or terrorists



Making a lot of money and being rich



Being popular

Are you using an old playbook to win with multicultural youth?