

Passion Points Posts

Bite-sized emotional insights for ambitious brands and media properties



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Nothing changes Millennials like having kids

Passion Points™ reveal that Millennial parents have very different emotional priorities than their childless counterparts

MONEY & WORK

Fiscal responsibility and ambition take on new urgency for Millennials with children.



LIFESTYLE

Small people drive big changes in the way Millennials view mortality and safety.



SOCIETY

Millennials with kids feel a greater responsibility to be good citizens.



CULTURE

Having children makes Millennials more open to others' opinions and mindful of their own roots.



SELF

A generation seen as self-centered, Millennials set aside their own interests for their kids.



(% of respondents ranking Passion Point among their top two)

Are you treating all Millennials the same?

[Talk to us](#) about the science of emotional marketing

Our services

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