

# Passion Points Posts

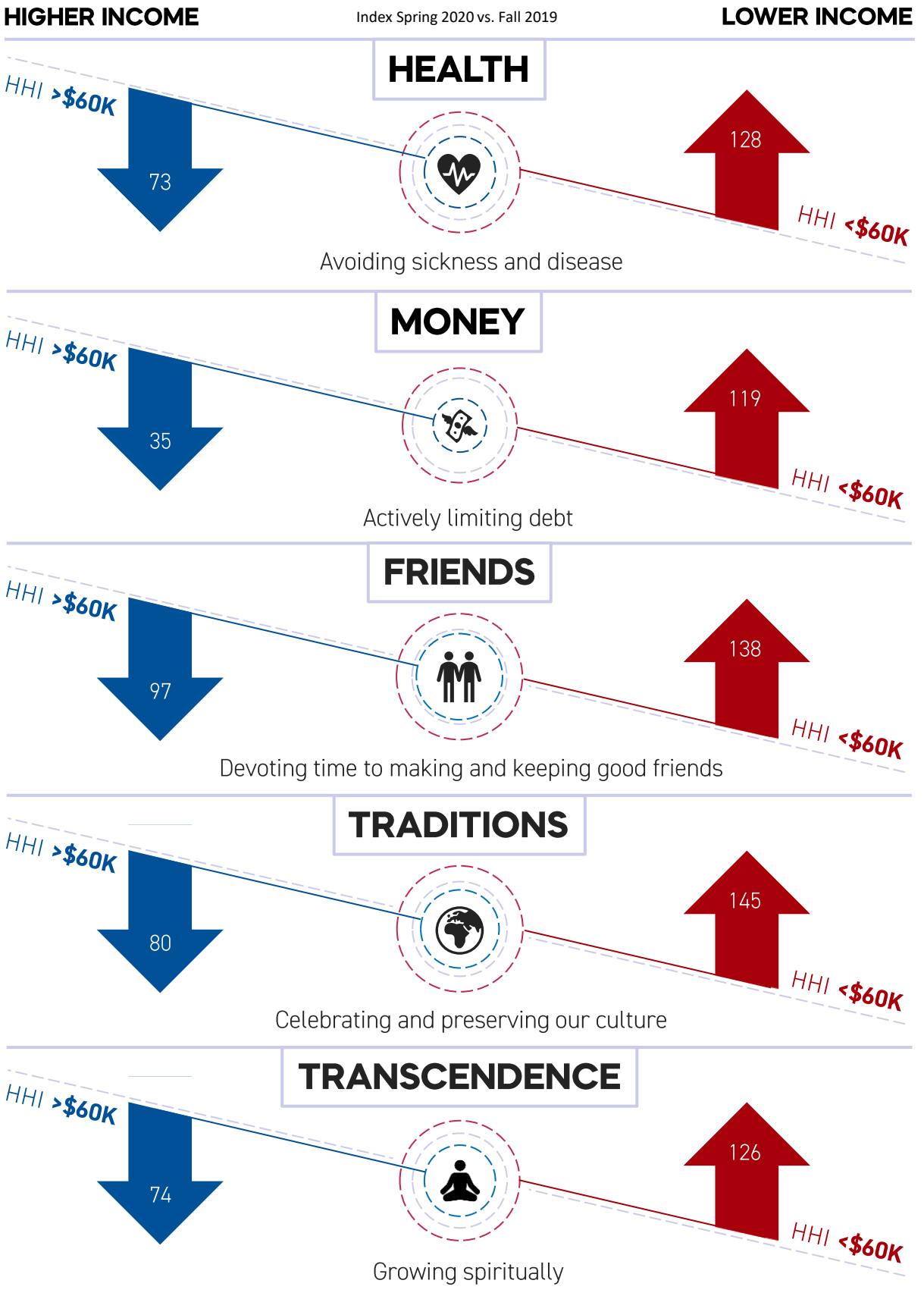
Bite-sized emotional insights for ambitious brands and media properties



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## The Mindset of the Strapped Consumer

Passion Points™ reveal that the pandemic has induced a strong “back to basics” shift among lower income Millennials. With recession looming, these consumers could be your future.



Are you planning for the Millennials you knew – or the ones you need to know now?