

# Passion Points Posts

Bite-sized emotional insights for ambitious brands and media properties



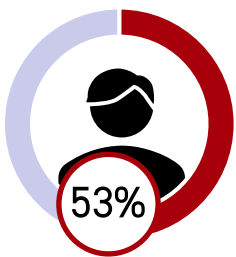
August 25, 2020

## What Moves Young Men Now

The emotional priorities of young adults between college and parenthood have shifted amid a chaotic 2020. Men and women alike care more about the future of our country, but differ otherwise. In this Post, we look at the Passion Points of men.

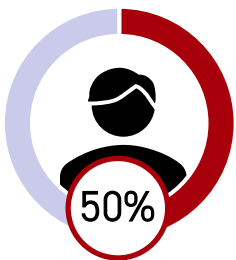
% of Respondents Rating Passion Point in Top Two

Means Shift Index Fall 2019 to Spring 2020



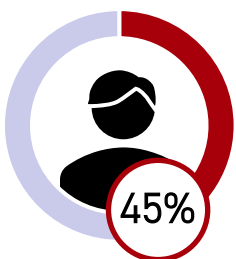
**The future of our country**

166



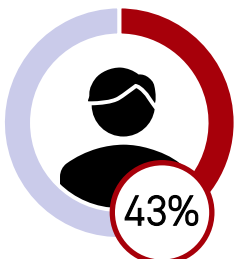
**Getting regular exercise**

151



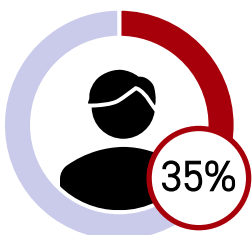
**Moving ahead in my job or career**

135



**Making and keeping good friends**

146



**Limiting my screen time**

196

**Young men are changing. Are you?**