

# Passion Points Posts

Bite-sized emotional insights for ambitious brands and media properties



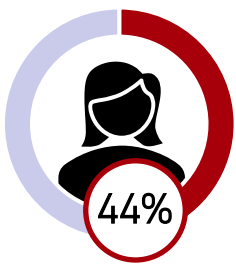
August 26, 2020

## What Moves Young Women Now

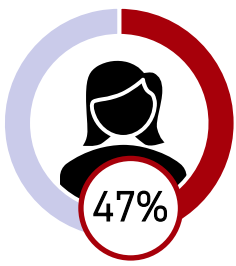
The emotional priorities of young adults between college and parenthood have shifted amid a chaotic 2020. Women and men alike care more about the future of our country, but differ otherwise. In this Post, we look at the Passion Points of women.

% of Respondents Rating Passion Point in Top Two

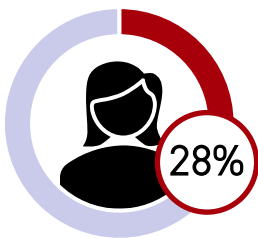
Means Shift Index Fall 2019 to Spring 2020



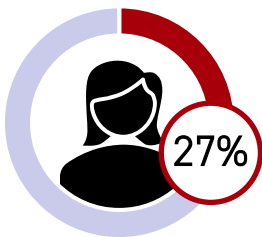
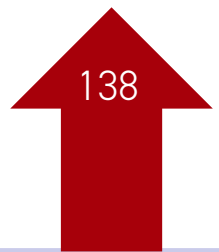
**The future of our country**



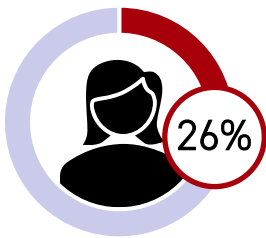
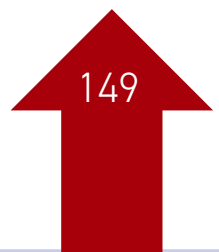
**Protecting myself from threats**



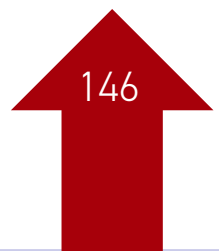
**Feeling a part of the community**



**Being entrepreneurial**



**Having the tech I need to succeed**



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