

Nothing changes a Millennial like kids

Passion Points™ reveal parents have surprisingly different emotional priorities in all areas of life

Are you treating all Millennials the same?

SELF

(% ranking as a top Passion Point™)



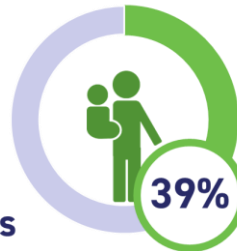
Feeling good about who I am



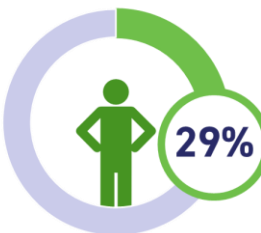
SAFETY



Keeping myself safe and avoiding dangerous situations



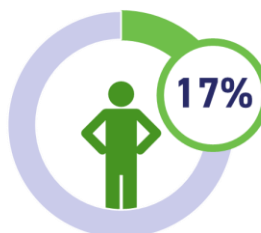
ENVIRONMENT



Concern about pollution in our air, water, and food



COMMUNITY



Speaking up for what I believe in

