

The 2017 Parent Passion Points™



Parent
Passion Point™ Study

For our qualitative exploration of the emotional driver's of parents, we have chosen dimensions across at the very top of parent's emotional spectrum and some that we believe are especially relevant to this research and our three key audiences.



Passion Point™ Playing Cards:

#1

Protection
& Safety



Parent's Protective
Embrace



Simple
Pleasures



Comfort In
The Familiar

#2

Preparing
Kids For
Success



Nurturing
Confidence



Fostering
Independence



Learning To
Take Risks



Solving Problems
On Their Own

#3

Playing &
Laughing
Together



Letting Kids
Be Kids



Making
Memories



Spontaneous
Fun

#4

Family First



Being Closer
to My Child



Passing on
Traditions

#6

Healthy
Lifestyle



Optimism &
Resilience



Order & Control

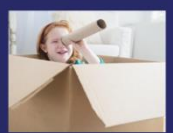


Emotional
Well-Being

Passion Point™ Playing Cards:

#7

Education



Imagination
& Wonder



Imparting
Life Skills



Express
Themselves

#8

Money Worries



An Occasional
Splurge



Making
Ends Meet

#10

Stress & Depression



Kid
Stress

#14

Cultural Heritage



Cultural
Heritage