

# The 2017 Parent Passion Points™



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

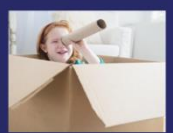


Emotional  
Well-Being

# 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