

Why Seven Love Styles?

Marriage counselor Dr. Gary Chapman's theory of the 5 Love Languages taught us that each person has a preferred way to express and receive love with a romantic partner. Where one person might show love by washing their partner's car, another might give them a sincere compliment. Dr. Chapman observed that a lot of the misunderstandings and dissatisfaction he saw in his work with couples arose from a mismatch in how people showed love and how those same actions were received by their partners. If everyone understood love languages, he proposed, we could all match our expressions of love to those most likely to be appreciated by our partners—and missed signals would be a thing of the past.

While Dr. Chapman's work transformed the way we think about relationships, it was also based on a limited sample of married, Christian couples—and completed nearly forty years ago, when our expectations for our relationships were very different. As our research team at Truity saw the love languages theory grow in popularity, we wondered if the theory still held water—or if it might need some updating to reflect modern ideas about relationships.

The assessment you've just completed is based on our research on over 500,000 volunteers. As we conducted surveys with our users, we discovered that while some of Dr. Chapman's ideas about love still held water, our top priorities for our relationships have shifted significantly. When looking at people's wants and needs through a fresh lens, it became apparent that for modern couples, the key to happiness is no longer a tidy exchange of services, but rather a deep connection that challenges and engages both partners.

Truity's 7 Love Styles assessment updates and expands the concept of love languages to put emphasis on what really matters in modern relationships. In addition to discovering two entirely new love languages, we've also clarified and updated our understanding about how we express love. In this report, you'll learn how you approach each of the 7 modern love styles, and how to use your unique profile to improve your relationships.

The 7 Love Styles

The seven Love Styles measured by this assessment were discovered through empirical research on over a half million volunteers, of all ages, from all around the world. Each way of expressing and receiving love encompasses a range of related actions and behaviors.

Each love style is equally valid, however they are not equally common. Our research shows that the Activity, Emotional, and Intellectual love styles are favored most often, with Financial and Practical being more rare.

Activity

People with the Activity love style feel special and valued when their partner takes an interest in their hobbies and activities and makes an effort to enjoy hobbies and interests together.

Appreciation

People with the Appreciation love style feel loved when their partner gives them compliments, praise, and thanks. They appreciate hearing explicitly what their partner likes and admires about them.

Emotional

People with the Emotional love style feel loved when their partner is able to connect with them and support them through difficult and scary emotions. Being present for the highs and lows is very important to those with the Emotional love language.

Financial

People with the Financial love style feel loved when their partner is generous with resources and sees value in spending money to bring their partner pleasure and joy. This love language may be expressed through gifts, or just making space in the family budget for your partner's enjoyment.

Intellectual

People with the Intellectual love style like to connect through the mind. They feel loved when their partner values their intelligence, respects their opinion, and takes part in thoughtful discussion of important issues.

Physical

People with the Physical love style feel loved when they receive physical affection—hugs, holding hands, and snuggles. They want their partners to show they're attracted to them and initiate loving touch.

Practical

People with the Practical love style feel loved when their partner chips in with everyday duties and responsibilities. They feel cared for when their loved one does chores and offers help.

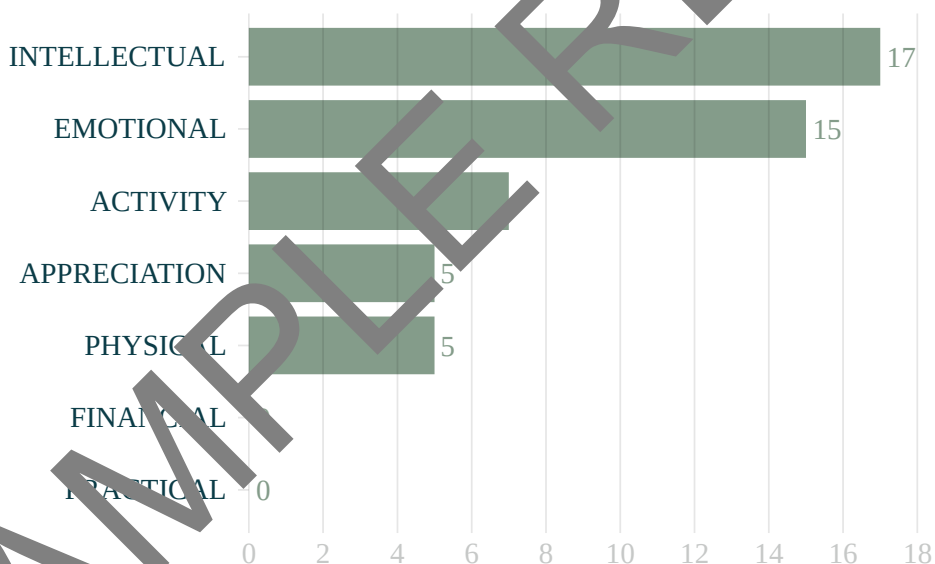
Your Love Style

Your unique love style is complex and individual, and expressed in two directions: how you like to receive love, and how you tend to express it. Most often, when someone says “this is my love language,” they are talking about the types of actions and behavior that make them feel loved. This is important information for you to know about yourself so that you can articulate what you want from your partner. When you are feeling unfulfilled or frustrated in a relationship, understanding what makes you feel loved can help you identify what’s missing.

However, we’ve found it’s also very important to measure how you show love. When you express love, you may or may not use the same love language that you prefer to receive. For instance, you might feel most loved when your partner is supportive and caring, the Emotional love style. But your go-to way of showing love might be to cook a special meal or pick up more slack around the house—the Practical love style. Because this assessment measures each direction of love separately, you can see exactly how love flows for you—and be better prepared to make your relationship dynamics work for you.

How You Receive Love

The following graph shows how you prefer to receive love from a partner. This graph shows what you need from a partner in order to feel loved, valued, and connected in a relationship.



Now let's take a deeper look at the top styles that have the most impact in making you feel loved.

Your Primary Love Style: Intellectual

People with the Intellectual love style like to connect through the mind. They feel loved when their partner values their intelligence, respects their opinion, and takes part in thoughtful discussion of important issues. While the Intellectual love style includes a desire to spend quality time together, it focuses more specifically on a meeting of minds and valuing each other's intelligence.

People with Intellectual as their dominant love style seek a partner who asks for their opinion because they care about what they have to say. This type is likely to enjoy deep conversations about things that matter to them and a partner who will happily debate ideas.

You feel most loved when your partner:

- Takes a deep interest in what you say and how you think.
- Respects and values your opinions.
- Wants to talk with you about things that matter.
- Is excited to share their thoughts and ideas with you.

What Motivates Your Love Style

For people with the Intellectual love style, the relationship is far more than physical. Foreplay and flirting are fun, but what you really seek is a partner with 'smarts' who respects your opinions, excites and challenges you, and has the same intellectual values. If you have an insatiable quest for political knowledge while your partner is largely apathetic to world affairs, it's a sure sign you're not on the same page.

The key motivator here is feeling understood. You want to have real conversation about the things that matter, with a partner who can give as good as they get. You want a partner who has depths worth exploring, and who can give the same intellectual companionship in return—a true meeting of minds.

Fundamentally, if someone is not on your intellectual wavelength, you may struggle to fully respect them— which does not bode well for your future happiness. Remember that not everyone shares your love style, and people will not be able to meet your needs if they're not communicated.

Your Love Style Personality

People who desire the Intellectual love language are likely to be thoughtful, analytical, and interested in ideas. They value a partner who is intelligent and curious. They want a cerebral relationship of intellectual equals, where they can freely discuss opinions and ideas. Warm fuzzies may be less important to this type, who places the highest emphasis on having a partner they can have meaningful conversations with and who connects with and understands their ideas and values.

Your Love Style in Relationships

When your love style is being met in your relationships, you feel loved, desired, and special. However, if your love style is not being met, you may feel insecure, taken for granted, and bitter towards your partner. It likely feels as if the two of you speak completely different languages—and as it turns out, you do!

Your relationship will look much different depending on whether or not you and your partner are speaking each others' love languages. The good news is that neither person needs to be fluent in the other's language to learn how to communicate it effectively (more on that below). Here's how it may look like when your love style is being met, and when it isn't.

When your Love Style is being met:

- You grow and learn from each other through detailed conversations.
- You feel confident and respected, even when you present an opposite point of view.
- You feel like you can discuss anything without feeling edgy or cornered.
- You feel like you understand one another.
- There's never a dull moment since you share an equal curiosity and appetite to learn.

When your Love Style is not being met:

- You feel like you have to explain something every time you talk.
- You worry that you are talking down to your partner, or are being talked down to.
- You feel like you are always competing with your partner while having a conversation.
- You get into a war of opinions.

You feel nervous, resentful or less confident around your partner.

How to Express Your Love Style to Your Partner

As obvious as your love style is to you, your partner may be completely oblivious to your needs in the relationship. Learning to express your love style to your partner is how you tell your partner what you need to feel loved. Here are a few ways to express your love style to your partner.

- Share your love style with your partner. The easiest way to express your love style is to share the specifics of your style with your partner. Share the test with them and afterward discuss each of your styles and how they relate to each of your needs in the relationship.
- Be direct and clear about what you need. Don't leave it up to your partner to guess. Clearly tell your partner which Intellectual activities you value. Say something like, "I read this amazing book and had lots of opinions about it. Would you like to read it so we can talk about it?"
- Tell your partner what they do that makes you feel loved. Give specific examples of times when they have spoken your love language and what about those moments was most meaningful to you. For example, you might say, "Hey, I loved that you brainstormed that work problem with me yesterday. I know it doesn't interest you that much, but the fact that you listened and were willing to bounce ideas around made me feel valued."
- Ask your partner what they need to feel loved. Speaking a love language is not a one-way street, and by checking in with your partner on their needs, you're modeling the behavior that you desire.
- Express appreciation when your partner speaks your love language. Gratitude goes a long way in any relationship. When you notice your partner making an effort to speak your language, let them know how much it means to you.

As you reflect further on what your primary love style means to you, you will become better able to share with your partner what does and does not work for you. You'll also gain more insight into your own feelings of satisfaction (or lack thereof!) in your relationship, and learn a new language to ask for what you need.

Your Secondary Love Styles

In addition to your primary love style, your wants and needs in relationships are likely to be influenced by your second and third most preferred love styles as well. These love styles may come into play for you in certain situations, or you may find there are particular behaviors from these love style categories that are especially impactful for you.

Let's look now at the other love styles that may be important for you.

Emotional

People with the Emotional love style feel loved when their partner is able to connect with them and support them through tough emotions. While on some level it's about spending quality time together, the Emotional love style is specifically focused on emotional, as opposed to physical, connection. This type feels loved when they receive caring support during emotionally challenging or vulnerable times.

People with Emotional as their dominant love style seek a partner who will listen without judgment and give their undivided attention when they are talking about something they are having trouble with. They want a partner who will be there for them as a safe harbor in times of stress.

You feel most loved when your partner:

- Listens carefully when you express what you're feeling.
- Calms and comforts you so you can think clearly.
- Is by your side through the ups and downs.
- Is a source of strength when you're feeling overwhelmed

Activity

People with the Activity love style feel special and valued when their partner takes an interest in their hobbies and interests and makes an effort to enjoy activities together. The motivation here is togetherness, but it's about more than just spending quality time with a partner. Rather, the Activity love style involves expressing genuine interest in their work, hobbies, and life outside of the relationship.

People with Activity as their dominant love style seek a partner who has a similar lifestyle as them and enjoys participating in their hobbies and interests. This type is also likely to absorb their partner's interests and eagerly discover and share in activities that they both enjoy.

You feel most loved when your partner:

- Is enthusiastic about joining you as you pursue your hobbies.
- Helps you prioritize time spent doing things you love to do.
- Looks for activities that you enjoy doing together.
- Puts in time and effort to make plans with you.

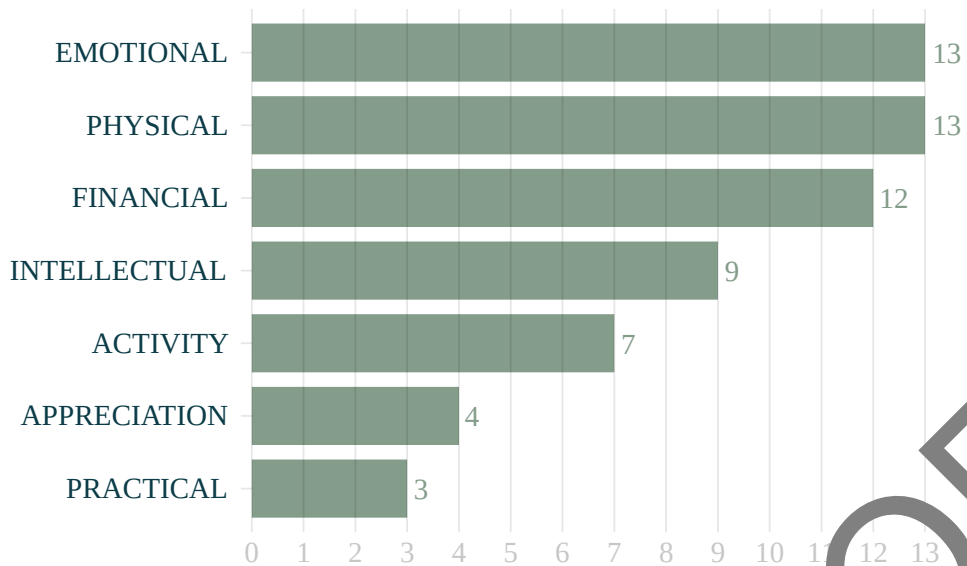
We've taken a deep dive into your needs and wants, and you should have a good idea of what makes you feel satisfied, connected, and appreciated in a relationship. Before we move on, take a moment to reflect on what you've learned about yourself. How does your report resonate with your experiences in relationships? Have your results helped you articulate what you want and need from a partner?

Once you've taken some time to digest the information you've discovered so far, we'll move forward by looking at a different aspect of your love style.

How You Show Love

We've learned what your partner can do to make you feel loved—but that's just one half of the equation. In this next section, we'll look at the styles you use when showing love to others. Remember, these may be quite different from the styles you prefer when receiving love!

The following graph shows how you typically express love to other people.



Your top three love styles for giving love are typically your go-to behaviors when you want to create connection and show that you value your partner. Although you can learn to “speak” any love language (and you should, to best meet the needs of your partner!), these may be the styles that you are most competent in, or simply the ways that you are most comfortable expressing love.

Unlike our style for receiving love, which are usually based on our personality and core needs, the styles you use to express love may be influenced by many factors. You may naturally assume that what you need is what your partner needs, so you offer the same love style that you desire. Or you may show love in the same way that you saw modeled by adults in your life—for instance, your dad brought home flowers after an argument, so you do the same.

Your style for giving love may also adapt to your relationships. You may change the way you show love based on what seems to “land” with your current partner, noticing what seems to bring them closer and doing more of that. This is a step in the right direction, and the best use of love languages is to become better at loving your partner. However, it’s important to confirm that you’re correct about your partner’s wants and needs before adjusting the love languages you “speak”—what your partner wants may be very different from what you guess or assume.

Below you’ll see a description of the three love styles you most readily use to express love. As you read, think about how each of these styles have been received by your partner, if you have one, or by other people in your life. Which do you think have been most effective in showing your loved ones how you feel?

Emotional

You desire to connect with your partner on a deep emotional level. For you, this means sharing a common language and being attuned to your partner’s needs and problems. Your ideal relationship is one where you have vulnerability, shared experiences, and you don’t keep secrets from each other.

Having Emotional as a dominant love style does not mean that you have to talk nonstop about difficult issues, or that you are constantly prompting your partner to ‘open up’ about their feelings. In fact, you are just as comfortable sitting in silence, enjoying your partner’s company. But you know you have each other’s backs in difficult or stressful times, and that is enough to make you feel safe, supported and connected.

You show love by:

- Being deeply interested in what your partner is feeling and saying.
- Being vulnerable with your intimate feelings.
- Offering a shoulder to cry on.
- Confiding in your partner.
- Supporting your partner through difficult times and validating their darker emotions.
- Making clear efforts to reconnect when you lose touch with each other.
- Letting your partner be their authentic selves.

Physical

You want to feel close to your partner and the way you do this is through physical touch. Kissing, hugging and holding hands, as well as more intimate contact, are all ways of showing your partner that you love and appreciate them.

Most specifically, having Physical as a dominant love language means that you are always looking for ways to make contact with your partner—such as snuggling up close on the couch while you are watching TV, or placing a hand on the small of your partner's back while you wait in line with them. You probably enjoy a little PDA, and you will always appreciate a partner who wants to cuddle with you.

You show love by:

- Giving your partner hugs and kisses often.
- Mindlessly touching your partner whenever they're around—placing a hand on their knee or running your fingers through their hair.
- Holding your partner's hand to maintain physical contact when you're in public.
- Offering foot rubs and massages.
- Showing your partner how you find them attractive.
- Prioritizing sex in your relationship.

Financial

No matter how much or how little money you have, you express your love by sharing those resources with your partner. Specifically, you like to 'speak' your love by offering meaningful financial support, whether that is paying a bill or spoiling your partner with a romantic getaway.

Having Financial as a dominant love style does not mean that you are willing to subsidize your partner's lifestyle or that you want them to be financially dependent on you. You simply like to spend your money in ways that will bring your partner joy, irrespective of what is 'fair' when it comes to who pays for what in the relationship.

You show love by:

- Spoiling your partner with random treats and gifts.

- Quietly paying the bills if your partner cannot afford to.
- Picking up small gifts that remind you of your partner while you're away.
- Picking up the check on dates.
- Whisking your partner away for a surprise trip.

Intellectual

You adore your partner's intelligence and see your relationship as a meeting of minds. Because of this, you talk openly, listen carefully to your partner, and question each other's ideas. For you, nothing says "I love you" like sharing your thoughts and value systems with the one you love. You quickly will lose interest if a partner is not on your intellectual wavelength.

For you, there's no depth and no true connection unless you are on the same intellectual level as your partner. Feeling intellectually superior or inferior to your partner will create a stumbling block in your relationship. You may not mind having a different point of view to your partner as long as you are both happy to explore those opinions and have a more satisfying cerebral connection as a result.

You show love by:

- Initiating deep and challenging conversations.
- Learning from each other.
- Asking your partner's advice on important matters.
- Showing curiosity for your partner's passions and interests.
- Sharing your ideas, dreams and plans.
- Respecting your partner, even if you have wildly different views.

Learning Your Partner's Love Style

Taking the time to understand your partner's love style can strengthen your bond and leave both people feeling more connected and fulfilled in the relationship. Showing love exactly as your partner needs to receive it invites your partner to be more open and vulnerable, and increases the likelihood that they will also focus on meeting your needs.

Often when things are going wrong it's because one or both partners' needs are going unmet. What makes it worse is that often these unmet needs are simply the result of a lack of communication. Being able to see and understand when someone's love style is not being nurtured makes it easier to identify the root cause of issues and arguments in the relationship and address them effectively.

Speaking Your Partner's Love Style

Effectively speaking your partner's love language means knowing the right—and wrong—things to say or do. If your partner's top love styles are much different from yours, then it may feel uncomfortable and difficult to communicate at first.

However, with enough practice, commitment, and maybe a few faux pas, you can learn to make your partner feel incredibly loved. Here's what to do—and what to avoid—for each of the 7 love styles.

Activity

Your partner may have an Activity love style if they seek a "partner in crime" to join them in their favorite activities and hobbies.

How to Communicate

- Support and be part of your partner's hobbies and interests
- Prioritize one-on-one time doing things that you both love
- Invite your partner to join you in events and activities that are outside of the relationship (work happy hours, hanging with friends, etc.)

What to Avoid

- Distractions when you're spending time together
- Frequently canceling on shared activities and events
- Not paying attention when your partner is sharing their interests with you
- Refusing invitations from your partner to join them in activities

Appreciation

Your partner may have an Appreciation love style if they seek verbal appreciation and recognition for what they accomplish.

How to Communicate

- Praise your partner for their personal qualities and accomplishments
- Compliment them on the small things they may not have noticed
- Dial up the nice words when your partner is working especially hard

What to Avoid

- Using mean or hurtful words that your partner will take to heart
- Withholding your appreciation as a form of punishment
- Giving lukewarm or no acknowledgment when your partner achieves a big goal

Emotional

Your partner may have an Emotional love style if they seek caring support when they are dealing with stress and challenges.

How to Communicate

- Always be ready with a listening ear
- Allow your partner to be vulnerable in front of you
- Encourage your partner when they are having a hard time with something

What to Avoid

- Judging your partner or invalidating their feelings
- Nodding along with their words or making noises of agreement instead of truly listening
- Shutting your partner out when they are sad or angry
- Putting your emotional needs ahead of your partner's

Financial

Your partner may have a Financial love style if they seek a relationship that provides material rewards and a financial safety net.

How to Communicate

- Spoil your partner with small gestures of generosity to show that you are thinking of them
- Put effort into birthdays, anniversaries, and other special gift-giving occasions
- Treasure anything your partner gives you, no matter how lavish or small

What to Avoid

- Letting special occasions pass without a thoughtful gift or treat
- Being stingy with money that you can afford to spend on fun
- Using money as a way to exert power over your partner
- Prioritizing your financial needs and goals over your partner's

Intellectual

Your partner may have an Intellectual love style if they seek to share ideas, thoughts, and opinions in their relationships.

How to Communicate

- Ask your partner their thoughts and opinions on important topics

- Express verbal appreciation for your partner's knowledge
- Learn about the subjects your partner is interested in and make time to discuss with them

What to Avoid

- Making big decisions without your partner
- Being judgmental about your partner's opinions or not taking them seriously
- Telling your partner how to think and feel

Physical

Your partner may have a Physical love style if they seek to be close to you and want to receive affection with touches, kisses, and hugs.

How to Communicate

- Use touch and body language to emphasize feelings of love (hug, kiss, cuddle, hold hands)
- Prioritize physical intimacy in the relationship
- Initiate intimacy instead of waiting for your partner to take the lead

What to Avoid

- Assuming that your partner only wants love to be expressed via sex
- Moving physically away from your partner when you argue or disagree with them
- Forgetting to simulate touch when you are separated for a length of time—try leaving your partner your hoodie and blow kisses to them over Zoom

Practical

Your partner may have a Practical love style if they seek a helpmate who takes on everyday duties and larger responsibilities to lighten their load.

How to Communicate

- Pay attention to things that need doing and quietly do them
- Focus on activities that your partner really does not enjoy doing
- Acknowledge what your partner is doing—say thank you.

What to Avoid

- Picking up the easy chores ahead of the ones that will really make a difference
- Complaining about being exhausted or giving up your free time to pitch in
- Doing chores poorly so your partner has to re-do them

Understanding your love style can carry a lot of weight in romantic relationships. Being able to express to your partner how you prefer to be shown love can increase your ability to feel loved and appreciated, and create a more satisfying relationship. It can also help you notice the ways that your partner is showing their love for you, even if they are not speaking your primary love style.

Similarly, understanding your partner's love styles can help you to better meet their needs, and put your efforts to be a good partner into the actions and behaviors that really matter to them. As you become better at speaking your partner's love styles, you'll notice it becomes easier to create a connection.

We hope this report has helped you to better understand all the ways we give and receive loving care in relationships!

SAMPLE REPORT