



# A Study on Love: Research Results



**365give initiated an informal research study as part of our #All4Love campaign and seeks to uncover the common threads of love that unite humanity and foster global community interactions.**

## Our Exploration

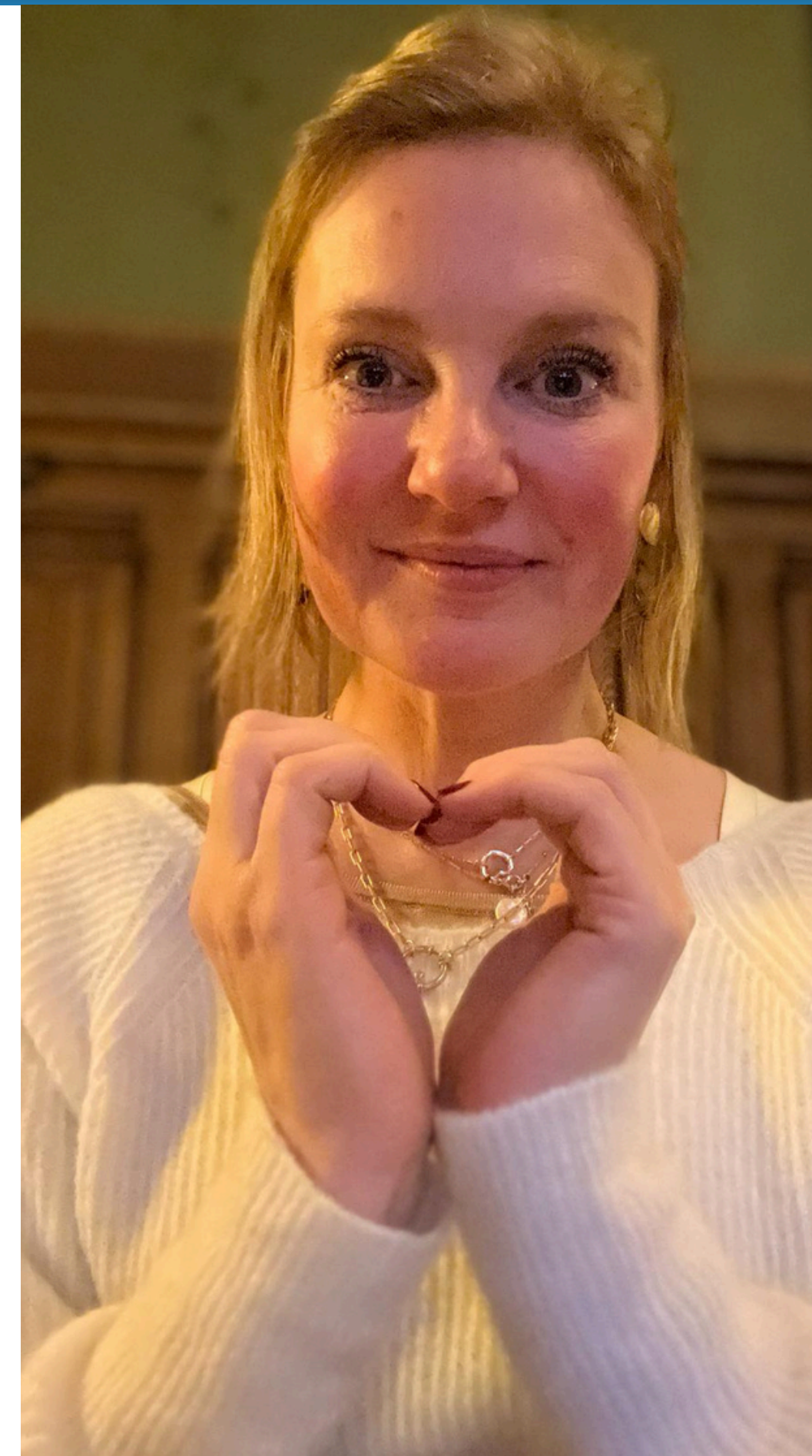
With the guidance of positive psychology experts, we crafted research questions designed to peel back the layers of conventional understandings and reveal the core elements of love that resonate across all divides. This study has not only been about understanding love's role in fostering prosocial behavior but also about discovering the universal threads across cultures, ages, genders, and religions.

## What We Discovered

Our findings reveal a remarkable consistency in how love is expressed and received, highlighting its role as a fundamental and unifying human experience. Our survey has painted a vivid picture of love as an essential pillar of human connection and well-being.

## Let's Spread Love

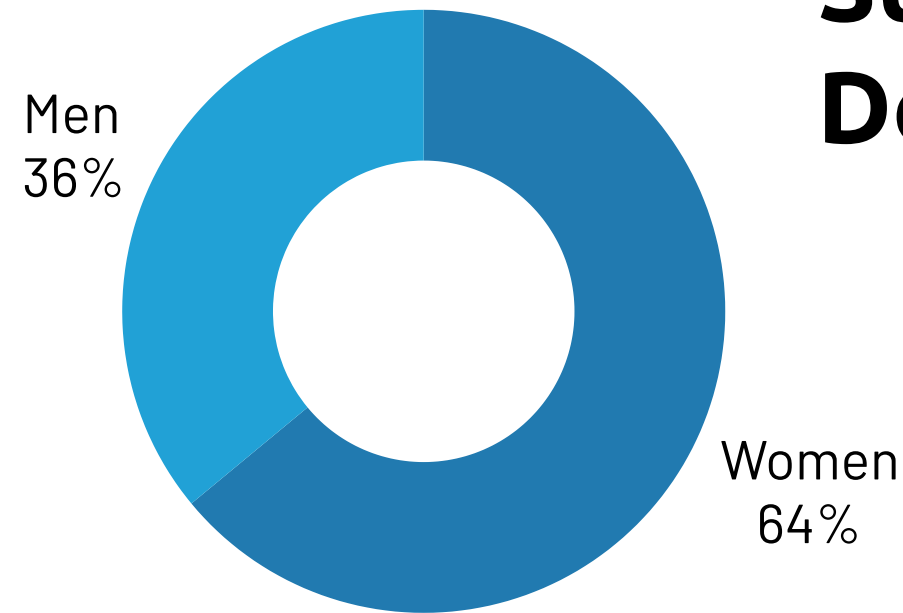
As we share these findings, let us remember the power each of us holds to not just understand love but to actively spread it. Join us as we continue to build bridges with love, fostering a more connected and compassionate world. #all4Love



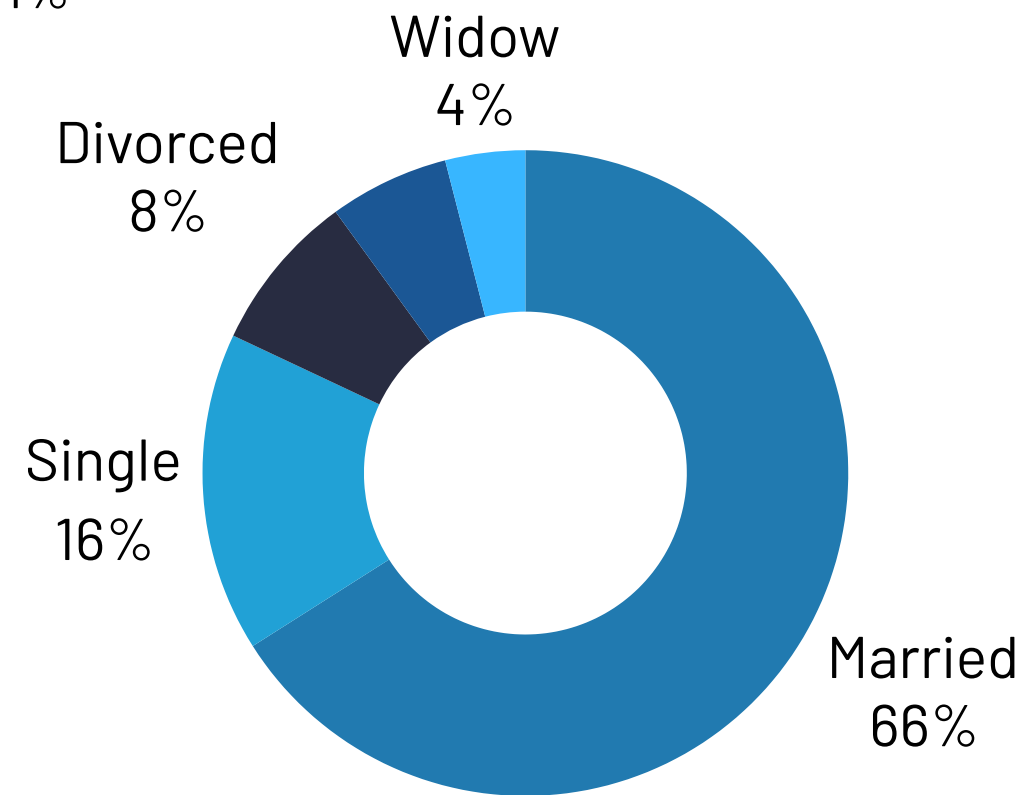


# Survey Demographics

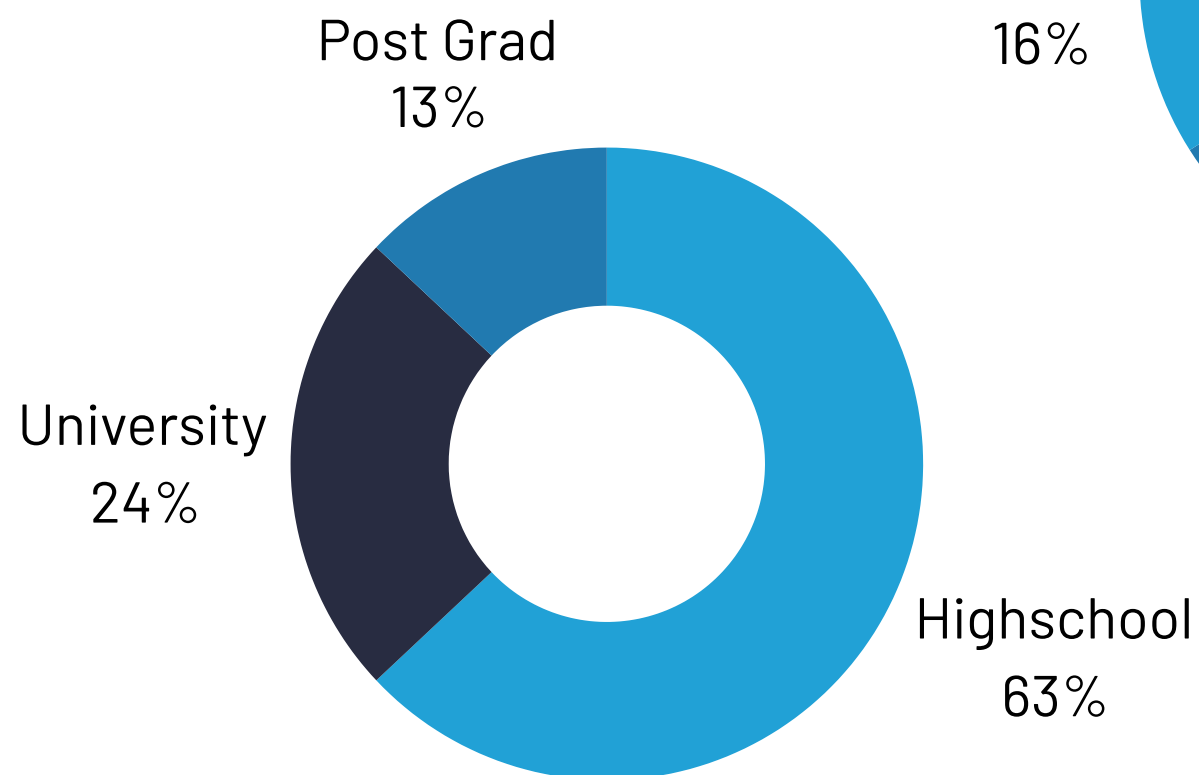
## Gender



## Marital Status



## Education



# Introduction

Thank you for joining this exploration into the heart of humanity and love's role in shaping human experience.

As part of 365give's #all4Love campaign, we wanted to hear your perspective about love and how it shapes our world across different cultures, ages, genders, and religions

Our survey demographics begin to show the broad range of people that participated in the study.

# Our Misconceptions About Love

Our study reveals that many of our societal beliefs about love are rooted in misconceptions that simplify or romanticize this complex emotion, often leading to unrealistic expectations and misunderstandings. The primary error in our understanding seems to stem from viewing love through a narrow lens.



## **EFFORTLESSNESS**

The belief that love should always be easy and natural ignores the essential effort and commitment required to sustain deep and meaningful relationships.



## **PERFECTIONISM**

Expecting love to be perfect sets individuals up for disappointment. Love, in reality, involves navigating challenges and embracing imperfections both in ourselves and in others.



## **ROMANTICIZATION**

Media portrayals often skew our expectations, leading us to anticipate a constant state of romance and passion that overshadows the daily, more mundane aspects of love that actually strengthen bonds.



## **EMOTIONAL SIMPLIFICATION**

By misconceiving love as just a feeling, we fail to appreciate its depth as a dynamic interplay of emotions, decisions, and actions that evolve over time.



## **CONDITIONAL APPROACHES**

Viewing love as something to be earned or proven can undermine the genuine, unconditional acceptance that forms the cornerstone of all profound relationships.

# TOP 6 WAYS PEOPLE PREFER TO EXPRESS OR GIVE LOVE

## Quality Time

82%

*Spending meaningful time together is the most favored way to express love among respondents.*

## Emotional Support

81%

*Offering emotional support and comfort is highly valued.*

## Physical Affection

78%

*Engaging in physical forms of affection, like hugs and holding hands, ranks third.*

## Generosity / Kindness

76%

*Acts of generosity, kindness and giving with and without money were a fundamental way of expressing love.*

## Words of Affirmation

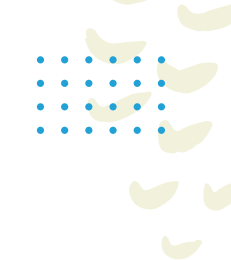
75%

*Using verbal expressions such as compliments and affirmations is another popular method.*

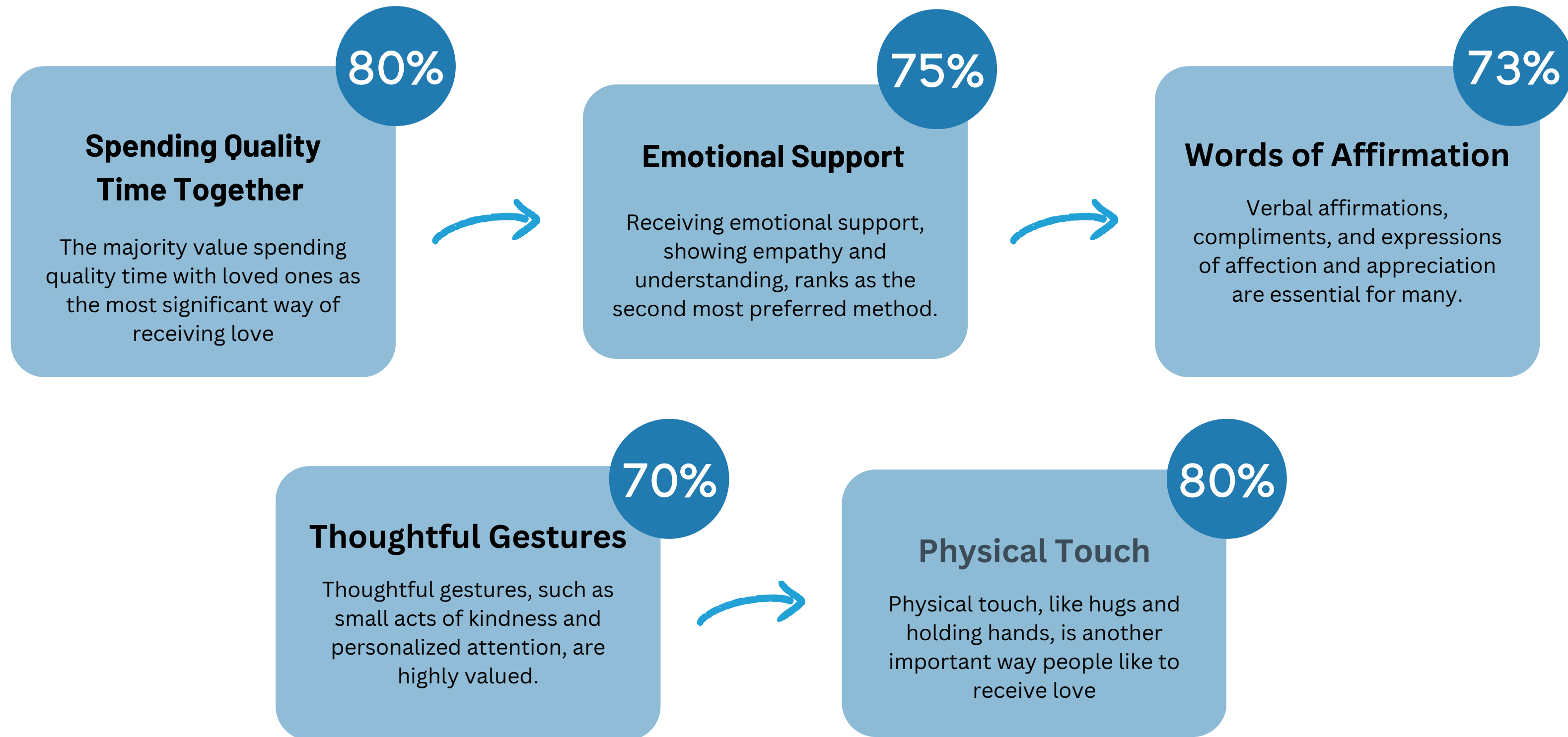
## Listening and Being Present

71%

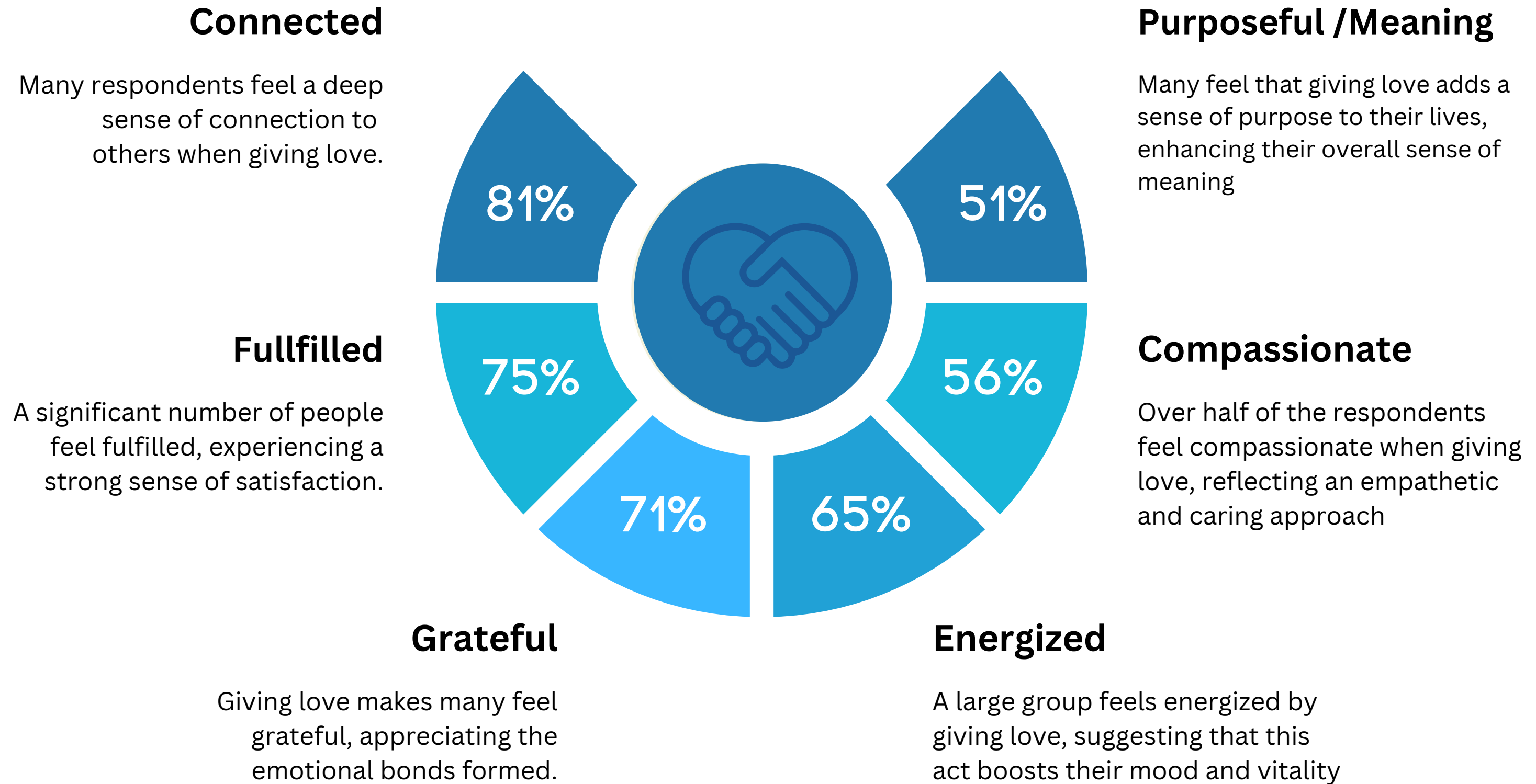
*Being attentive and present in interactions is crucial for many people as a form of expressing love.*



# TOP 5 WAYS PEOPLE PREFER TO RECEIVE LOVE



# TOP 6 WAYS PEOPLE FEEL WHEN THEY GIVE LOVE





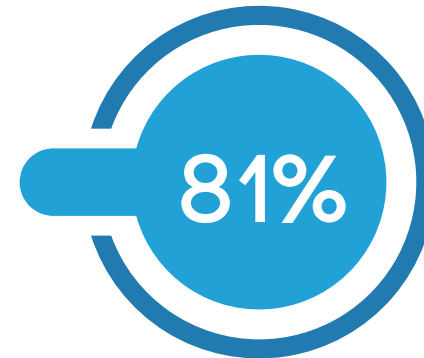
## 01 Happy

The majority of respondents feel happy when they receive love, highlighting the immediate joy it brings



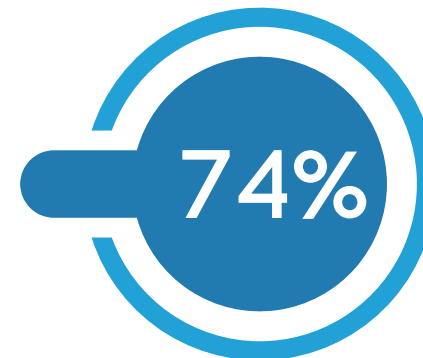
## 02 Joyful

Close behind, many experience a deep sense of joy, reflecting the uplifting nature of receiving love.



## 03 Grateful

A significant number of people feel grateful when receiving love, appreciating the kindness and connection it represents



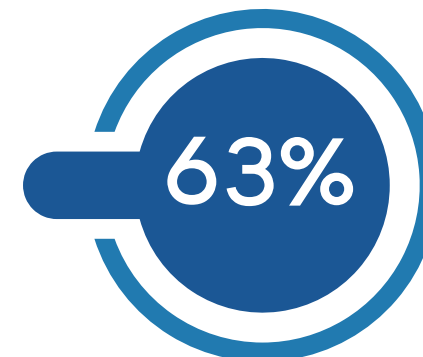
## 04 Comforted

Receiving love gives a strong sense of comfort to many, providing emotional support and security.



## 05 Accepted

Many feel accepted when they receive love, indicating that it fosters a sense of belonging and validation



# TOP 5 WAYS PEOPLE FEEL WHEN THEY RECEIVE LOVE





# Conclusion: The Common Thread of Love



**Giving Nature:** The simple response "Give" captures the essence of love as an act of generosity, pointing to the understanding that giving love enriches both the giver and the receiver.



**Unifying Force:** The insight that love brings people together despite differences underlines its power as a unifying force that transcends barriers and builds community.



**Diverse Expressions:** Recognizing that love can take many forms and still be valid reflects a mature understanding that love is not one-size-fits-all but is tailored to individual needs and circumstances.



**Acceptance and Appreciation:** Many understand love as an act of acceptance, valuing people for who they are, which fosters genuine and supportive relationships.



**Emotional Depth:** Acknowledging that love is a deep emotion that enhances life suggests a significant appreciation for its emotional richness and its role in providing joy and fulfillment.

FEBRUARY 10TH - FEBRUARY 14TH

**#all4Love**

JOIN THE LOVE-OLUTION

[www.365give.ca/all4love](http://www.365give.ca/all4love)



# Thank you!

Do you have any questions for us?

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[www.365give.ca](http://www.365give.ca)