

My Heart Chart

Discovering Your Personal Heart Chart

What's a Heart Chart?

There are a lot of books on love and marriage, most of them dispensing advice and information about how to make it work. But this project is different. The Heart Chart reveals what you are saying about love and marriage and provides you with customized information related specifically to your marriage mindset. We'll show you how you can discover your personal approach, but we first want to give you some quick context.

Our interviews of more than 3,600 young adults nationwide included an equal number of men and women, spread evenly across the ages.

	Ages 18-22	Ages 23-26	Ages 27-30	TOTAL
Male	607	611	606	1,824
Female	620	614	614	1,848
TOTAL	1,277	1,225	1,220	3,672

Our interviews uncovered a wide range of information about the participants: their intent to marry and/or have children, childhood family background, life goals, values, current expectations of marriage, reasons for and against marriage, attitudes toward divorce, opinions about what holds a

marriage together and what breaks it apart, cohabitation, current relationship status, and so on. With a mountain of information to make sense of, the data was segmented based on attitudes. Here are the five segments that emerged:

Connect With Others

Our research reveals that young adults in this generation rarely tire of talking about relationships, love and marriage – especially if they are not married yet. In other words, they carry more concern and anxiety around the topic of love and marriage than any other generation does. If you'd like to connect with people who are on a similar journey as your own, follow [twoofusorg](#) on Facebook or Twitter @twoofusorg.

- 1. The Resolute Heart**
- 2. The Rational Heart**
- 3. The Romantic Heart**
- 4. The Restless Heart**
- 5. The Reluctant Heart**

Each of these five distinct marriage mindsets carries unique factors impacting their potential for lifelong love and fulfillment in marriage.



The Marriage Mindsets

	Resolute 22%	Rational 23%	Romantic 19%	Restless 22%	Reluctant 14%
Marriage Motivation	Highest	Moderate	High	Low for now	Lowest
Marriage Theme	"Divorce is Not an Option"	"Marriage is Hard Work"	"We'll live happily ever after"	"I Need More Time"	"Why Take the Risk?"
Expectation from Marriage	Personal fulfillment	Bumps in the road	Lifelong love	Loss of independence	Loss of identity
Divorce Acceptance	No	It's an option	It's an option	As a last resort	Yes
Gender	Mixed	Mixed	67% Female	70% Male	Mixed
Age	Oldest	Older	Younger	Youngest	Average
Education	Highest	High	Lowest	In school	Low
Ethnicity	Caucasian	Highest Caucasian	Highest African American	Most ethnically diverse	Mixed

On the site you will find information on each one of these mindsets and ideas on how best to leverage each in a relationship. In fact, we reveal not only what each segment needs to know but also what each segment is likely to encounter in their relationships with others in the same or different categories.

By the way, you don't have to be in a relationship to benefit from this. Even if you aren't dating anyone right now, we still encourage you to take the quiz. Of course, if you are in a relationship we suggest that both of you complete your individual Heart Chart Reports.

Research Background, Objectives and Methodology

Project Background

Currently, the U.S. divorce rate is at an all-time high, with half of all marriages ending in divorce or permanent separation. A broad consensus has emerged among researchers that changes in the American family structure have had significant negative impacts on the well-being of children as well as adults. Previous research has shown that the implications for children who experience the divorce of their parents include elevated risk for conduct disorders and psychological problems; low self-esteem; a greater likelihood of obtaining a lower level of education and lower-status jobs; and greater potential to experience trouble in their own

Discover Your Personal Marriage Mindset

The new marriage math is 1 + 1 = 3: you, me and us. Over and over again, young people report that they are looking for partners who fit into their lifestyles and complement their personal goals and individual needs. Your Heart Chart Report will help you do just that.



marriages. Also, many studies indicate that happily married adults enjoy better mental and physical health than unhappily married or single adults do.

Surveys show that the majority of Americans highly value—and desire to achieve—a successful marriage, but many are not confident that they possess the tools to attain this goal. To help remedy this, the U.S. Department of Health and Human Services, Administration for Children and Families (ACF), through its National Healthy Marriage Resource Center (NHMRC) cooperative agreement with Public Strategies, Inc. (PSI), set out to develop the first publicly-funded national media campaign devoted to healthy marriage. The aim of this campaign is to provide information about healthy marriage to the general public, including resources and tools to help achieve a healthy, long-lasting marriage.

The NHMRC, in collaboration with public leaders and key stakeholders, identified the need to conduct a communications campaign focused on young adults aged 18-30 to “Launch a National Conversation about Marriage.” NHMRC recognized that the key to the success of this campaign would be profiling the appropriate target audience segments within the broad 18-30 young-adult age group, and subsequently identifying the most effective messaging platforms to speak to these segments in relevant ways on the topic of marriage. With these research needs in mind, PSI contacted TRU, the nation’s foremost research organization specializing in the Millennial cohort, to conduct research that would provide this understanding.

Is Marriage Obsolete? Hardly!

Despite the strong aspiration that nearly every young adult has for eventually being married, some people, especially men, underscore their caution by talking about marriage as an “outdated concept,” saying it is associated with “pressure from society.” Yet the more they talk, the more they reveal that they still plan to be married someday. Only 14% of young adults never plan to be married.

Research Objectives

- Develop a greater understanding of the attitudes, beliefs and behaviors pertaining to marriage among the 18-30-year old young adult cohort in order to further segment the population beyond basic age and relationship status.
- Identify segment(s) within the young adult audience that a targeted communication campaign would potentially affect most widely and significantly.
- Determine the most effective messaging platform for a targeted communications campaign, with the aim of encouraging dialogue about healthy marriage among young adults in general – and select young adult segments in particular.
- Guide the development of communication vehicles and targeted messages that would be the most effective, including gauging the relevance and importance of providing:
 - Information about the benefits and rewards of marriage
 - Guidance to individuals and couples about improving their relationships/marriages



Overview of Research Methodology

Taking into account these research objectives, TRU conducted three tightly coordinated, iterative phases of research among young adults aged 18-30, as summarized briefly below.

Phase One: Qualitative Target Exploratory Research

For this initial exploratory qualitative research, TRU conducted a series of 20 in-depth group discussions among young adults aged 18 to 30 in diverse markets across the U.S.

This qualitative, “deep-dive” research phase was intended to provide rich insights into young-adult relationship experiences and expectations regarding current, near-term relationships as well as future, long-term relationships, including marriage. In order to gather a full range of insight from various perspectives within the young adult cohort, respondents recruited for this research were screened and segmented by gender, relationship status, and aspiration for marriage. Separate discussions were held with the following self-identified segments:

- Dating, without any current thoughts about marriage (but ultimately interested in marrying sometime in the future)
- Actively seeking a soul mate and life partner
- Living with a significant other and not sure whether they will move toward marriage with this partner (some may already have children together)
- Engaged to be married within a prescribed time limit
- Married and aspiring to a long-lasting marriage

Insights from this research provided a set of discriminators among young-adults that became the basis for the quantitative attitudinal segmentation research conducted in Phase Two.

Phase Two: Quantitative Target Segmentation Research

For this subsequent phase of research, TRU conducted online interviews among 3,672 women and men aged 18-30. These interviews were self-administered, lasting no more than 20 minutes. A national sampling of respondents was recruited and interviewed, weighted and balanced to ensure a representative mix of geographies, income levels and ethnicities.

The key objectives of this quantitative phase were to 1) identify and profile diverse segments among the young-adult cohort on the topic of marriage, 2) determine which of the segments appear to be most in need of support in their efforts to attain healthy relationships and marriages, 3) identify messages and media vehicles that will allow a communications campaign to resonate in the most relevant ways to these in-need young-adult segments.

Phase Three: Qualitative Communications Development Research

For this final phase of qualitative research, TRU conducted a series of 14 in-depth group discussions among young adults aged 18 to 30 in diverse markets across the United States. Notably, these sessions were recruited and segmented by gender and by marriage segment, as determined using an analytic segmenting tool developed in Phase Two research. The three most in-need segments were interviewed.

This qualitative research phase was intended to provide topline evaluation and optimization for preliminary strategic messaging platforms targeted to these in-need young-adult segments.



About the Authors

Drs. Les and Leslie Parrott are founders and codirectors of the Center for Relationship Development at Seattle Pacific University (SPU), and Leslie is a marriage and family therapist at SPU. The Parrotts are authors of *Real Relationships*, *Dot.com Dating*, *Crazy Good Sex*, *L.O.V.E. Your Time-Starved Marriage*, *Love Talk*, and the Gold Medallion Award-winning *Saving Your Marriage Before It Starts*. The Parrotts have been featured on Oprah, CBS This Morning, CNN, and The View, and in USA Today and the New York Times. They are also frequent guest speakers and have written for a variety of magazines. The Parrott's website, RealRelationships.com, features more than one thousand free video-on-demand pieces answering relationship questions. Les and Leslie live in Seattle, Washington with their two sons.

