



2016 PRUDENTIAL RELATIONSHIP INDEX

THAILAND | 2016

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Prudential has launched the inaugural **2016 Prudential Relationship Index (PRI)** to understand the state of personal relationships in Thailand and throughout Asia. These include relationships with partners, children, parents, friends and relatives. A score of 100 on the PRI means that a person's primary relationship delivers 100% of what they want from that relationship.



Thailand **ranks 5th equal out of 10** countries in Asia in the 2016 Prudential Relationship Index with a score of **71/100.**



THE STATE OF RELATIONSHIPS IN THAILAND IN 2016

In life, it all comes down to the people we care about. Close relationships, valued friendships and intimate ties are all vital to our happiness, wellbeing and longevity.

As relationships are so important, we wanted to understand them better in Thailand. What are their dynamics? What weakens them? What makes them stronger? Can we make them better? Can they be more rewarding?

Prudential wanted to know. So we started a conversation. Actually we started 5,000! We spoke with people in Cambodia, China, Hong Kong, Indonesia, Malaysia, the Philippines, Singapore, South Korea, Thailand and Vietnam. We asked about relationships with partners, children, parents, friends and relatives.

Thailand **ranks 5th** equal out of 10 countries in Asia with an index score of **71/100**. Vietnam is 1st, China is 10th.

The 2016 Prudential Relationship Index for Thailand is 71/100. This means, in Thailand, on average, people's primary relationship fulfils 71% of their desired relationship needs. This also results in a Thailand "relationship gap" of 29%.

This report highlights what Prudential learned from Thais about their relationships in 2016.



THE 2016 THAILAND PRUDENTIAL RELATIONSHIP INDEX SUMMARY



Prudential has launched the inaugural 2016 Prudential Relationship Index (PRI) to understand the state of people's personal relationships in Thailand and throughout Asia.

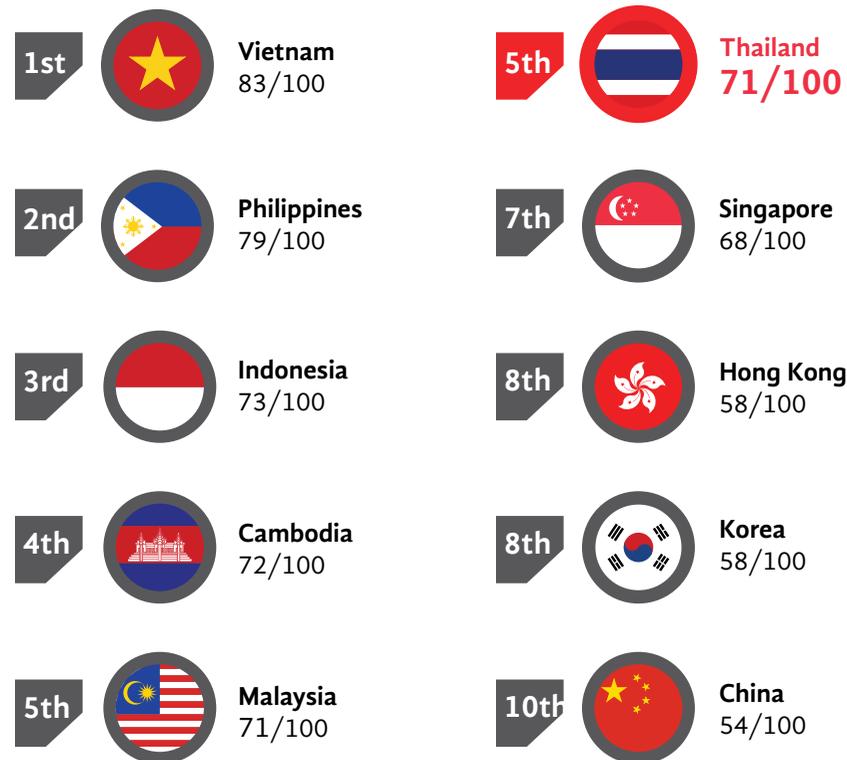
The PRI shows how well Thai people's current relationships measure against their desired relationships and what can be done to improve them. A score of 100 on the PRI means that a person's primary relationship delivers 100% of what they want from that relationship.

In Thailand, 500 interviews were conducted through online sampling with adults between 25 and 55 years of age. Respondents were residents of Greater Bangkok with household incomes of at least THB30,000 per month, representing approximately the top two-thirds of household incomes in Bangkok.

Thailand ranks 5th equal out of 10 countries in Asia in the 2016 Prudential Relationship Index.

The 2016 Prudential Relationship Index for Thailand is 71/100, ranking it fifth equal out of the ten countries surveyed. Vietnam has the highest PRI ranking at 83/100; China has the lowest PRI ranking at 54/100. The average PRI across all countries in Asia is 68/100.

The 10-country rankings are as follows:



Given the importance of relationships to happiness, wellbeing, and longevity, the PRI offers understanding and insight into relationships in Thailand: how to make them stronger, better and more rewarding.

81% of Thai adults (25-55) surveyed are in a relationship with a partner, including 56% who are married. 61% are parents. 52% have their best relationships with their partners over all their other relationships.

Thais score their relationship with their partners at 66/100, meaning people's actual relationship with their partners delivers 66% of what they require from their desired relationship, resulting in a partner "relationship gap" of 34%.

Highlights in Thailand

- 1 Thailand ranks 5th equal out of 10 countries in Asia for relationship satisfaction
- 2 Money, drinking/smoking and phones are the biggest sources of arguments between couples
- 3 Thais are the most generous in Asia towards gifts for their children
- 4 High percentages of Thais like to chat, laugh and say "I love you"
- 5 Thais like surprises more than anyone else in Asia

The five keys to relationship success for couples in Thailand

- 1 Be easy to get along with
- 2 Make me laugh and smile
- 3 Do things for me spontaneously
- 4 Stand up for me
- 5 Be honest with me

Relationships with Partners



Take it easy in Thailand!

Thais value partners who are easy to get along with – the highest in Asia.

- 77% say being easy to get along with is most important for a good relationship compared with a regional average of 68%. Thailand is first equal with Singapore and Vietnam in this regard.



Darling, surprise me, make me laugh and smile

Thais expect their ideal partner to make them laugh or smile.

- 75% say this is an important aspect in an ideal partner.
- 73% also mentioned spontaneity as highly important, a higher proportion than any other country.
- This is particularly true among women: 78% of women say that spontaneity is important compared with 63% of men.



Want to be with me? Here's how to keep me!

For Thai relationships to be strong and successful, an ideal partner should also:

- | | |
|----------------------------|------------|
| • Stand up for me | 72% |
| • Be honest with me | 70% |
| • Accommodate my lifestyle | 67% |



Talking and laughing are keys to our hearts in Thailand

Frequent talking and laughter are highly linked with good relationships: those who talk with their partners frequently have relationship scores 21 points higher than those who do not.

- Thai couples speak and interact with each other frequently; 83% say that they talk for more than an hour with their partner at least once a week, including 51% who do so every day.
- 88% laugh with their partners every week, including 47% who do so every day.
- Thai people are also expressive of their love to each other; 67% tell each other that they love them at least once a week.



Money makes us mad, drinking drives despair and phones create fury

The most likely sources of arguments between couples in Thailand are money (45%), drinking and smoking (35%), too much time on the computer or phone (32%), being inattentive (30%) and housework (30%).

- Despite 90% of women being employed, 50% say that they are the ones who do most of the housework, whereas only 33% of men think that their partners work harder than they do around the home.
- Similarly, 42% of women say that they look after the children more than their partners, whereas only 20% of men say they do so .



Thais have a special bond with their parents

People in Thailand have a parental relationship score of 54/100, the second highest in Asia; only those in Cambodia have a higher score.

- 50% of married people in Thailand live with their own or their spouses' parents.



Thais upset their partners the most often in Asia

Thais have emotional relationships with their partners: 74% say that their partners make them both happy and sad.

- 37% say that their partners make them upset at least once a week; a higher proportion than in any other country.
- Every week 28% seriously consider leaving their partners.
- 28% of couples argue every week.



The single life in Thailand

44% of Thailand adults surveyed (25-55) are unmarried. Among unmarried Thais, almost half (45%) do not have a boyfriend or girlfriend.

- 21% of all adults over the age of 40 are single and unattached.
- Single, unattached Thais have a strong reliance on friends and parents. 41% say their best friend is the person they have the strongest relationship with; 39% have the strongest relationship with a parent.
- Most single unattached Thais live with their parents (63%). Only 11% live alone.

Relationships with children



Thais' ideal relationship with children? Join us, surprise us and DON'T be quiet!

Thai parents most want to enjoy companionship and interaction with their children. The most important thing? Doing things together (68%).

- Being made to laugh or smile is also important in relationships with children: 61% of parents say this matters.
- Thais are the most likely in the region to want their children to surprise them. 56% think that one of the most important aspects in a relationship with children is that they are spontaneous.
- 76% of Thai parents give a nice surprise to their children every week, more than any other Asian country.
- Thais do not place high importance in children being quiet. Only 26% say that it is important for children to be comfortable in silence; the lowest proportion in all Asian countries surveyed.

Relationships and money



Joint bank accounts in Thailand mean happier relationships

48% of married Thai couples have joint bank accounts, including 9% who do not have any individual accounts. Those with joint bank accounts have better relationship scores (73/100) than those with separate accounts (64/100).

- 78% of Thai couples say that they plan their finances together and 79% talk about their future plans together.



Who's in charge of the money in Thailand?

Although men and women mutually support each other, Thais believe they each take on different roles in the household finances.

- 55% of men and 35% of women say that they are the ones who control spending on major items in the household.
- Conversely, the minority of men (21%) and majority of women (61%) say they control spending on day-to-day matters.

Relationships and technology



Darling, I'd rather be alone. With my phone!

51% of Thais surveyed think their partners sometimes prefer their mobile phones to being intimate with them.

- 49% spend more time messaging friends than actually talking to them face-to-face.
- 19% admit to very frequently sending messages to people who are within the same residence as them.
- 93% of adult Thais say they would consider giving up technology for a day so that they could improve their relationships.

A photograph of a man and a woman sitting on a wooden pier by a lake. The man is on the left, wearing a dark t-shirt, and the woman is on the right, wearing a light-colored striped shirt. They are both seen from behind, with the man's arm around the woman's shoulder. The background features a calm lake reflecting the sky, a small wooden building on the left, and mountains in the distance. The entire image has a reddish-pink tint.

RELATIONSHIPS IN THAILAND

The 2016 Prudential Relationship Index

The 2016 Prudential Relationship Index (PRI) for Thailand is 71/100. This score indicates that Thais' primary relationships fulfil approximately 71% of their desired relationships needs. The PRI for Thailand is the fifth equal highest of the ten countries and territories in the survey. It is above the average PRI for the region (68/100).

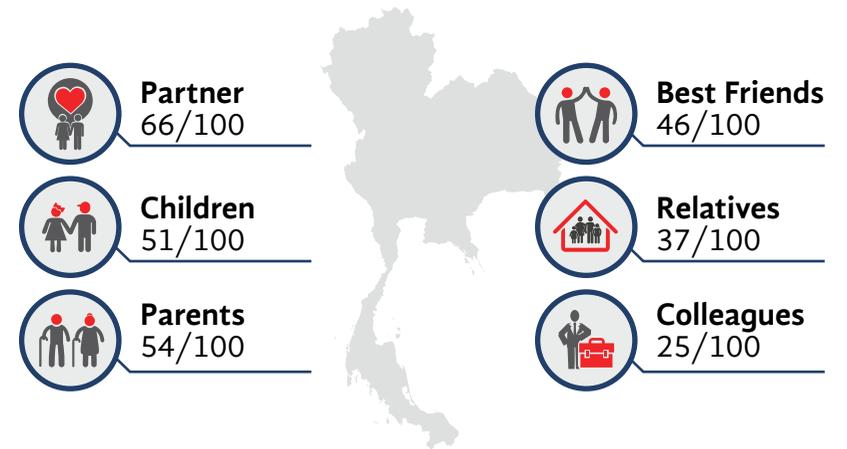
Average proportion of relationship needs met by primary relationships



Primary relationships

Among the people they know, Thais are likely to have their strongest relationships with their partners. On average, the relationship scores that Thais have for their partners is 66/100 – this indicates that partners provide 66% of all that Thais think is important in their relationships. Thais also have strong relationship with their parents (54/100) and with their children (51/100).

Relationship scores in Thailand



Base: All respondents in Thailand (n=500)

Compatibility, Companionship, Communication and Commitment

Earlier interviews with relationship experts revealed that strong relationships are built on the three key pillars of Compatibility, Companionship and Communication. The sustainability of relationships is built around Commitment.

Prudential Relationship Index

Compatibility

Thais think that they have compatible relationships with those people who can provide them with a sense of independence. They highly value relationships with people who are easy to get on with, respect their individuality and will accommodate their lifestyle. They are open to people from all walks of life and do not think it necessary that others have the same upbringing, education and social status as themselves.



Companionship

As befits the Land of Smiles, companionship in Thailand is assessed in how well others can make them laugh or smile. Thais also highly rate companionship through spontaneity and excitement, and are less likely than other countries to value companionship in silence with each other.



Communication

Honesty is the most important component in communication within relationships. Thais also value empathy in communications – Thais value those who empathise with their feelings and are also open to expressing their own feelings. They feel it less important to have communications which involve constructive conversations or are accepting of criticism.



Commitment

Thais think that those relationships that are forgiving, loyal and show concern about wellbeing are the most likely to show commitment. Because Thais value their own independence, they do not expect the people with whom they have relationships to relate to other people they know: they don't think that their relationships need to show commitment by engaging with their other friends, relatives or community.



COUPLES



PARTNERS



PARTNERS

Strength of Partner Relationships

81% of surveyed Thai adults between 25 and 55 years of age are in a relationship with a partner, including 56% who are married and 4% who are engaged to be married.

The relationship score that Thais have with their partners is 66/100, better than the regional average of 63/100. This score indicates that Thais feel they receive 66% of what they think is important in relationships from their partners.

Among all the people they know, just over half (52%) of Thais have their best relationships with their partners.

The Ideal Partner

The one thing that Thais think most essential in a partnership with an ideal partner is for them to be easy to get along with, mentioned by 77% of Thais. This is the joint highest percentage of the countries surveyed, equal with those surveyed in Singapore and Vietnam.

Take it easy in Thailand!

Thais value partners who are easy to get along with the highest in Asia.



77% say being “**easy to get along with**” is most important for a good relationship compared with a regional average of 68%.

As befits the “Land of Smiles”, Thais also expect their ideal partner to be quick to laugh. Three-quarters (75%) expect an ideal partner to make them laugh or smile. 73% consider spontaneity as highly important - a higher proportion doing so than any other country in the survey. This is particularly true among women – 78% of women want partners to be spontaneous compared with 63% of men.

Darling, surprise me, make me laugh and smile.



Thais expect their ideal partner to make them laugh or smile. **75%** say this is an important aspect in an ideal partner.

Thais particularly value independence and trust from their partners. They are more likely than any other country to place value in partners who would accommodate their lifestyles (67%) and who would give them the benefit of the doubt (67%).

In part because Thais place emphasis in partners that are willing to accommodate their lifestyles, background and upbringing are not as important in relationships. Only 20% say that it is important in an ideal partner to have the same upbringing, and 28% say that the ideal partners should be of the same social class.

Only 46% of Thais say that their existing partners have the same upbringing as them, and yet 68% think that their partners are perfect for them.

Top attributes wanted in an ideal partner



Base: All respondents in Thailand (n=500)

Frequency of Interaction

Thai couples speak and interact with each other frequently. 83% say that they talk for over an hour with their partner at least once a week, including 51% who do so every day. 88% laugh with their partners every week, including 47% who do so every day. Frequent talking and laughter are highly linked with good relationships – those who talk with their partners frequently have relationship scores of 71/100, 21 points higher than those who do not (50/100).

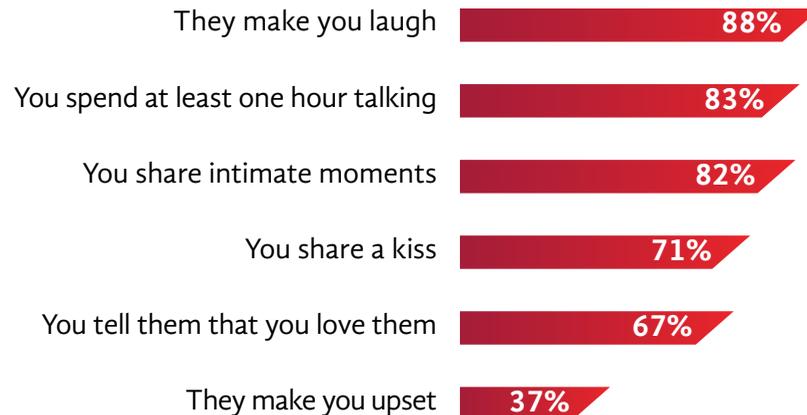
Talking is the key to our hearts in Thailand



Frequent talking is highly linked with good relationships: those who talk often with their partners have relationship scores **21** points higher than those who talk infrequently.

They are also expressive of their love to each other. About two-thirds (67%) say to each other “I love you” at least once a week. 82% share intimate moments with their partners every week and 71% share a kiss at least once a week.

Interactions with partners done at least once a week



Base: Those who are married, have boyfriend or girlfriend (n=403)

Arguments and Issues

Thais have quite emotional relationships with their partners. Almost three-quarters (74%) say that their partners make them both happy and sad.

More than one-in-three (37%) say that their partners make them upset at least once a week – a higher proportion than in any other country. More than one-in-four (28%) say that at least once every week they seriously consider leaving their partners. 28% of couples argue every week.

Thais upset their partners the most often in Asia.

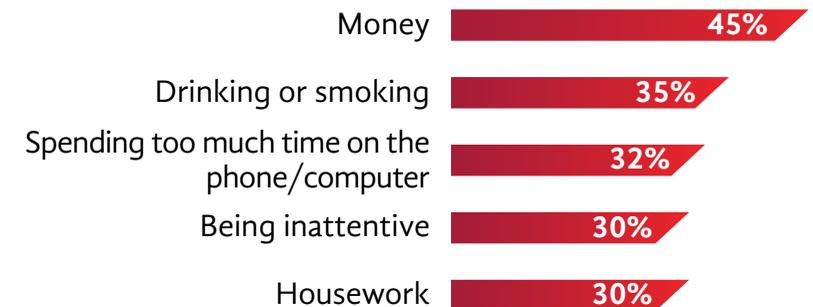


37% say their partners make them upset at least once a week.

Thai couples are most likely to argue about money - a cause of arguments among 45% of couples. More than one-third (35%) of couples argue about drinking or smoking habits.

30% of couples argue about the housework. Despite 90% of women being employed, half of women (50%) say that they are the ones who do most of the housework, whereas only 33% of men think that their wives and girlfriends work harder than they do around the home.

Source of arguments



Base: Those who argue with partners at least once each month (n=180)

Unattached Singles

44% of Thailand adults (ages 25 to 55) in the survey are not married. Among them, 55% have a boyfriend or a girlfriend.

Just under one-in-five (19%) of all Thais in the survey are single and unattached, without a boyfriend or a girlfriend. This includes 21% of adults over the age of 40 who are single, never married and unattached.

Single unattached Thais have a strong reliance on friends and parents for their relationship needs. 41% have their best friend as the person with whom they have the strongest relationship; 39% have the strongest relationship with a parent.

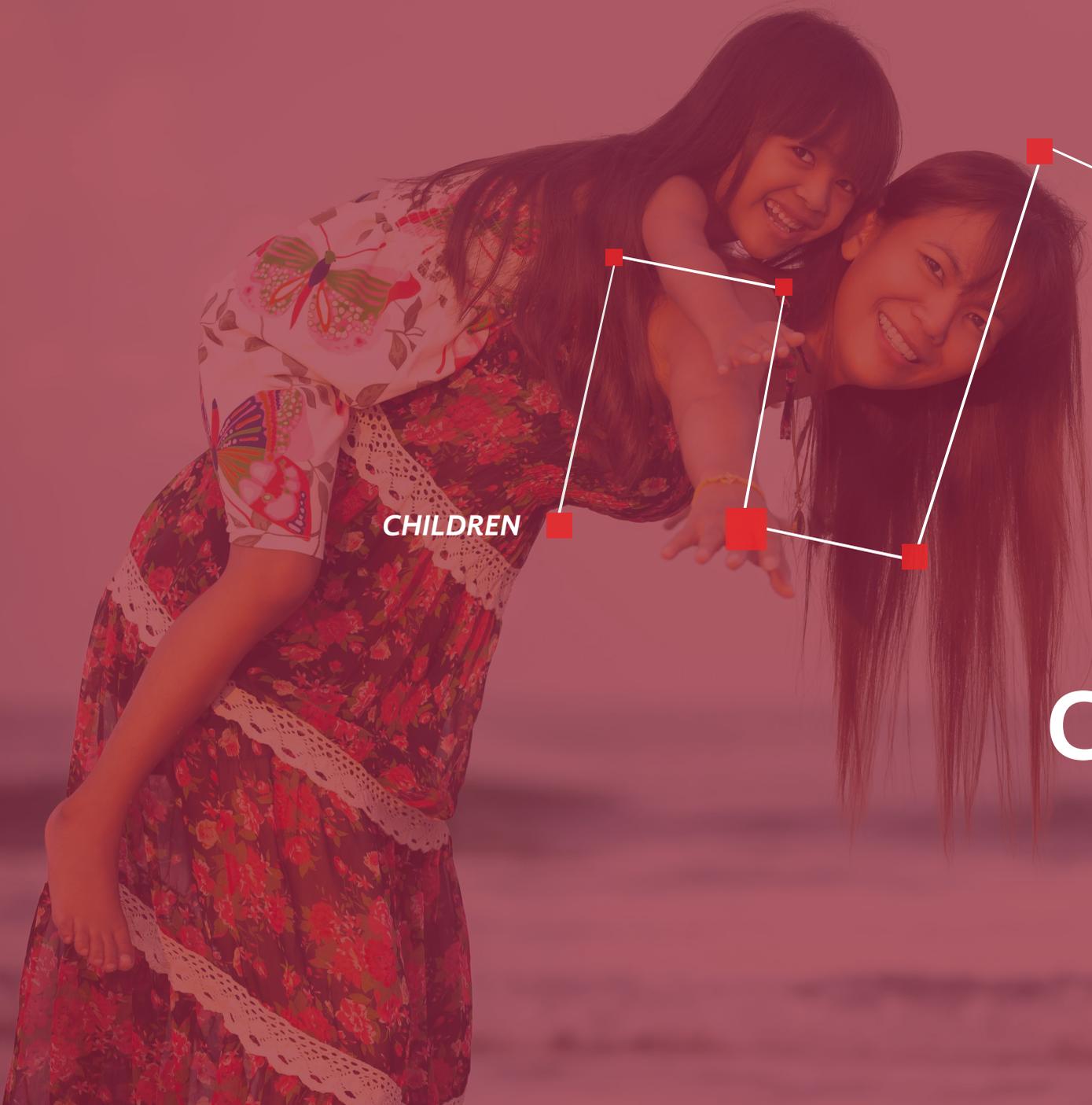
The single life in Thailand.



19%
of Thais in the survey are single and unattached without a partner.

Most single unattached Thais live with parents (63%). Only 11% live alone. Single Thais are very likely to give financial support to their parents, as well as receive mutual financial support from them. 67% say they give financial support to their parents, and 53% say they receive it from parents. One-in-four adult single Thais (25%) provide financial support to their brothers or sisters.

Those without boyfriends or girlfriends want the same things as married Thais from an ideal partner. Unattached Thais most want partners who are easy to get on with (81%), will make them laugh or smile (79%), are honest with them (78%) or do things for them spontaneously (76%).



CHILDREN

CHILDREN



61% of those surveyed are parents, including 27% who are parents of more than one child.

The relationship scores that Thais have with children is 51/100 – suggesting that children are providing close to half of what adult Thais think is important in relationships. This score is slightly above the regional average of 48/100.

Most parents (62%) have their best relationships with their partners. One-in-six parents (16%) have stronger relationships with their children than with any other person, and 14% have their strongest relationships with their parents.

The Ideal Relationship with Children

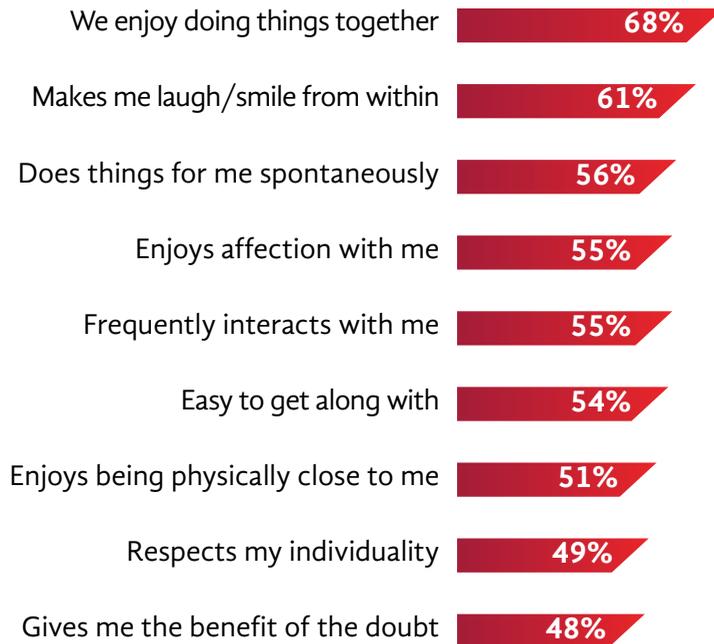
Thai parents most want to enjoy companionship and interaction with their children. The one thing they most think is important is to enjoy doing things together (68%). Being made to laugh or smile is also important in relationships with children, with 61% of parents saying so.



Thais' ideal relationship with children? Join us, surprise us and DON'T be quiet!

Thai parents most want to enjoy companionship and interaction with their children. The most important thing? Doing things together (**68%**).

Top attributes wanted from children



Base: All Thailand Parents (n=306)

Thais are the most likely in the region to want their children to surprise them. 56% want their children to be spontaneous.

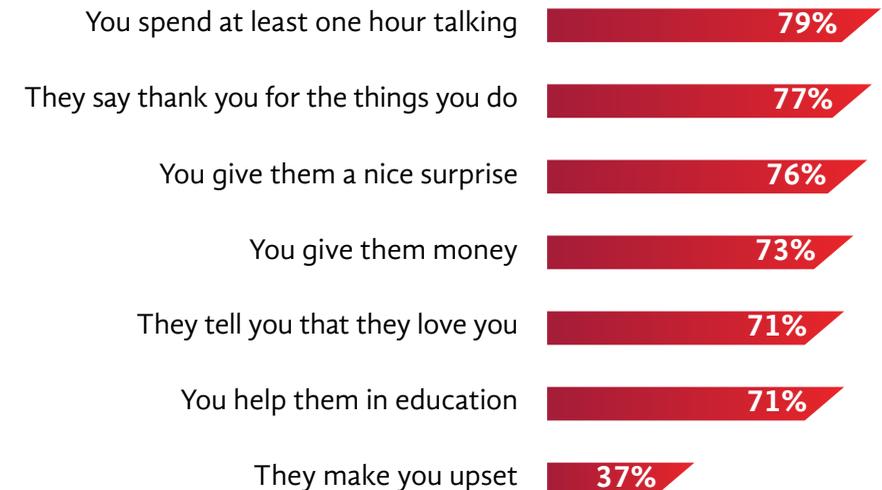
Reflecting the importance of interaction and laughter, Thais do not place high importance in children being quiet. Only 26% say that it is important for children to be comfortable in silence – a lower proportion than in any of the Asian countries surveyed.

Surprises

Just as Thai parents think it is important for children to be spontaneous, they themselves are highly likely to be spontaneous with their children. More than three-quarters (76%) of parents say that they give their children a nice surprise at least once a week, including 43% who say they do every day. They are more likely to surprise their children than any other country surveyed in Asia. Thais are also generous with their children – 73% give them money at least once a week and 46% give them money every day.

Despite this, only 36% of Thai parents say they spend too much money on their children.

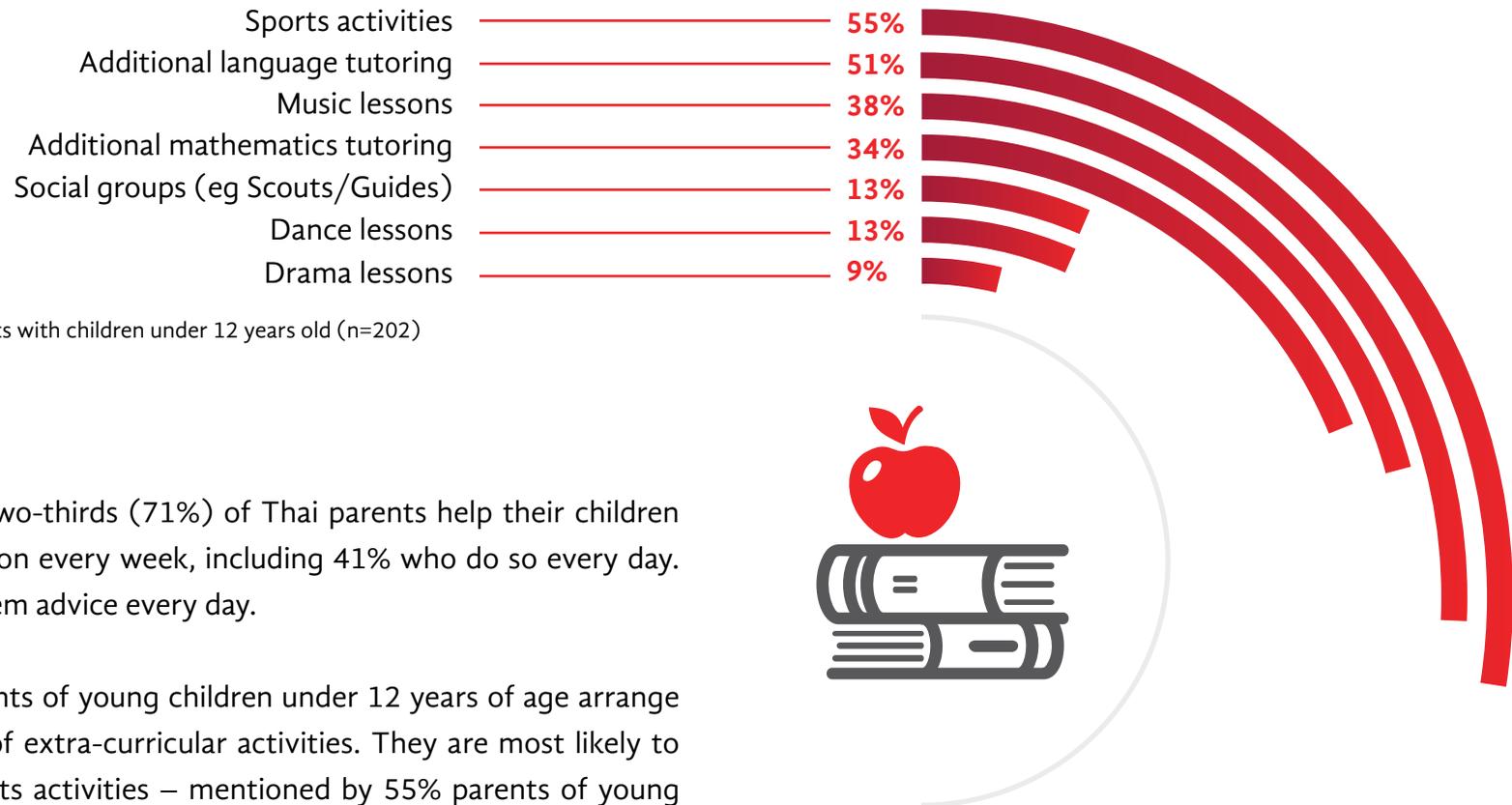
Interactions with children done at least once a week



Base: Thailand parents (n=306)

Educational Support

Extra curricular activities provided for young children



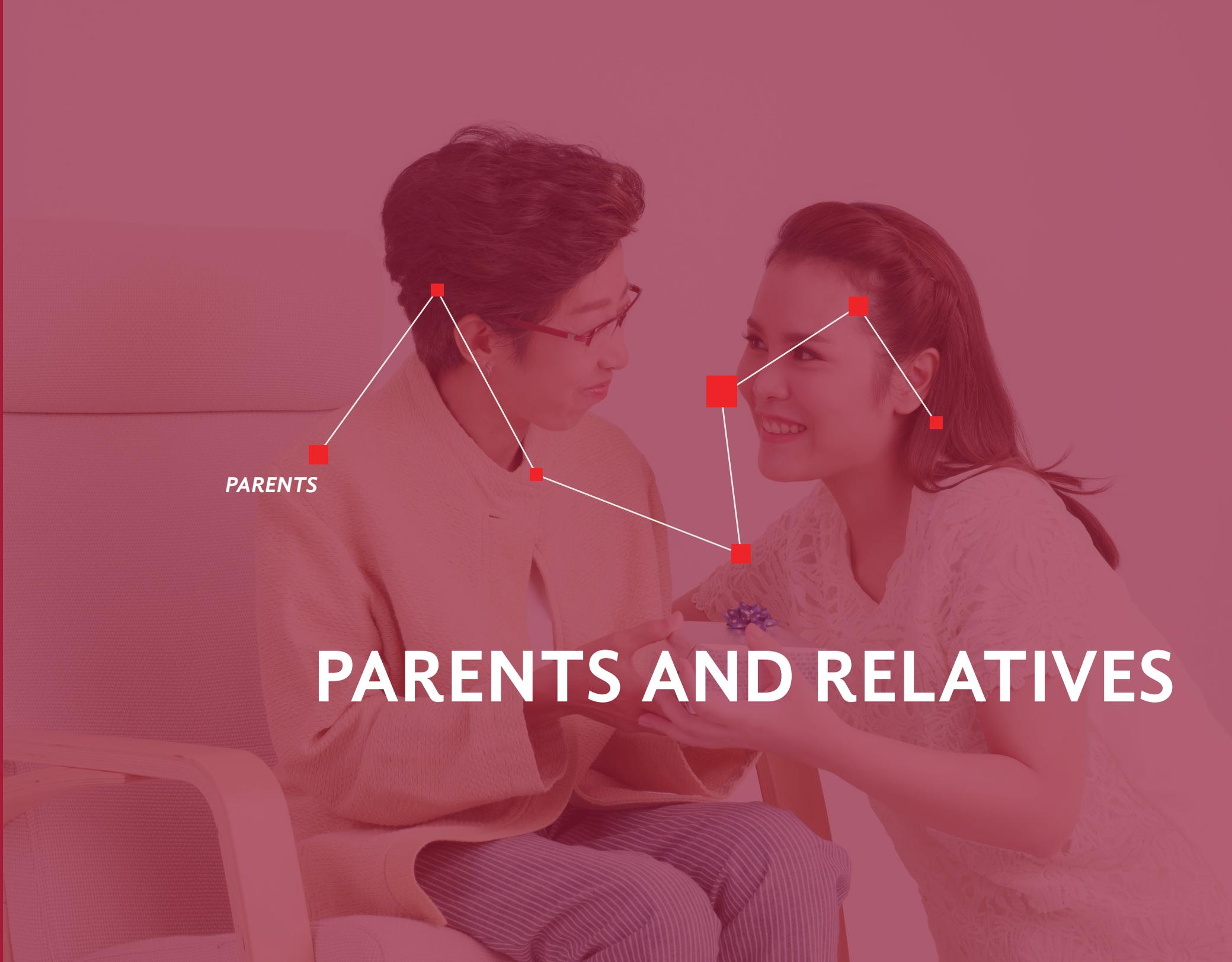
Base: Thai parents with children under 12 years old (n=202)

More than two-thirds (71%) of Thai parents help their children with education every week, including 41% who do so every day. 47% give them advice every day.

85% of parents of young children under 12 years of age arrange some form of extra-curricular activities. They are most likely to provide sports activities – mentioned by 55% parents of young children. More than half (51%) receive additional language tutoring.

PARENTS

PARENTS AND RELATIVES





Thais have strong attachments to their parents and are unlikely to live far from them.

81% of the Thai adults in the survey between 25 and 55 years of age have living parents. Of these, more than two-thirds (68%) live with their parents. Most others live close to their parents: only 11% of surveyed adults in Bangkok live further than one-hour travelling time from their parents.

Thai people stick around their parents even after they marry. Half (50%) of married people in Thailand live with their own or their spouses' parents.

The relationship score that Thais have for their parents is 54/100. This is the second highest score for parents in the region, with only those in Cambodia having a higher score.

Thais have a special bond with their parents.



People in Thailand have a parental relationship score of **54**/100, the second highest in Asia.

Ideal Relationships with Parents

Thais put a lot of value on having parents being supportive and calming. 73% of adult Thais think it important that their parents stand up for them. They also place great value on parents having a calming effect on them (58%).

As in other relationships, Thais value laughter and spontaneity with their parents. 56% want their parents to make them laugh or smile from within – a higher proportion than in any other country in the survey. 63% of Thais want their parents to be spontaneous.

Thais also value their independence from parents. 52% want parents to respect their individuality and 51% want parents to accommodate their lifestyles. Among those living in the same household as their parents, 58% want their parents to accommodate their lifestyles.

Top attributes wanted from parents



Base: Thailand adults with living parents (n=405)

Thais feel that they can rely on their parents. 78% think that their parents would provide for them in emergencies – the second highest proportion in any of the countries surveyed in Asia after the Philippines. 81% think that their parents are concerned about their wellbeing, and 72% are comforted by their parents whenever they feel sad.

Interactions with parents done at least once a week



Base: Thailand adults with living parents (n=405)

Partly because Thais are so likely to live with or close to their parents, they are also highly likely to enjoy activities together. 60% of Thais enjoy family activities with their parents at least once a week. 55% give their parents nice surprises every week.

As with relationships with partners, Thais are likely to have roller-coaster relationships with parents. They are the most likely in the region to argue with their parents, with 22% of them doing so every week. 24% have their parents tell them off every week. Arguments are quite possibly due to longings for independence – 56% of adult Thais think that their parents still treat them like children and 36% say their parents still prevent them from doing what they want.

Almost all (90%) of Thais say they respect their parents. More than two-thirds feel respected by their parents. 79% of adults feel that their parents have worked too hard for them.

Other Relatives

23% of Thai adults between 25 and 55 years of age in the survey have living grandparents. 36% of those over 40 years of age have their own grandchildren.

61% have a brother or a sister, of whom more than four-in-ten (42%) live together with their siblings. The relationship scores that Thais have with extended family is 37/100 – close to the regional average of 36/100.

Top attributes wanted from relatives



Base: All respondents in Thailand (n=500)

Thais expect their relatives to deliver the same relationship needs as they expect from their parents. The most important aspects in relationships for Thais is that relatives stand up for them (66%), are spontaneous (60%) and make them laugh (56%).

Thai adults feel they can rely on their relatives. More than half (51%) say that their relatives would help them in emergencies. A similar proportion (52%) say that relatives help them financially day-to-day. 48% say that their relatives help them out with their children.



FRIENDS AND COLLEAGUES

FRIENDS

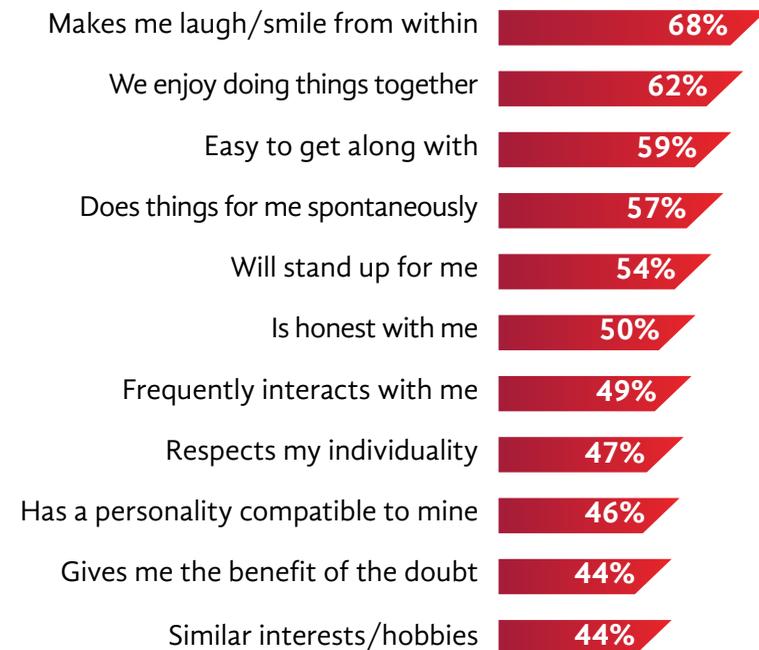


Best Friends

Overall, Thais have a relationship score of 46/100 among friends – the third highest score in the region behind the Philippines and Vietnam.

Laughter and smiling is highly important in relationships with friends. More than two-thirds (68%) of Thai adults think it important that friends make each other laugh or smile. Thais also value other aspects of companionship, such as enjoying things together (62%) and being easy to get along with (59%).

Top attributes wanted from best friends



Base: All respondents in Thailand (n=500)

Thais also value relationships that are open and honest. Half (50%) say that it is important for friends to be honest with them. By contrast, they are the least likely in the region to expect friends to share personal secrets with them (21%).

Thais value deep friendships. 71% say they only have a few friends but that those friendships are very close. Just around one-third (35%) say that it is important for them to be popular.

Work Colleagues

Thais are highly likely to have friends at work. 87% of Thais in Bangkok in the survey work with other people. Of these, almost three-quarters (74%) say that some of their work colleagues are among their best friends. 74% of working Thais feel inspired by their work colleagues.

However, not all relationships function well at work. More than one-in-four (26%) of Thais say they want to leave their job because of people they work with. 40% feel stressed about their work colleagues, and 38% consider some of them to be rivals.

FINANCES AND RELATIONSHIPS



Emergency Support

Thais are highly likely to have a system of mutual support in case of emergencies, particularly within families. The majority of those surveyed in Thailand feel that they can rely on their parents (78%) or relatives (66%). The majority (62%) also feel that they would receive help from friends in case of an emergency.

Thais do not only support each other in emergencies – there is substantial mutual financial support day-to-day. Thais are the most likely to both give and receive financial support from parents. 79% provide some form of financial support to their parents; 51% say they receive financial support from them.

77% of parents provide financial support to their children. 82% of those with children over 18 years of age provide financial support to them.

Married Couples

There is also financial inter-dependence within couples. 90% of married women are working. And whereas 73% of men say they provide financial support to their spouses, the majority (51%) also say they receive financial support from their wives.



Who's in charge of the money in Thailand?

55% of men and **35%** of women say that they decide on spending on big things.

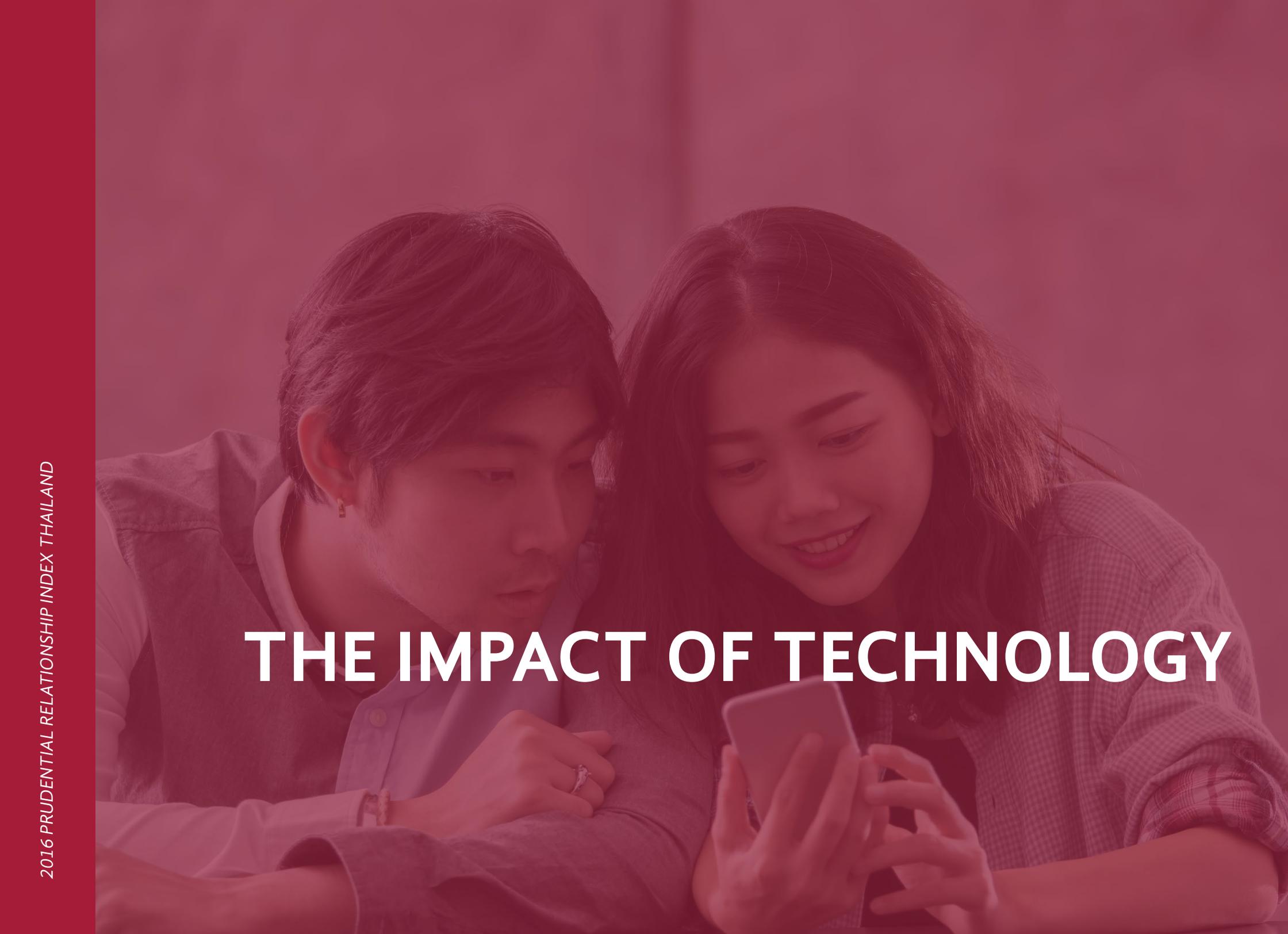
And although men and women mutually support each other, they each take on different roles in household finances. 55% of men and 35% of women say that they are the ones who control spending on big things in the household. Conversely, a minority of men (21%) and a majority of women (61%) say they control spending on day-to-day matters.

Joint bank accounts in Thailand mean happier relationships.

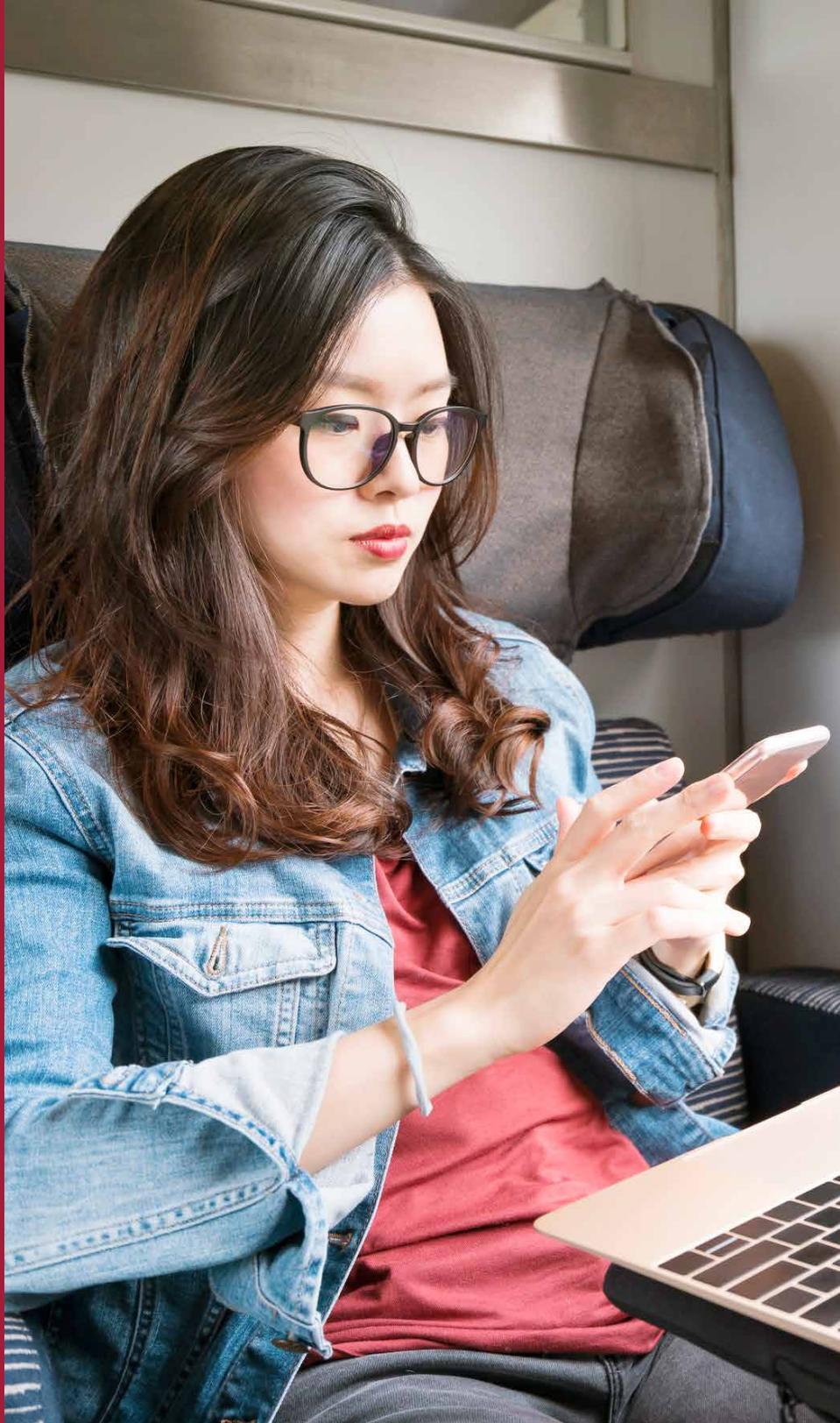


Those with joint bank accounts have better relationship scores (**73**/100) than those with separate accounts (**64**/100).

Almost half (48%) of married couples have joint bank accounts, including 9% who do not have any individual bank accounts. Those with joint bank accounts have better relationship scores (73/100) than those with only separate accounts (64/100). Most couples (78%) plan their finances together and 79% talk about their future plans together.

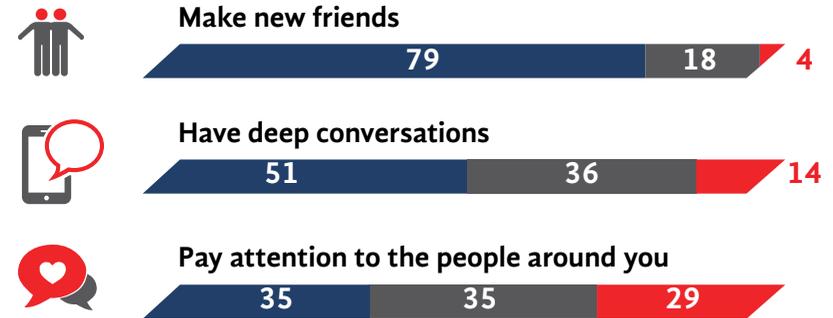


THE IMPACT OF TECHNOLOGY



Thais have embraced technology to interact with other people. Thais think that technology has made it easier to create and sustain relationships. More than three-quarters (79%) say that technology now makes it easier to make new friends. More than half (51%) say it is now easier to have deep conversations with friends whereas only 14% say technology hinders deep conversations.

What has technology made easier or harder in relationships



% ■ Easier ■ same ■ harder

Base: All respondents in Thailand (n=500)

The welcoming nature for technology means that many are using it for most of their interactions with friends. Almost half (49%) say they now spend more time texting their friends than actually talking to them. Half (50%) say they get excited when they receive a text or email from friends. Almost one-in-five (19%) say they often text people who are in the same residence as they are.

Even so, there is a wide recognition that technology can be distracting. 42% of parents think that their children spend too much time on computers. 29% think that technology makes it more difficult to pay attention to the people around them. Almost one-third of couples (32%) argue about the amount of time spent on phones or on computers.

Darling, I'd rather be alone. With my phone!



51% of Thais surveyed think their partners sometimes prefer their mobile phones to being intimate with them.



And technology can also impinge on other aspects of relationships. Over half (51%) say that their partners sometimes prefer their smartphones to intimacy, and 37% say themselves sometimes prefer their smartphones to being intimate.

And for all the addiction to technology, 93% of adult Thais say they would consider giving up technology for a day so that they could improve their relationships. 39% say they already do this.

ABOUT THE 2016 PRUDENTIAL RELATIONSHIP INDEX



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The 2016 Prudential Relationship Index (PRI) is an exploratory study to find out what matters in personal relationships throughout Asia. Given the vital importance of relationships to people's happiness, wellbeing and longevity, the PRI offers real understanding and insight into relationships: how to make them stronger, better and more rewarding.

The 2016 Prudential Relationship Index allows Prudential to add value to customers, financial consultants, business partners, employees, government representatives and others by helping them understand and improve the forces that shape and drive healthy personal relationships in their family, circle of friends and workplace.

Prudential conducted in-depth conversations with relationship experts, counsellors, couples and families throughout the region. From these conversations, Prudential teased out 57 attributes that are important in relationships, covering four key dimensions: compatibility, companionship, communication and commitment. Prudential wanted to assess how well personal relationships performed on those key pillars.

To validate these statements, over 5,000 interviews were conducted in 10 countries and territories in Asia. These included Cambodia, China, Hong Kong, Indonesia, Malaysia, the Philippines, Singapore, South Korea, Thailand and Vietnam. Interviews were conducted between 13 and 31 July 2016 in key cities in each country and territory with adults between 25 and 55 years of age. The surveys collected information on what individuals need from relationships and how well their existing relationships met those needs.

In Thailand, 500 interviews were conducted through online sampling with adults between 25 and 55 years of age. Respondents were residents of Greater Bangkok with household incomes of at least THB30,000 per month, representing approximately the top two-thirds of household incomes in Bangkok. The margin of error for the study is within +/- 4.3%.

The 2016 Prudential Relationship Index represents how well individuals' existing relationships measure up with what they want from ideal relationships. It is a marker of both the strength and sustainability of the relationship.

The PRI will allow Prudential to focus on the biggest issues in our customers' lives. Prudential aims to become the partner that genuinely understands, adds value and shows how to improve what is most important to our customers - their personal relationships.

ABOUT PRUDENTIAL

Prudential Life Assurance (Thailand) opened its door for business in Thailand in 1995. As one of the leading insurance brands in Asia serving in Thailand for 20 years, Prudential's range of products and services offers confidence and security. Prudential's operating policy is aimed at responding to customers' needs and delivering superb financial services. Prudential's International Business Model has positioned to provide products and services that meet our customers' savings needs and to bring financial security to the Thai people.

Prudential Corporation Asia, based in Hong Kong, oversees the company's life insurance and asset management operations spanning 14 Asian markets. For more than 90 years, Prudential has been providing financial security to Asian customers and communities. Today, Prudential has over 14 million customers in Asia, and has a leading asset management business under Eastspring Investments.

For more information about Prudential or the Prudential Relationship Index, please contact us at:

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