

Malaysians are relationship-rich and expressive in love

Malaysia ranks above average in Prudential's regional study about personal relationships

- *The average Malaysian's primary relationship fulfils 71% of his/her desired relationship needs, higher than the average in the Asian region of 10 countries studied.*
- *Laughter is vital to good relationships, especially for women.*
- *Love is in the air: 83% say their partners express love*

Kuala Lumpur, 27 January, 2017 – In Asia's first relationship index launched by Prudential Assurance Malaysia Berhad (PAMB) and PruBSN (PBTB), Malaysia ranks 5th equal out of 10 countries surveyed in Asia, with an index score of 71/100, above the average 68/100. The score means that Malaysians' primary relationships fulfil 71 per cent of their desired relationship needs. Primary relationships include partners, children, family and friends.

The 2016 Prudential Relationship Index¹ (PRI) measures numerically how satisfied people are with their primary relationships and what can be done to improve them. Over 5,000 interviews were conducted in 10 countries in Asia, encompassing Malaysia, Cambodia, China, Hong Kong, Indonesia, the Philippines, Singapore, South Korea, Thailand and Vietnam. In Malaysia, 605 interviews were conducted through online sampling with adults between 25 and 55 years of age.

Chief Marketing Officer, Khoo Ai Lin of PAMB, said the PRI provides a snapshot of the health of relationships in Malaysia, highlighting the areas that contribute to happiness and those that require attention.

"Relationships are at the heart of our business. Our customers trust us with their financial needs because of the long-term relationships we have with them. The 2016 Prudential Relationship Index allows us to add value to the biggest issues in our customers' lives, because stronger relationships are rewarding for lifelong happiness, health and meaning. The findings for Malaysia are a cause for celebration in particular, as we are found to be expressive in romance, valuing honesty, teamwork and we are highly family-oriented in caring for our parents and children."

Laughter is the best medicine

Laughter is closely linked with good relationships in Malaysia. 83 per cent said that they laugh with their partners weekly, including 49 per cent who laugh every day. Couples who laugh together weekly have average relationship scores of 72/100, 24 points higher than those who laugh less often. 74 per cent of women say laughing is an important feature in a partner, compared with 59 per cent of men.

Common causes of arguments

¹ The 2016 Prudential Relationship Index involved interviews with 5000 respondents in Cambodia, China, Hong Kong, Indonesia, Malaysia, the Philippines, Singapore, South Korea, Thailand and Vietnam between 13 and 31 July 2016. In Malaysia, 605 respondents took part in the study. Ipsos, a leading research firm, conducted the survey.

The research indicates that for almost half of all couples (47 per cent), money is the most likely cause of arguments. Other common sources of arguments are children (33 per cent), being inattentive (32 per cent) and spending too much time on the phone or computer (31 per cent).

Love is in the air: Malaysians are not afraid to express it

83 per cent of Malaysians think that their partners express love for them compared to an average of 76 per cent across Asia. 64 per cent say their partners tell them they love them at least once every week, with 34 per cent saying they are told they are loved every day.

Parents and children

Malaysians are proven to be very generous in providing financial support to parents and children, as 69 per cent provide it to their parents and 65 per cent of those with children provide it to them. Quality time-wise, 65 per cent of Malaysian parents value doing things together with their children. Being made to laugh or smile by their children is important for all Malaysians.

How we manage money together

Malaysian couples tend to keep their finances separate. Only 39 per cent of married Malaysians have a joint bank account, with just 5 per cent having only joint accounts and no personal accounts.

Although they keep separate bank accounts, 67 per cent of Malaysians say that they make financial plans together with their partners and 77 per cent say they talk to each other about their future together.

Financial support is likely to be mutual, as both married women and men receive it from their spouse.

“Relationships today are subject to different challenges, stresses and strains. Globalisation, work-life (im)balance, financial uncertainties and technology all have a significant impact on how we relate, communicate and interact with one another. The Prudential Relationship Index gives us the opportunity to add value to our employees, customers and agents by helping them understand the dynamics involved in nurturing strong, sustainable personal relationships with their family, friends and colleagues,” Khoo further elaborates.

[For more information on the Prudential Relationship Index:](#)

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Microsite

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The “That’s Me” relationship
video

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The Prudential Relationship
Index report

Notes to Editor

ABOUT the 2016 Prudential Relationship Index

The Prudential Relationship Index was developed to understand the state of personal relationships in Asia. Given the vital importance of relationships to people's happiness, wellbeing and longevity, the Prudential Relationship Index offers deep understanding and insight into relationships: how to make them stronger, better and more rewarding. More than 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 with adults between 25 and 55 years of age. In Malaysia, 605 interviews were conducted through online sampling with a representative sample of adults in Kuala Lumpur and Petaling Jaya. Respondents are residents representing the top two-thirds of household income in Kuala Lumpur and Petaling Jaya.

ABOUT Prudential

Prudential Assurance Malaysia Berhad (PAMB) was established in Malaysia in 1924. As a leading and innovative insurer, PAMB serves the savings, protection and investment needs of Malaysians by offering a full range of financial solutions through its 45 branches and bancassurance distribution partners network nationwide. With more than 1,600 employees, PAMB is committed to helping people achieve their ambitions for a brighter and financially secure future.

Established in 2006, PruBSN today is the country's leading takaful operator who provides financial security to the Malaysian population and their families. PruBSN has over 14,000 takaful consultants servicing more than 750,000 customers with many impressive firsts in the local takaful industry. PruBSN strives to build a strong and lasting impact to help develop Malaysia through protection of wealth and investment in capital markets, while realizing the vision of being the first choice takaful provider for our people and communities.

This press release is issued by essence Burson-Marsteller on behalf of Prudential Assurance Malaysia Berhad.

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