

15 YEARS LATER - LOVE AND SEXUAL RELATIONSHIPS:

A Final Longitudinal Quantitative Study of the Experiences and Plans Of Wealthier Young People Regarding Valentine's Day

In Phnom Penh, 2009 - 2024



Samdech Hun Sen, Cambodian Prime Minister

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1 hr •

សួស្តីចៅៗក្មួយៗនិងជនរួមជាតិទាំងឡាយ

ថ្ងៃនេះជាថ្ងៃ ១០ កើត ខែមាយ ឆ្នាំច បើនិយាយជាថ្ងៃតាមចន្ទគតិ បែបនេះ ប្រហែលជាគ្មានក្មួយៗចៅៗណាចាប់អារម្មណ៍ទេមើលទៅ តែបើនិយាយថាជាថ្ងៃ១៤កុម្ភៈ ប្រហែលជាមានអ្នកចាប់អារម្មណ៍ ច្រើន អ្នកខ្លះប្រហែលជាបានរៀបចំផែនការរួចរាល់ហើយផងក៏ មិនដឹង។

ថ្ងៃនេះតាមមិនចង់និយាយពីរឿងនយោបាយអីទេ គ្រាន់តែ ចង់និយាយទៅកាន់ចៅៗដែលទើបពេញវ័យ។ ចៅៗសុទ្ធតែដឹង ហើយចាំអ្វីដែលគួរធ្វើ និងអ្វីដែលមិនគួរធ្វើ ជាពិសេសនៅថ្ងៃទិវានៃ ក្តីស្រលាញ់នេះតែម្តង ។ តានិយាយនេះ មិនមែនចង់ជ្រៀតជ្រែក ចូលកិច្ចការយុវវ័យនោះទេ តែការប្រព្រឹត្តខុសប្រពៃណី ទំនៀមទម្លាប់ខ្មែរក៏មិនមែនជាភិក្ខុការយុវជនយុវនារីដែរ ។ តាមកដល់អាយុប៉ុណ្ណោះ តាក៏ធ្លាប់ឆ្លងកាត់ជីវិតយុវវ័យដែរ តាដឹង ថា អារម្មណ៍រំភើបពេលជួបអ្នកដែលខ្លួនស្រលាញ់វាយ៉ាងដូចម្តេច។ នៅក្នុងសម័យយុវវ័យរបស់តា និងយាយ ទោះពេលនោះយើងស្ថិត ក្នុងសម័យសង្គ្រាមតស៊ូ ទោះជាពួកយើងស្រលាញ់គ្នាយ៉ាងណា ក៏ ពួកយើងនៅតែគោរពគ្នា រក្សាប្រពៃណី តស៊ូជាមួយគ្នារហូតដល់ ក្លាយជាប្តីប្រពន្ធដែលទទួលស្គាល់ដោយសង្គម។

តាបានអានអត្ថបទរបស់អ្នកស្រាវជ្រាវសង្គមម្នាក់ដែលគេបាន កត់សម្គាល់ថាចៅៗយុវវ័យឥឡូវហាក់ដូចជាមានភាពចាស់ទុំច្រើន បើប្រៀបធៀបមើលពីតវិយាបទឆ្នាំមុនៗនៅថ្ងៃបុណ្យនៃក្តីស្រលាញ់ នេះ។ ចៅៗភាគច្រើនចេះគិតគូរហើយមិនប្រព្រឹត្តអ្វីដែលផ្ទុយនឹង ប្រពៃណីខ្មែរឡើយ។ ការសិក្សានេះធ្វើឱ្យតាសប្បាយចិត្ត ។ ជា ការពិត តាតែងតែចង់ឃើញក្មួយៗចៅៗកម្មករ កម្មការិនីមានកូន ពូជជាចៅដោយសុភមង្គល ហើយសុភមង្គលត្រូវតែកើតចេញពី ការរៀបចំគ្រួសារមួយត្រឹមត្រូវតាមច្បាប់ និងទំនៀមទម្លាប់ ប្រពៃណីខ្មែរ អំពើផ្សេងពីនេះ នឹងមិននាំមកនូវសុភមង្គលឡើយ ទាំងខាងចៅស្រីក៏ដូចជាខាងចៅប្រុស។ សូមចៅៗ បង្ហាញនូវការស្រលាញ់ដោយក្តីគោរពក្នុងថ្ងៃ១៤កុម្ភៈ នេះ។



N=1469

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Executive Summary

This study seeks to answer the research question: *“What are the plans of wealthier young people in Phnom Penh for sexual activity on the upcoming Valentine’s Day?”* Building upon three previous quantitative studies conducted in 2009, 2014 and 2019, it uses a cross-sectional survey design with cluster sampling to survey wealthier young individuals aged 15-24 years in Phnom Penh (N=1469) broken down by gender in four categories: male in a couple, male not in couple, female in a couple and female not in couple, with 664 males (45.2%) and 805 females (54.8%).

Results from the 2024 survey show that compared to 2009, young people are less interested in the upcoming Valentine’s Day (2009: 61.2% vs 2024: 34.4%) as a special day; particularly among those in relationships (81.0% in 2009 versus 39.0% in 2024). While many still plan to socialize on Valentine’s Day, there has been a shift in venue preference from places like karaoke lounges, Bak Khaeng, Kean Svay, guest houses, and hotels, to schools, malls, and cinemas (38.7% of total respondents). These new venues are viewed as more conducive to positive expressions of love and romance and less associated with opportunities for sexual encounters.

Gift-giving among young couple decreased by nearly half (76.6% in 2009 versus 42.5% in 2024); with a marked decline in the giving of flowers. Instead, there is a trend towards purchasing more expensive gifts. There is also a notable decrease in dating plans for Valentine’s Day compared to previous studies.

Significantly, the percentage of young people who anticipate having sex on Valentine’s Day has decreased by more than five times compared to fifteen years ago (2009: 12.4% vs 2024: 2.2%). The intention to engage in sexual activity correlates with the perception of Valentine’s Day as “a special day”; both this perception and the intention have decreased significantly from 2009 to 2024.

However, the manner in which young men intend to coerce their girlfriends into sex if they do not consent remains unchanged from 2009 (17 cases in 2009 vs. 16 cases in 2024, n=25). At least 24 percent of these young men (n=25) who expect to have sex on Valentine’s Day intend to buy expensive gifts to pressure their girlfriends or partners, and a similar proportion plan to take their partners out of town in order to sleep with them. Conversely, one-third (32.0%) of men who plan for sex, but have expressed

they will not engage in non-consensual sex, stating, “*No, I will ignore sex, and just hang around for fun*”.

Parental awareness of their children’s intentions has shown little change over the past fifteen years. Study findings also reveal a low proportion of young people who plan to use condoms with their partners, and a general lack of knowledge regarding sexual rights.

This suggests that interventions should focus on promoting Khmer culture, sexual rights, sexual consent and condom use education any given time, not only on Valentine’s Day. Additionally, there is no further need to continue this longitudinal study on love and sexual relationships among wealthier people on Valentine’s Day in Phnom Penh, given the trends that emerged in the current round of research which point to a normalization of this occasion among the target population.

ស្នេហា និងទំនាក់ទំនងផ្លូវភេទ ១៥ឆ្នាំក្រោយមក ៖
បញ្ចប់ការសិក្សាបែបបរិមាណវិស័យមួយដើម្បីពិនិត្យឡើងវិញ នូវបទពិសោធន៍ និងការរៀបចំផែនការរបស់យុវវ័យ
ដែលមានទ្រព្យសម្បត្តិបង្ករស់នៅរាជធានីភ្នំពេញសម្រាប់ថ្ងៃនៃក្តីស្រឡាញ់
ឆ្នាំ២០០៩ - ២០២៤

លោកគុង សុប្រាជ្ញ អនុបណ្ឌិតផ្នែកសុខភាពសាធារណៈ និងអនុបណ្ឌិតផ្នែកគុកិច្ចអន្តរជាតិ
អ្នកសិក្សាស្រាវជ្រាវឯករាជ្យ ផ្នែកសុខភាពសាធារណៈ
រាជធានីភ្នំពេញ ខែកុម្ភៈ ឆ្នាំ២០២៤

របាយការណ៍សង្ខេប

ការសិក្សានេះគឺស្វែងរកនូវសំណួរស្រាវជ្រាវជាក់លាក់មួយ៖ *តើផែនការអ្វី ដែលយុវវ័យដែលមានទ្រព្យសម្បត្តិបង្ករស់នៅរាជធានីភ្នំពេញមានគម្រោងរួមភេទក្នុងការរួមភេទនៅទិវានៃក្តីស្រឡាញ់នឹងមកដល់ក្នុងពេលឆាប់ៗនេះ?* ការសិក្សាស្រាវជ្រាវនៅពេលនេះត្រូវបានរៀបចំដើម្បីធ្វើការពិនិត្យតាមដានបែបបរិមាណវិស័យ ដើម្បីប្រៀបធៀបលទ្ធផលនៃការស្រាវជ្រាវចំនួន៣ កាលពី១៥ឆ្នាំមុននៅឆ្នាំ២០០៩ និងពី១០ឆ្នាំមុននៅឆ្នាំ២០១៤ និងនៅ៥ឆ្នាំមុននៅឆ្នាំ២០១៩។ គម្រោងស្រាវជ្រាវក្នុងកំឡុងពេលណាមួយកំណត់ ត្រូវបានជ្រើសរើសសម្រាប់ការសិក្សាបែបបរិមាណវិស័យបែបពិពណ៌នា ក្នុងការជ្រើសរើសជាកម្រង និងកំណត់ទីតាំងជាក់លាក់សម្រាប់ជ្រើសរើសសំណាក ដើម្បីធ្វើការស្រាវជ្រាវទៅលើយុវវ័យដែលមានទ្រព្យសម្បត្តិបង្ករដែលមានអាយុពី ១៥ ទៅ២៤ឆ្នាំ រស់នៅទីក្រុងភ្នំពេញ។ ចំនួនយុវវ័យសរុបក្នុងការសិក្សាស្រាវជ្រាវគឺ១៤៦៩នាក់ ដែលត្រូវបែងចែកចេញជា៤ផ្នែកគឺយុវជនដែលមានគូសង្សារ យុវជនដែលមិនមានគូសង្សារ យុវនារីដែលមានគូសង្សារ និងយុវនារីដែលមិនមានគូសង្សារ និងចំនួនសរុបមានប្រុសចំនួន៦៦៤ (៤៥,២%) និងស្រីចំនួន៨០៥ (៥៤,៨%)។

លទ្ធផលពីការស្រាវជ្រាវឆ្នាំ២០២៤នេះ បានបង្ហាញពីការប្រៀបធៀបជាមួយនឹងលទ្ធផលកាលពីឆ្នាំ២០០៩ បង្ហាញថាយុវវ័យមានការចាប់អារម្មណ៍តិចជាងមុនជិតពាក់កណ្តាល ចំពោះថ្ងៃនៃក្តីស្រឡាញ់ខាងមុខនេះថាជាថ្ងៃពិសេសមួយ(២០០៩: ៦១,២% ទល់នឹង ២០២៤: ៣៤,៤%) ជាពិសេសក្នុងចំណោមយុវវ័យដែលមានគូសង្សារ(២០០៩: ៨១% ទល់នឹង ២០២៤: ៣៩,០%)។ ភាគច្រើននៃពួកគេមានផែនការចេញក្រៅដើរលេងនៅថ្ងៃនៃក្តីស្រឡាញ់ដូចធម្មតា ប៉ុន្តែមានការផ្លាស់ប្តូរគោលដៅដែលត្រូវទៅដែលពីមុនធ្លាប់ទៅលេងដូចជាទៅច្រៀងខាងមុខ ទៅបាក់ខែង ទៅគៀនស្វាយ ទៅកោះដាច់ និងចូលផ្ទះសំណាក់ ឬក៏សណ្ឋាគារ បែរជាទៅលេងនៅផ្សារទំនើប និងទៅមើលកុន(៣៨,៧%)នៃយុវវ័យផ្តល់សម្ភាសន៍សរុប។ កន្លែងទីតាំងថ្មីទាំង២នេះ គឺមានលក្ខណៈបែបវិជ្ជមានបញ្ចេញនូវក្តីស្រឡាញ់ និងបែបរ៉ូម៉ង់ទិចដែលមានលក្ខណៈស្រីបស្រាលផ្លូវភេទតិចជាង។

ការទិញវត្ថុអនុវិស្សរិយកាដូឲ្យគ្នាសម្រាប់យុវវ័យមានគូសង្សារ ក៏មានការធ្លាក់ចុះជាងពាក់កណ្តាលដែរ (២០០៩: ៧៦,៦% ទល់នឹង ២០២៤: ៤២,៥%) ជាពិសេសការឲ្យផ្កាតែម្តងមានការធ្លាក់ចុះជាងគេ។ ប៉ុន្តែ

និន្នាការយុវវ័យដែលមានគួរគុណគឺមានការកើនឡើងនូវការទិញវត្ថុជាការដូរថ្លៃៗ ដូចជាខោអាវ តុក្កតា និងគ្រឿងអលង្ការ ឲ្យមិត្តស្រី និងមិត្តប្រុសរបស់ពួកគេទៅវិញ។ វាមានការថយចុះគួរឱ្យកត់សម្គាល់ចំពោះយុវវ័យដែលធ្វើសកម្មភាពរ៉ូមែនទិក ដូចជា ញាំបាយថ្ងៃត្រង់ និងពេលល្ងាច និងទៅក្លឹបកម្សាន្តនានា នៅថ្ងៃនៃក្លឹបស្រឡាញ់ ប្រៀបធៀបទៅនឹងការសិក្សាស្រាវជ្រាវលើកម្មវិធី។

អ្វីដែលគួរឲ្យកត់សម្គាល់នោះគឺទំនាក់ទំនងផ្លូវភេទក្នុងចំណោមយុវវ័យ ដែលអាចនឹងរួមភេទនៅថ្ងៃនៃក្លឹបស្រឡាញ់ខាងមុខនេះមានការធ្លាក់ចុះ៥ដង បើប្រៀបធៀបជាមួយនឹងការសិក្សាកាលពី១៥ឆ្នាំមុន (២០០៩: ១២,៤% ទល់នឹង ២០២៤: ២,២%)។ ការដែលមានបំណងរួមភេទនៅថ្ងៃនៃក្លឹបស្រឡាញ់នេះ មានទំនាក់ទំនងគ្នាយ៉ាងជាក់លាក់គឺការដែលនិយមថ្ងៃនៃក្លឹបស្រឡាញ់នេះថា ជាថ្ងៃពិសេសសម្រាប់យុវវ័យនោះគឺមាននិន្នាការធ្លាក់ចុះជាងពាក់កណ្តាលធ្វើការប្រៀបធៀប កាលពីការសិក្សាស្រាវជ្រាវ១៥មុនពីឆ្នាំ២០០៩ ដល់ឆ្នាំ២០២៤។

ទោះជាយ៉ាងណាក៏ដោយ របៀបដែលយុវជនមានបំណងបង្ខំមិត្តស្រីរបស់ពួកគេឱ្យរួមភេទជាមួយប្រសិនបើមិត្តស្រីមិនយល់ព្រម នៅតែមិនផ្លាស់ប្តូរចំនួនករណីទេបើគិតពីឆ្នាំ២០០៩ (១៧ករណីក្នុងឆ្នាំ២០០៩, n=២៥ ប្រៀបធៀបនឹងឆ្នាំ២០២៤ មាន១៦ករណីដែរ, n=២៥) ។ យ៉ាងហោចណាស់ ២៤ ភាគរយនៃយុវជនមានបំណងរួមភេទ(n=២៥) ដែលរំពឹងថានឹងមានការរួមភេទនៅថ្ងៃបុណ្យនៃក្លឹបស្រឡាញ់ មានបំណងទិញកាដូថ្លៃៗដើម្បីជាក់សម្គាល់លើមិត្តស្រីឬដៃគូរបស់ពួកគេ ហើយសមាមាត្រស្រដៀងគ្នានេះគ្រោងនឹងនាំ ដៃគូរបស់ពួកគេចេញពីទីក្រុងដើម្បីគេងជាមួយ។ ផ្ទុយទៅវិញ មួយភាគបី(៣២.០%)នៃយុវជនបានបង្ហាញថាពួកគេនឹងរួមភេទតែមិនរួមភេទបើមិនមានការយល់ព្រមពីដៃគូរបស់គាត់ដោយបញ្ជាក់ថា៖«ទេ! ខ្ញុំនឹងមិនអើពើនឹងការរួមភេទ ហើយគ្រាន់តែ ដើរលេងជាមួយគ្នាដើម្បីសប្បាយ»។

យ៉ាងណាមិញនៅមានកម្រិតទាបនៅឡើយ សម្រាប់ចំណេះដឹងរបស់ឪពុកម្តាយចំពោះបំណងរបស់កូនៗនៅថ្ងៃនៃក្លឹបស្រឡាញ់នេះ គឺមានប្រែប្រួលតិចតួចប៉ុណ្ណោះអស់រយៈពេលជាង១៥ឆ្នាំទៅហើយនោះ។ ការរកឃើញនៃការសិក្សានេះក៏បង្ហាញពីសមាមាត្រទាបនៃយុវវ័យដែលមានគម្រោងប្រើស្រាមអនាម័យជាមួយដៃគូរបស់ពួកគេ និងកង្វះចំណេះដឹងទូទៅទាក់ទងនឹងសិទ្ធិក្នុងការរួមភេទ។

ហេតុដូច្នេះហើយ ការអន្តរាគមន៍គួរតែផ្តោតលើការលើកកម្ពស់វប្បធម៌ខ្មែរ សិទ្ធិក្នុងការរួមភេទ ការយល់ព្រមផ្លូវភេទ និងការអប់រំការប្រើប្រាស់ស្រាមអនាម័យទៅតាមពេលវេលា មិនផ្តោតការយកចិត្តទុកដាក់តែថ្ងៃនៃក្លឹបស្រឡាញ់ប៉ុណ្ណោះទេ។ លើសពីនេះ មិនចាំបាច់បន្តការសិក្សានេះតទៅមុខទៀតឡើយ ដែលស្តីពីស្នេហា និងទំនាក់ទំនងផ្លូវភេទ ក្នុងចំណោមយុវវ័យមានកម្រិតជីវភាពមធ្យម នៅថ្ងៃនៃក្លឹបស្រឡាញ់នៅរាជធានីភ្នំពេញ ដោយសារនិន្នាការដែលលេចឡើងក្នុងការស្រាវជ្រាវបច្ចុប្បន្ន បានចង្អុលបង្ហាញត្រឡប់ទៅភាពប្រក្រតីធម្មតានៃឱកាសនេះក្នុងចំណោមយុវវ័យដែលជាគោលដៅ។

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List of Abbreviations and Glossary of Khmer Terms

List of Abbreviations:

AIDS:	Acquired Immune Deficiency Syndrome
BSS:	Behavioral Sentinel Survey
CDHS:	Cambodian Demographic Health Survey
EU:	European Union
FHI:	Family Health International
FSW:	Female Sex Worker
GAD/C:	Gender and Development for Cambodia
GDP:	Gross Domestic Product
HIV:	Human Immunodeficiency Virus
HSS:	HIV Sero-surveillance Survey
KYA:	Khmer Youth Association
MOEYS	Ministry of Education, Youth and Sports
MOWA	Ministry of Women's Affairs
NCHADS:	National Center for HIV/AIDS, Dermatology, and STDs.
NGO:	Non-Government Organization
NO.:	Number
PHD:	Population Health Development Association
PE:	Peer Ethnographic
PER:	Peer Ethnographic Researcher
PS:	Playing Safe Project
PSI:	Population Services International
RHAC:	Reproductive Health Association of Cambodia
RHIYA:	Reproductive Health Initiative for Youth in Asia.
SRH:	Sexual and Reproductive Health
STD:	Sexually transmitted disease
STI:	Sexually transmitted infection
SW:	Sex Worker
UNESCO:	United Nations Educational, Scientific and Cultural Organization
UNFPA:	United Nation Population Fund
UNICEF:	United Nation Children's Fund
WAC:	Womyn's Agenda for Change
WHO:	World Health Organization

Glossary of Khmer Terms:

<i>Bak Khaeng:</i>	Around 10 km from Phnom Penh on the No. 6A road.
<i>Kean Svay:</i>	Around 15 km from Phnom Penh on road No. 1
<i>Khmer:</i>	Cambodian people and language
<i>Koh Norea:</i>	Norea island
<i>Koh Pich:</i>	Pich island
<i>Ktey:</i>	Ladyboy
<i>Mahop-del-ker:</i>	Similar to food that has already been eaten. Refers to a young man mocking a woman who has lost her virginity
<i>Nhy:</i>	[female word for animal] a man whose character is feminine
<i>Preak Leap:</i>	Around 5 Km from Phnom Penh on the No. 6A road
<i>Tea Kouch shop:</i>	Chinese bubble tea shop
<i>Psar Thmei:</i>	“New market” but often referred to as the Central Market in Phnom Penh
<i>Wat Phnom:</i>	The name of a hill in Phnom Penh

Author's Biography

This research has been undertaken by Tong Soprach, a Cambodian public health consultant and former social affairs columnist for The Phnom Penh Post's Khmer Edition. He graduated from the University of Cambodia in 2008 with a Master's Degree in Public Health and in 2021 with a Master's Degree in International Business. He has over 20 years of professional experience, including 8 years working with youth on gender, sexual and reproductive health and other issues. He worked 2 years with GAD/C and 3 years with CARE International, focusing on sexual and reproductive health among young people. He has completed several studies on the behavior of young people both independently and while working at these organizations:

- **Author (2019):** LOVE AND SEXUAL RELATIONSHIPS A Decade Later: A longitudinal study of the Experiences and Plans Of Wealthier Young People Regarding the Upcoming Valentine's Day in Phnom Penh, 2009-2019, (A Quantitative Study): Independent Research Study
- **Author (2014):** LOVE AND SEXUAL RELATIONSHIPS: A longitudinal study of the Experiences and Plans Of Wealthier Young People Regarding the Upcoming Valentine's Day in Phnom Penh, 2009-2014, (A Quantitative Study): Independent Research Study
- **Author (2010):** *Love and Sexual Relationships: Experiences and Plans of Wealthier Young People Regarding the Upcoming Valentine's Day in Phnom Penh in 2009* (A Quantitative Study): Independent Research Study
- **Author (2009):** *Young People Talking about Valentine's Day in Phnom Penh in 2008, Phnom Penh* (A Qualitative Study): Independent Research Study.
- **Author (2008):** *The Impact of Premarital Sex Among Young People in Cambodia.* Phnom Penh: University of Cambodia.
- **Coordination and Analysis (2006):** *Experiences and Changes in Sex, Relationships and RH Among Young Urban Men,* Phnom Penh: PS/CARE/KYA/EU/UNFPA.
- **Paper Co-author (2005):** *Youth Gang Rape in Phnom Penh.* SEX WITHOUT CONSENT: Young People in Developing countries. London/New York: Zed Books. pp. 158-168.
- **Author (2004):** *GANG RAPE: The Perspective of Moto-Taxi Drivers across Cambodia.* Phnom Penh: Playing Safe Project, CARE Cambodia, EU/UNFPA.
- **Primary researcher (2003):** *Paupers and Princelings: Youth Attitudes Toward Gangs, Violence, Rape, Drugs, and Theft.* Phnom Penh: GAD/C.

The researcher designed this upcoming Valentine’s Day study as a follow-up as well as evaluation to the findings of his quantitative study (Soprach 2010) on Valentine’s Day in 2009, and has talked to several academics who gave comments and advice, including suggestions on the questionnaire design.

The researcher finalized the study report with contributions from University of New Generation School – Preah Sisowath High School and LSi Business School who organized their students as research volunteers in field data collection were led by Koeut Sokharany. The data entry volunteers were managed by Uch Enimith, data entry and analysis specialist who was also in charge of data management in the 2009, 2014 and 2019 studies. The research and data entry volunteers for this study received training from the researcher, who also received technical assistance from academics and friends in the form of comments and feedback and the English editing of earlier iterations of this report. This report will be published online on 12 February 2024 in English, with a summary in Khmer.

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List of data collection volunteers:

N°	Name	Sex	Position	Institution
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3	Chim Soriya	F	Student	NGS – Preah Sisowath
4	Rath Sopanha	F	Student	NGS – Preah Sisowath
5	Lat Sovanraksa	F	Student	NGS – Preah Sisowath
6	Chea Thournsokunkeo	F	Student	NGS – Preah Sisowath
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12	Song KoemHeang	M	Student	LSi Business School
13	Hean Pov Khon Thavong	M	Student	LSi Business School
14	Soun Mana	F	Student	LSi Business School
15	Rin Linna	F	Student	LSi Business School
16	Thal Rithy	M	Student	LSi Business School
17	Suy Usaphea	F	Student	LSi Business School
18	Vat Sreymom	F	Student	LSi Business School
19	Seng Naiseang	F	Student	LSi Business School
20	Sem Chenda	F	Student	LSi Business School
21	Mam Monika	F	Student	LSi Business School
22	Soeurn Maly	F	Student	LSi Business School
23	Sung Mengly	M	Student	LSi Business School
24	Soeng Sievmeng	M	Student	LSi Business School
25	Veng Mengly	M	Student	LSi Business School
26	Proem Thera	F	Student	LSi Business School
27	Dort Maryna	F	Student	LSi Business School
28	Hai Lyhour	M	Student	LSi Business School
29	Pum Lyta	F	Student	LSi Business School
30	Sokha Lina	F	Student	LSi Business School
31	Hav Sreyoun	F	Student	LSi Business School
32	Loy vandy	M	Student	LSi Business School
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I. Introduction

1.1. Background of the research

Cambodia's socio-economy has changed from a socialist to capitalist regime during the 1990s.¹ Over the last three decades, Cambodia has achieved high rates of economic growth and a rise in national living standards between the first national household survey in 1993/4² and the most recent one in 2012.³ The trend of Cambodia's economic growth has decreased from averaged around 7 percent per annum⁴ to 5.5 percent per recent annum⁵ and the Gross Domestic Product per capita rose to 1,754 US dollar in 2022.⁶ While, While Cambodia was largely spared from COVID-19 pandemic in 2020, by the end of 2021, which impact economic growth was slow down to 3.0 percent per annum.⁷ The 2008 Cambodian Census reports the largest population cohort to be aged 9-18 (24.5 per cent total population)⁸. This is the group the researcher chose for the first phase of this study. This group is currently 15-24 years of age. This population is experiencing rapid change both emotionally and physically, and many individuals in this age group are involved in high-risk activities, including in sexual relationships. In certain respects, legal standards in Cambodia do draw a line between a child and an adult. The legal age of marriage is 18 for women and 20 for men.⁹ A recent national study indicated that men marry at a median age of 22.6 and start to be sexually active just before marriage, at a median age of 22.1; whereas women get married at a median age of 20.3. The median age at first marriage has been stable for the past 20 years. Women generally begin having sexual intercourse at about the same time as the average age to be

¹Tarr, C.M. (1996b). *People in Cambodia don't talk about sex, they simply do it: A study of the Social and Contextual Factors Affecting Risk-Related Sexual Behavior among Young Cambodians*. Phnom Penh: University of Fine Arts. p. 68.

² World Bank. (2007). *Cambodian Sharing Growth: Equity and Development Report 2007*. Phnom Penh. p. ii

³ NIS/MOP. (2013). *Supplementary note, complementary results of the Cambodian Socio-Economic Survey 2012*. Phnom Penh.

⁴ World Bank. (2018). *High Growth in Cambodia Expected to Continue: World Bank*. Retrieved February 9, 2019: <https://www.worldbank.org/en/news/press-release/2018/05/10/high-growth-in-cambodia-expected-to-continue-world-bank>

⁵ World Bank. (2023). *Cambodian Economy Advances Amid External, Domestic Headwinds*. Retrieved February 8, 2024: <https://www.worldbank.org/en/news/press-release/2023/11/22/cambodian-economy-advances-amid-external-domestic-headwinds>

⁶ NIS/MOP. (2022). *National Index Report 2022*. Retrieved February 8, 2024: <http://www.nis.gov.kh/index.php/km/>

⁷ UNDP (2021). *'2021 COVID-19 Economic and Social Impact Assessment in Cambodia'*, September 2021.

⁸ NIS/MOP. (2009). *General Population Census of Cambodia 2008*, National Report, Phnom Penh

⁹ ក្រឹត្យក្រមប្រឹក្សារដ្ឋនៃរដ្ឋកម្ពុជា (ឆ្នាំ១៩៨៩) ច្បាប់ស្តីពីអាពាហ៍ពិពាហ៍ មាត្រាទី៥ ជំពូក២ ត្រូវបានដកស្រង់ចេញពីសៀវភៅកម្រង ឯកសារច្បាប់ បោះពុម្ពលើកទី ៣ (ឆ្នាំ២០០១) នៃការិយាល័យឧត្តមស្នងការ អង្គការសហប្រជាជាតិ ទទួលបន្ទុកសិទ្ធិមនុស្សប្រចាំកម្ពុជា ធ្វើនៅភ្នំពេញ។ ទំព័រទី ៦៤៤ ។

Degree of State Councils of Cambodian State (1989). *Marital Law, Article 5, Chapter 2*. Cited by 3rd edition Legal Document Braid. (2001), United Nations Cambodia Office of the High Commissioner for Human Rights. Phnom Penh. p. 644.

married, at a median age of 20.8.¹⁰ Qualitative research undertaken in 2008 by the author showed that many young people are having sexual experiences at a much younger age. This includes numerous stories of non-consensual sex and group rape. Study participants reported that pressure for sex, and the number of consensual and non-consensual sexual experiences, was high on and around Valentine's Day. This motivated the current series of longitudinal research. The initial quantitative studies prior to Valentine's Days in 2009, 2014, 2019 was followed up this year in 2024, to understand people's attitudes towards sex and how these may have changed.

Valentine's Day and sex:

There are varying opinions as to the origin of Valentine's Day. Some experts state that it originated from St. Valentine, a Roman who was martyred for refusing to give up Christianity. He died on February 14, 269 A.D., the day that later became devoted to love. Gradually, February 14 has become a date to exchange messages of love, and St. Valentine has become the patron saint of lovers. The anniversary of his death is often marked by sending poems and simple gifts such as flowers.¹¹ And other stories suggest that Valentine may have been killed for attempting to help Christians escape harsh Roman prisons, where they were often beaten and tortured. According to one legend, an imprisoned Valentine actually sent the first "valentine" greeting himself after he fell in love with a young girl--possibly his jailor's daughter--who visited him during his confinement. Before his death, it is alleged that he wrote her a letter signed "From your Valentine," an expression that is still in use today. Although the truth behind the Valentine legends is murky, the stories all emphasize his appeal as a sympathetic, heroic and--most importantly--romantic figure. By the Middle Ages, perhaps thanks to this reputation, Valentine would become one of the most popular saints in England and France. St. Valentine's Day is now a day for sweethearts. It is the day that you show your friend or loved one that you care.¹²

Valentine's Day is acknowledged throughout the world. Valentine's Day in Cambodia has only recently become popular, especially among young teenagers who buy and give flowers, gifts and cards to each other, and hang out with their sweethearts or friends.¹³ Generally young men in Cambodia have more

¹⁰ National Institute of Public Health and National Institute of Statistics. (2011). *Cambodia Demographic and Health Survey (CDHS) 2010*. Phnom Penh, Cambodia.

¹¹ Retrieved February 12, 2008 from http://www.pictureframes.co.uk/pages/saint_valentine.htm

¹² Retrieved February 12, 2008 from <http://www.history.com/content/valentine/history-of-valentine-s-day>

¹³ "...Meeting with a few young men, in the front of Preah Monivong high school in town of Battambang province, who are buying flowers for their girl who are classmates to express their love. At the evening, there were a traffic jams along the Sankae river because young people bought flowers on the streets." Kranhong. (2008, Feb. 15). This Valentine's Day There Were Not A Group of Students Who Sold Flower To Support Orphanages. *Reak Smey Kampchea*, p. 2b.

of an opportunity to hang out in groups and to socialize than young women who often stay at home. Young women have a chance to hang out during the Khmer New Year and other festivals.¹⁴ Young Cambodians are being introduced to notions of individuality and materialism, and are experiencing a greater level of urban wealth and sexual freedom than ever before.¹⁵

1.2. Statement of the Problem

Cambodia is recognized for its success in combating HIV and AIDS. It is estimated that the prevalence rate among adults, aged 15 to 49 years, declined from 1.2% in 2003 to 0.5% in 2022 and continues to fall.¹⁶ The 100% condom use program is playing an important role in the reduction of HIV prevalence. More men in the Sentinel groups reported sex with girlfriends than in the previous years of Behavioral Sentinel Survey and condom use with sweethearts is on the rise. However, condom use with sweethearts still remains low. Consistent condom use with sweethearts was 39.4 percent in 2010, amongst those with one or two partners.¹⁷ 11.9% of students reported that they ever had sexual intercourse. Among students who ever had sexual intercourse, three in ten of them had most of the time or always used a condom.¹⁸

STI prevalence among high-risk populations is the same as in 2005 despite national and multilateral efforts to increase female sex workers' access to STI prevention and care services.¹⁹ Tarr's study strongly suggested that many interventions ignore other contexts where young people, including young, unmarried females, are also involved in risk-related sexual behavior.²⁰ New opportunities and greater freedoms for young people appear to have resulted in changing social norms as well, with young men turning more to sweethearts rather than paid partners for sexual relationships.²¹ Unsafe abortion in

¹⁴ Wallquist, L. (2002). *Youth in Cambodia: Organizations, Activities and Policies*. Phnom Penh: Forum Syd. p. 10.

¹⁵ Fordham, G. (2003). *Adolescent Reproductive Health in Cambodia: Status Policies, Programmes and Issues*. Phnom Penh: POLICY Project. p. 3. Retrieved December 23, 2008 from http://www.policyproject.com/pubs/countryreports/ARH_Cambodia.pdf

¹⁶ NCHADS/NAA. (2022). *Towards achieving the Country Targets of the Political Declarations on Intensifying efforts to eliminate HIV and AIDS*. Phnom Penh.

¹⁷ NCHADS. (2011). *BSS Estimation of the HIV Prevalence among General Population in Cambodia, 2010*. Phnom Penh: NCHADS, MOH.

¹⁸ PRAK P. R., & CHHER T. (2014): *Global School Based Student Health Survey in Cambodia 2013*, MOH, MOYES, WHO, US-CDCP.

¹⁹ NCHADS. (2008). *2005 Cambodian STI Prevalence Survey: Integrated Biological and Behavioral Survey*. Phnom Penh: MoH. p. 44
Retrieved February 12, 2008 from <http://www.nchads.org/Publication/SSS/SSS%202005.pdf>

²⁰ Tarr, C.M. (1996b). *Op. cit.*, p. 2

²¹ Wilkinson, D.J. and Fletcher, G. (2002). *Sweetheart Relationship in Cambodia: Love, Sex & Condoms in the time of HIV*, Phnom Penh: PSI. p.1

Cambodia remains one of the most common causes of maternal death (20-29%)²², despite the legalization of abortion in 1997.²³

A quantitative study, conducted by Assumption University in Bangkok, stated that one fifth of teenagers surveyed will have sex on Valentine's Day.²⁴ A panel discussion on sexuality among young people on Valentine's Day in Phnom Penh organized by the NGO, Population Health Development Association, raised questions about risky sexual activity of young people on Valentine's Day, and possible negative impacts.²⁵

The author's 2008 Valentine's Day²⁶ qualitative study findings reveal that young couples did not understand clearly the origins of Valentine's Day, now popular among wealthier young people in urban areas of Cambodia, although they recognized that it comes from foreign cultures via the media. The results show that more than half of the interviewees in the study were happy to engage in sex on that day and at least a few of them lost their virginity. Although most reported using condoms, perhaps reflecting increased awareness of sexual and reproductive health issues, several instances of coercion were also reported. There seems to be a general lack of parental understanding about their children's sexual activity and a corresponding lack of open communication. The study also recommended a quantitative survey among wealthier young people.²⁷ A year later, the quantitative survey on Love and sexual relationships: experiences and plans of wealthier young people regarding the upcoming Valentine's Day in Phnom Penh in 2009 found that 12.4 percent of young people surveyed stated that they expected to have sex, and 14.3% of young people in a couple stated that they expected to have sex

²² WHO. (2004). *Unsafe abortion: Global and Regional Estimated of the Incidence of Unsafe Abortion and Associated Mortality in 2000*. Geneva. Cited by MoH. (2006). *National Strategic for Reproductive and Sexual Health in Cambodia (2006-2010)*. Phnom Penh. p. 7-8

²³ រដ្ឋសភាជាតិ (ឆ្នាំ ១៩៩៧) ច្បាប់ស្តីពីការរំលូត មាត្រាទី៨ ជំពូក២ ត្រូវបានដកស្រង់ចេញពី សៀវភៅកម្រង ឯកសារច្បាប់ បោះពុម្ពលើក ទី ៣ (ឆ្នាំ២០០១) នៃការិយាល័យយុត្តិធម៌ស្នងការអង្គការសហប្រជាជាតិ ទទួលបានកម្មសិទ្ធិមនុស្សប្រចាំកម្ពុជា ធ្វើនៅភ្នំពេញ ។ ទំព័រទី ៨៩៨។

National Assembly. (1997). *Abortion Law, Article 8, Chapter 2*. Cited by 3rd edition Legal Document Braid. (2001), United Nations Cambodia Office of the High Commissioner for Human Rights. Phnom Penh. p. 898.

²⁴ Ann. (2008, Feb. 11). One fifth of teenagers will have sex on Saint Valentine's day in Bang Kok. *Nation*, Retrieved February 12, 2008 from <http://www.asiaone.com/News/Education/Story/A1Story20080211-49118.html>

²⁵ Chansy, C. (2008, Feb. 15). Panel Tells Youths To Use Valentine's Day Caution. *Cambodia Daily*, p. 20.

²⁶ Soprach, T. (2009). *Young People Talking About Valentine's Day in Phnom Penh in 2008 (A Qualitative Study)*. Phnom Penh: Independent Research Study.

²⁷ *Ibid.* pp. 23-24.

with their sweethearts on the upcoming Valentine's Day.²⁸ A follow-up study before Valentine's Day in 2019 showed that 5.4% of young people surveyed stated that they would be having sex on that day.

The current study is designed to follow up on the quantitative study to compare the initial survey with results 15 years later. This seeks to answer the research question:

“What plans do wealthier young people in Phnom Penh have for sexual activity on the upcoming Valentine's Day?”

1.3. The Study Objectives

The key objectives of this 2024 study are:

- To learn more about wealthier young people's relationships and sexual behavior, and plans with regard to the upcoming Valentine's Day, and on their spending and consumption related to celebrating the event
- To understand young people's perception of their parents' attitudes towards the upcoming Valentine's Day
- To compare for differences with the 2009 study findings and identify new behavioral trends or attitudes and toward ending of the study if the phenomenon of Valentine's Day less interest and lowest sexual relationships among young people.

1.4. Significance of the Study

This quantitative survey was completed with a large sample (N=1,469) of wealthier young people in Phnom Penh, who completed questionnaires about their experiences and their perspectives on the upcoming Valentine's Day. Findings and recommendations will be shared with stakeholders such as government line ministries, local authorities, media, parents, and sexual and reproductive health programmers who can design interventions targeting Valentine's Day, and young people more widely. It is also a blueprint for researchers to design further, more detailed studies about the sexual behavior of young people. These findings will also inform young people and help them to understand their sexual behavior in relation to this event.

²⁸ Soprach, T. (2010). *Love and sexual relationships: experiences and plans of middle class young people regarding the upcoming Valentine's Day in Phnom Penh in 2009*. Independent Researcher.

1.5. Scope and Limitations

Time Constraints

This quantitative study was designed to further explore the findings of the previous study. As the author is busy with professional career, the sheer time-constraints have prevented a more thorough review of the existing literature on youth and sexuality in Cambodia.

Financial Constraints

This study was supported by the author's own budget derived from his professional career. Hence, the budget was limited and the researcher was not able to hire professional enumerators or highly qualified researchers for this study.

Target Population:

Wealthier 15-24 year-olds who hang out in the parks of Phnom Penh, as in the previous 2009 study. The study follows the WHO/UNICEF (1998) definition of youth as 15-24 years old.²⁹ This survey did not target lesbian, gay, bisexual and transgender (LGBT) couples.

Structured Questionnaires were designed including informed consent

The researcher designed a structured questionnaire in English which contained 29 questions for respondents falling into four categories: young male in a couple, young male not in a couple, young female in a couple, and young female not in a couple. This was the same as the previous study format, but a few questions were revised. The questionnaires were then translated into Khmer.

Separate survey sheets were prepared, as some questions applied only to specific participants (e.g. young male/female in a relationship). Dating questions were asked only to young people in a couple. Males who answered 'yes', to planned sexual activity on Valentine's Day were specifically asked what they would do if their girlfriend did not agree with their request for sex. Other questions directed towards young males include those about "sex with sex worker" and "bauk" (gang rape). Males were asked if they were involved in *bauk* in the last 3 months. This was designed to follow up on previous data about male youth participation in *bauk*, and to find out if wealthier young males would attempt to force their girlfriend to "bauk".

²⁹Ramage, I. (2004). *Cambodia Baseline Survey*. Phnom Penh: RHIYA Project, EU/UNFPA. p.5.

For this study, the researcher is also interested in how young people spent their money for the past Valentine's Day.

Training

All research assistants were trained for field data collection and they were given strategies on how to approach potential respondents in Phnom Penh. With this in mind, the researcher provided refresher training, covering the objectives of the study, and pre-tested the questionnaire before commencing field work. Although some data entry volunteers already had experience with data entry into SPSS Version 26.0, the researcher provided further training and coaching by a team leader who is an data management and analysis specialist.

The Research Assistants' Shared Lessons Learned After Collecting Data

All research assistants reported approaching several people who did not agree to participate in the study (a total of 36 people). The reasons given for declining to participate included: they went on to refuse an interview also; some were in a rush to go home; others said they didn't want to answer the questions, they preferred to relax and be left alone. Others said they had no time to complete the questionnaire, or were busy talking or eating. It is difficult to judge the respondents' age which are under or over age of the target group.

Interviewers also found it difficult to approach several couples who were seated very close together, embracing and kissing. Some groups that were approached included people who were over the target age.

At least several interviewees could not read the questionnaire, so, the research assistants interviewed them. In one case the respondent's friend read the questions out to him and he ticked the appropriate boxes himself.

Data Entry Into SPSS and Data Cleaning

During data entry and cleaning, 11.4 percent of the total data collected (188 out of a total of 1,657 observations) were found to be incomplete and/or over the target age range. This may reflect a higher rate of incomplete questionnaires when using the self-administered method. Finally, the total number of respondents who completed all questions for analysis was a sample size of 1,469.

Translation

As English is not the researcher's first language, translation between Khmer and English is always problematic and it is easy to lose meaning. In order to avoid this problem, the researcher checked his translations with native English speakers.

1.6. Definitions of key terms

Songsar: *Three meanings used in this study:* A term used for a woman who has already been engaged or has been in a relationship. Nowadays, this term is used to refer to a sexual relationship. Around 25% lead to marriage. *[Male student]*³⁰

This is the term used to address the man with whom we have mutual love. Generally speaking, when the term songsar is used, marriage is sometimes possible. *[Female student]*³¹

Songsar: used for sweetheart/*mith pros* for boyfriend/*mith srey* for girlfriend.³²

Wealthier Young People: Young people's wealth status was identified through their (expensive) clothes, their gestures and characteristics (looking 'cool' as individuals or in a group), and by their mode of transport (usually a motorbike or a car).

The concept of "trust" or "trustworthiness": describes a quality of relationship with their partner. "This includes: faithfulness, meeting through family or friends, passing informal assessments, social status, employment, financial support, avoiding bars, appearance, and virginity. It is important to note that youth appear to evaluate partners on a combination of traits in order to deem partners trustworthy. Although youth use criteria to judge trust, they seem to overlook other criteria that could further decrease their risk for STIs/HIV."³³

Non-consensual sex: includes rape or attempted rape, unwanted touching or fondling/molestation, non-contact forms of abuse such as verbal harassment, forced viewing of pornography, flashing, assault, forced sex...etc.³⁴

Bauk/bowk/baowk (Gang rape) – known colloquially as *bauk* (Khmer for 'plus').

Bauk in a slang terms:

1. *Bauk* generally occurs after one (or two) youth(s) negotiate a price with a sex worker, or solicit a woman's affection and arrange a proposed destination for sexual intercourse.

³⁰ Wilkinson, D.J. and Fletcher, *Op cit.*, p. 9.

³¹ *Ibid.* p. 10

³² The researcher decides to use all these words are the same meaning for this study.

³³ Longfield, K., Klein, M. and Berman, J. (2002). *Working Paper No. 51: Criteria for trust and how trust affects sexual decision-making among youth*, Washington, DC: PSI Research Division, p. 5. Retrieved December 24, 2008 from <http://www.psi.org/research/wp/WP51.pdf>

³⁴ Jejeebhoy, J.S. and Bott, S. (2003). *South & East Asia: Non-consensual sexual experiences of young people: A review of the evidence from developing countries*, No.16. New Delhi: Population Council. pp. v-3.

2. Then the woman is taken to a hotel or guest-house, where numerous other young men are waiting, or will soon arrive.
3. The youths coerce the woman into having sex with them all without permission, often accompanied by violence.
4. Almost all of the young men say that it is not rape because they have already paid for sex.³⁵

II. Literature Review

Generally speaking, western culture assumes a degree of equity between the sexes and an equal right to choose a sexual partner. Western culture is perceived as individualistic and encouraging of independence, so men and women are thought to have equal opportunity to do what they want. Meanwhile, some practicing Christians will wait until they get married and are virgins when they are married and remain faithful to their spouse.³⁶ In the United States, teen pregnancy rates have declined sharply since 1991 but remain high compared to other industrialized nations. Nearly 1 million girls aged 15 to 19 years old become pregnant each year, which is about 20 percent of sexually active females in that age group. Most of the pregnancies were unplanned and young mothers are more likely to quit school, require public assistance and live in poverty.³⁷ Over 41 percent of male and 23 percent of female study participants reported being sexual active. Age differences with first sexual partner varied according to gender with males reporting no age difference, and females' first partners being on average five years older.³⁸

The Assumption University teenage sexual behavior survey covered 2,384 teenagers in Bangkok in 2008. It showed that one fifth of the teenagers surveyed said they will likely end up having sex and about 15.4 per cent had previous sexual experiences. Some 58.8 per cent of these said that they practiced safe sex sometimes while 21.1 per cent said they had never used condoms before.³⁹ Valentine's Day celebrations in Cambodia do not happen only in Phnom Penh by young people, but also in Battambang province. As one article describes: "*groups of young people gave a rose or any gifts to their sweethearts or friends on*

³⁵ Wilkinson, D.J., and Fletcher, G. (2002). *Sweetheart Relationship in Cambodia: Love, Sex & Condoms in the time of HIV*, Phnom Penh: PSI.

Bearup, L.S. (2003). *Paupers and Princes: Youth Attitudes Toward Gangs, Violence, Rape, Drugs, and Theft*. Phnom Penh: GAD/C.

Soprach, T. (2004). *GANG RAPE: The Perspective of Moto-Taxi Drivers across Cambodia*. Phnom Penh: Playing Safe Project, CARE Cambodia, EU/UNFPA.

³⁶ Soprach, T. (2008). *The Impact of Premarital Sex Among Young People in Cambodia*. Phnom Penh: University of Cambodia. p. 8.

³⁷ Stern, A. (2008, November 3). Study Links Teen Pregnancy To Sexy TV Shows in US. *Reuters*. Retrieved December 10, 2008 from <http://www.reuters.com/article/newsOne/idUSTRE4A20HL20081103>

³⁸ MOEYS. (2011). *Most at risk young people survey in Cambodia 2010*. Phnom Penh

³⁹ Ann. (2008, Feb. 11). *Op cit*.

the streets and they may go to guest-houses. These are mostly young people and students aged from 15 to 20. According to the guest-house and hotel prices for “Krab Teuk Khmom” a scene of sex for one or two hours charged up to 15,000 to 20,000 riels (around US\$5). However, a young man recognized that the Valentine’s Day was a really foreign influence and some girls lost their virginity on that day. He saw his friends liked that activity. Whereas guest-house managers, they also said that on February 14, there were many guests since the morning for Krab Teuk Khmom a sexual scene and Guest-house managers also informed us that there are 2 years the price increase when the Valentine’s Day arrival.”⁴⁰

The WHO released new findings of an estimated 42 million induced abortions among women aged 15-44 years old in 2003. 48% of all abortions worldwide were unsafe, and more than 97% of all unsafe abortions were in developing countries.⁴¹ Unsafe abortions were associated with increasing maternal mortality rates among women aged 15-49 years in Cambodia; 170 deaths per 100,000 live births.⁴² Meanwhile, the WHO estimated the abortion mortality rate in Cambodia as 130/100,000 per live births. 45% of abortions took place at home.⁴³ This issue was personalized by the reported experience of a couple of young people who had sex before marriage, with the young woman becoming pregnant and having an unsafe abortion as a result. The story “My wedding day ... the day my fiancée died.” demonstrates the danger of unsafe abortions.⁴⁴

Another case deals with a girl who tried to speak out about an experience in which she was subject to non-consensual sex by her *sangsar* because she trusted him and then her ‘*sangsar*’ abandoned her. The 17 year old first had sex with her boyfriend at 15 years old, this is what she described:

‘I found out that my boyfriend was not honest with me, he only wanted to sleep with me for pleasure...at first I refused his sexual advances and he became quite violent. Actually he raped me... however, he persisted, taking off my shirt completely. He was trying to

⁴⁰ Bopea. (2009, Feb. 16). Guest-house room prices were raised to welcome the Valentine’s Day in 2009, Battambang province. *Koh Santhepheap*. pp. 1-5.

⁴¹ Sedgh, G. et al (2007, October 13). Induced Abortion: Estimated Rates and Trends Worldwide. *Lancet*, Vol. 370, p. 1338

⁴² NIS and NIPH (2014): Cambodian Demographic Health Survey 2014,

⁴³ *Ibid.* p. 76.

⁴⁴ Cambodian Midwives’ Association. (1999). Cited by Gender Watch No. 4 (2001). “My wedding day ... the day my fiancée died”. Phnom Penh: GAD/C. p. 2

*penetrate me...we had sex, there was a trace of blood and I was very sore afterwards. Not long after this he abandoned me.*⁴⁵

According to Cambodian socio-cultural norms, if her '*sangsar*' speaks openly about this to his friends or other people about breaking up after having sex, she would be judged as '*mahop-del-ker*'. This euphemism refers to food which has been eaten to describe women who have already had sex and that no one then wants to marry. While conducting research on 'professional girlfriends' and women employed in the entertainment sectors, Heidi Hoefinger (2013) found that some young women who had been involved in intimate sexual relations with both their Cambodian and/or foreign boyfriends had either harmed themselves, or even attempted suicide, by cutting their wrists or overdosing on medicine after the boyfriends cheated on them or left them for another woman. She explained that this self-harming behavior was related to various factors such as depression over a 'broken-heart', pain of rejection, fear over lack of future security, complete desperation, depression over losing virginity to that particular partner, or in some cases, a desire to 'hurt him back'.⁴⁶ Though this was not experienced by all sexually active young women in her study, it does reveal some of the psycho-behavioral consequences that result from challenges, conflicts and misunderstandings that arise within some intimate relationships.

At least two case studies discuss the impact of sexual intercourse among youths on Valentine's Day the past few years. In the first case, the girl sought help to get a safe abortion after a botched attempt as she described to the physicians at Marie Stopes (an organization that offers safe abortions to pregnant woman in Phnom Penh):

"...I could no longer afford my school fees so I had to stop my studies. Now I cannot fulfill my dream to work as a finance officer in a bank. Now I have to work hard selling groceries at the small stand in front of my parent's house to support my parents who are getting old," said the pregnant young woman.⁴⁷

Another youth study related to *bauk* found that it is not only occurring amongst sex workers but also with students. A 20 year old high school student stated:

⁴⁵ Tarr, C.M. (1996d). *Study of Contextual Factor Affecting Risk-Related to sexual Behavior among Young Cambodia*. Phnom Penh: University of Phnom Penh. p. 185.

⁴⁶ Hoefinger, H. (2013). *Sex, Love and Money in Cambodia: Professional Girlfriends and Transactional Relationships*, London: Routledge. Correspondence: hoefinger@iseaa.org

⁴⁷ Cockroft M., Svaypich S. and Thara M. (2012, Feb. 15). Remorse on Valentine's Day. The Phnom Penh Post. Retrieved February 7, 2014. <http://www.postkhmer.com/component/content/article/73233?lang=en>
Please find the Appendix 1 of the case study 1 and Appendix 2 of case study 2 of this report.

*'For me and my friends we also use bank with students. I just have sex with that girl like a sweetheart, two or three times. After that I call my friends to bank her and then I break up with her.'*⁴⁸

Recently, a PSI and FHI study titled, 'Let's Go for a Walk...' stated that many men view sweethearts, including sweethearts who are non-brothel-based entertainment workers, as safe (or at least safer), meaning not having a sexually transmitted infection. Other men have begun to perceive sweethearts who are beer promoters or karaoke workers to be unsafe, but still perceive virgins, students, and women from the countryside as safe. So long as men's sex-seeking focus is on finding safer partners with whom they believe they do not need to use condoms, the search for "safe sex" will go on.⁴⁹

With respect to the attitudes of the older generation towards today's Cambodian youth, conservative parents of young Cambodians who wish to preserve Khmer culture often feel that most young Cambodians are out of control and ignore all cultural rules. A 67-year-old rural peasant expresses his sentiments:

*'Today children have no respect for the teacher or the monks ... but as for sexual knowledge, particularly associated with sexual activity, young people learn from one another. If one of my sons were to get an unmarried girl pregnant, I would disown him if he refused to get married or paid some form of monetary compensation to her family ... it is better to disown such a child.'*⁵⁰

The RHIYA project recently completed a qualitative study which included this new generation's parents' opinions on premarital sex. A 48 year old married man in Phnom Penh stated:

'Parents will not allow their daughter to date before marriage. However, in terms of equal rights this is not correct. Girls need to have sex as well. In Khmer tradition, this may not be correct, but in terms of equal rights, men and women should be given the same

⁴⁸ Bearup, L. S. (2003). *Paupers and Princelings: Youth Attitudes Toward Gangs, Violence, Rape, Drugs, and Theft*. Phnom Penh: GAD/C. p. 91.

⁴⁹ Smith, R. (2007). *Let's Go for a Walk: Sexual Decision-Making among Clients of Female Entertainment Service Workers in Phnom Penh*. Phnom Penh: PSI and FHI, p. 26.

⁵⁰ Tarr, C. M. (1996b), *Op. cit.*, p. 69.

*treatment. We can provide the girls with training and some knowledge on how to protect themselves if they wanted to have sex, like using condoms and contraceptives.*⁵¹

However, Valentine's Day is not limited only for research studies on sexual relationships among young people in Phnom Penh. It was addressed in the novel 'Regret,' which was issued before Valentine's Day in 2009 by the conservative Amara Publisher⁵² and also features in the award-winning film "Diamond Island" ("*Koh Pich*" in Khmer) .⁵³

III. Methodology

3.1. Research Design

A cross-sectional survey design was chosen for this survey, replicating the designs of the previous studies in 2009, 2014 and 2019. This accomplishes the aim of exploration or descriptions, and can also be used for explanatory studies since background information and retrospective data can be related to current statuses, and current statuses to future expectations and aspirations.⁵⁴ Therefore, the structured questionnaire was designed to gather information on the background of respondents, and their expectations on social activity, love and sexual relationships in light of the upcoming Valentine's Day; and also their sexual behavior in the last three months. The questionnaire included questions designed to gauge the respondents' awareness about consensual sex. The questionnaires are separated into four categories of the population aged 15-24 years old whom enumerators identified as being wealthier young people in Phnom Penh: young males in a couple, young males not in a couple, young

⁵¹ Vuthy, B. (2006). *RHIYA Cambodia Endline Qualitative Survey*. Phnom Penh: EU/UNFPA. p. 47

⁵² Kho, T. (2009). *REGRET: Souvenir on St. Valentine's Day*, Roman. Amara publisher. Phnom Penh. described that the novel on 'Regret' was issued before the upcoming Valentine's Day in 2009 by the conservative Amara Publisher in 2009 to raise awareness among young people on impact of premarital sex or sexual involvement during the Valentine's Day. The novel described: "A 16-year-old young female Liny who is a middle wealthy kid was studying at high school. Her girlfriends pressured her to hang out on the Valentine's Day, February 14. She asked her mother who doesn't know Valentine's Day well, and her mother just warned her... 'This is European culture'. She also argued with her mother that she didn't have any boyfriend, but just wanted to hang out with her classmates. At the morning of that day, Liny received a flower branch from her girlfriend Nary who also got from a young man Kulen who was a very rich kid and studied at the same school. Nary persuaded Liny for Kulen and then all of them passed the Japanese bridge and relaxed a small hut, and after that Nary left Liny and Kulen to have sex by putting sexual arousal and sleeping substances inside coconut water and gave it to Liny to drink; meanwhile, Liny suffered from having sex by Kulen... Kulen got in an road accident after leaving that place. Liny got sick in a hospital and when she came back home, her parents were dead and all the things of her heritage were stolen by her relatives with fraud documentation. Liny got nothing, she became a karaoke girl, drug addicted and finally she got infected with HIV/AIDS."

⁵³ Chou, D. (2006). *Diamond Island "Koh Pich"*. The film introduced tells the story of an adolescent who leaves rural Cambodia to become a construction worker only to be reunited with his missing older brother. Retrieved on 9 February 2019: <https://www.imdb.com/title/tt5689590/>

⁵⁴ Baker, L.T. (1994). *Doing Social Research*. California State University, San Marcos: McGraw-Hill, Inc. p. 106

females in a couple and young females not in a couple. Because an additional objective of this year's study is to look at expenditure and consumption around Valentine's Day, 2 questions on Valentine's Day 2018 were added to the survey: Did you celebrate Valentine's Day last year? If so, how much did you spend?

Because of the sensitive nature of the subject matter of this study, self-administered questionnaires are used and are given directly to respondents to complete. Very little assistance was made available except in instances where respondents did not understand a question.⁵⁵ However, this method makes interviewees confident enough to share their experiences and their plans regarding upcoming Valentine's Day. It also gives enough time for interviewers to approach and check up on other potential participants or groups of interviewees.

While respondents were given more privacy and informed that they need not complete any question that they did not want to, the self-administered questionnaire method results in a lower completion rate, so the total number of each variable is lower than the total number of respondents. Missing data was not analyzed, calculated or reported.

3.2. Sample Size Calculation and Additional Adjustments in Computing the Sample Size

For this study, proportion formula is calculated using statistics to determine the sample size as follows:⁵⁶

$$N = (Z / e)^2 p (1-p)$$

Where N = sample size;

Z = the standard score corresponding to a given confidence level;

"e" = the proportion of sampling error; and

p = estimated proportion or incidence of cases.

- Z table 95% = 1.96
- If "e" = 5%
- p = 0.30

$$N = (1.96 / 0.05)^2 0.3 (1-0.3) = \underline{323}$$

Sample design effect

The original sample size is N = 323, therefore to adjust for sample design effect:

⁵⁵ Fink, A. and Kosecoff, J. (1985). *HOW TO CONDUCT SURVEYS: A Step-by-Step Guide*. The United States of America: Sage Publications, Inc. p. 45

⁵⁶ *Ibid.*

$$N = 323 \times 1.3 = 420$$

Expected response rate

The researcher estimated that perhaps only 80% of the sample would respond to the survey, therefore:

$$N = 420 / 0.8 = 525$$

Expected proportion of eligible respondents

The researcher estimated that perhaps only 90% of the sample would be eligible to complete the survey, therefore:

$$N = 525 / 0.9 = \underline{584}$$

Expected data discard

The researcher estimated that perhaps 5% of the data collected would need to be discarded

$$N = 584 / 0.95 = \underline{615}$$

Finally, the total sample size, adjusted for this survey is 615.

3.3. Sampling

The target population of this study is wealthier young people aged 15-24 years old who are in Phnom Penh at the time of data collection. Study locations were based on the qualitative Valentine's Day in Phnom Penh in 2008 study where almost all respondents said that they always hang out at certain places near the riverfront on the weekends and special days as well: *"On Valentine's Day this year, we hung out at the Riverfront park, then had dinner together and went back home. I think that day is when all couples show their love with each other."*⁵⁷ Thus, cluster sampling is used here primarily for administrative convenience.⁵⁸

Due to Phnom Penh's urban development and the emergence of new public spaces, the geographic cluster sampling locations from 2019 were revised: from Aeon Mall "1", Aeon Mall "2", TK (Toul Kork Avenue), Independence Park and Wat Botum Park to Koh Norea, Boeung Kak, In front of Sokha hotel and K-mall were added. Four parks around the riverfront were selected: the park in the front of the Royal Palace and Koh Pich island. By observation, the target population is estimated to be around 500

⁵⁷ Soprach, T. (2009). *Op cit.*, p. 15

⁵⁸ Fink, A. and Kosecoff, J. (1985). *Op cit.*, p. 57

people, including couples, at a big park during weekend evenings, with the highest number of people at Koh Norea island. These populations move every 15 to 20 minutes. Therefore, the total population of 615 was divided into 4 areas. The interview teams (a male and a female) were asked to give questionnaires to four categories of people in these locations: young male in a couple, young male not in a couple, young female in a couple and young female not in a couple.

3.4. Data Collection Method

All the research assistants were trained for half a day on Saturday, January 20, 2024. The interviewers were trained on the study's objectives, methodology, simple sampling, data collection technique of self-administered questionnaire, role play of face-to-face interview with the same sex (in case the respondent cannot read the questionnaire) and pre-test with drafted questionnaire (See Appendix 4 for the four final questionnaires). During data collection, interviewers worked in pairs of one male and one female, with males interviewing males, and females interviewing females. The interviewers were assigned to male-female partnerships for four reasons: it is easier to ask sensitive questions of the same sex; for support when approaching and interviewing couples; for support or verification if respondents have any questions; and for safety. However, due to the higher number of female research volunteers, some of them supported male teams to provide self-administered questionnaires to male interviewees.

Four points defined acceptable data collection, including: the name of the interviewer, the signature of the respondent in the informed consent section guaranteeing anonymity and confidentiality, the age of respondent in the target population age-group, (not lower than 15 or over 24 years old) and all completed questionnaires placed in a sealed envelope.

The original quantitative study took place over two days. For this study, the author decided to add one more day (Friday) to enable a larger sample size. Data collection occurred on Friday, Saturday and Sunday, 26 - 28 January 2024 from 4:30pm to 7:30pm. The researcher recruited two field team leaders with experience in survey methodology, and the author acted as supervisor for all research assistants in field data collection.

In the field, each research assistant was given 100 questionnaires (50 for respondents in a relationship and 50 for non-coupled respondents). 400 pens were used as a gift for interviewees who completed the questionnaire, and a backpack for storage of completed questionnaires in opaque folders were used to ensure anonymity of respondents.

Before interviewing, all research assistants had to complete the name code, location and the interviewer name in the informed consent section. And then they explained the objectives of the survey. If the prospective interviewee agreed to take part, the interviewer issued a questionnaire and an envelope to the interviewee, explaining about confidentiality, and allowed the interviewee to read it carefully. Before starting to complete the questionnaire, the research assistants ensure that the interviewee completed the informed consent and age.

After completing the questionnaire, interviewers allowed the interviewees to put the completed questionnaire in an envelope themselves; interviewers then stapled it in front of interviewees and put it into the plastic bags. The interviewers helped the interviewees to answer any question that they didn't understand. In any case where the interviewee couldn't read, the research assistant either interviewed them or allowed a friend to read the questionnaire for them, and asked them to tick the relevant box themselves.

The supervisor collected all the completed questionnaires in backpack from research assistants each day after 7:30pm and also received any feedback from the field.

3.5. Data Entry and Cleaning

A day after data collection, the researcher designed variables in SPSS version 26.0, and trained a data manager to coach the data entry assistants on entering the data. Data was rejected if even one of the crucial criteria data was missing (the age of respondent was not in the required age range, or if any completed inform consent but questionnaires were blank). Of 1,657 respondents, around 11.4 percent (188 questionnaires) were removed. Thus, the final number of respondents was 1,469. The author checked quality control for the data entry team to verify that data entry was correct.

3.6. Data Analysis

The author was responsible for the analysis of data. However, the data manager helped to produce the frequency and cross-tab correlation tables in MS Excel after running the data through SPSS.

IV. Results

This study aims to compare the activities of young people prior to Valentine’s Day 2009, 2014, 2019 and 2024 in the hope of drawing attention to gender and sexual health issues happening at that time. The total number of valid respondents in 2024 was 1469, compared to 458 respondents in 2009, 715 respondents in 2014 and 1176 respondents in 2019 respectively. Table 1 shows the total population (N=1469) broken down by gender in four categories, and males (664: 45.2%) and females (805: 54.8%). The number of females not in a couple (39.6%) is higher than other categories. The total observations can also be classified into two categories: young heterosexual couple (male/female) and young uncoupled individuals (Table 2). The sample population, aged 15-24 years, exhibited a normal distribution with an average age of 20.0 years in 2024, comparable to the average age of 20.6 years in 2009 (Table 3).

Table 1: Gender and relationship categories

No.	Sex category	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Male in a couple	112	24.5	181	25.3	197	16.8	207	14.1
2	Male not in a couple	128	27.9	195	27.3	305	25.9	457	31.1
3	Female in a couple	105	22.9	166	23.2	288	24.5	224	15.2
4	Female not in a couple	113	24.7	173	24.2	386	32.8	581	39.6
Total		458	100	715	100	1176	100	1469	100

Table 2: Couple and non-couple categories

No.	Couple and Non-couple	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Male in a couple and Female in a couple	217	47.4	347	48.5	485	41.2	431	29.3
2	Male not in a couple and Female not in a couple	241	50.6	368	51.5	691	58.8	1038	70.7
Total		458	100	715	100	1176	100	1469	100

Table 3: Average age of respondents

No.	Age of Respondents	2009	2014	2019	2024
1	Average	20.6	21.0	19.8	20.0
Total		458	715	1176	1469

Table 4 shows that nearly half (46.2%) of the data collected in 2024 was from Koh Norea island, a new area where more affluent young people currently like to go. Koh Norea island was not included in 2009, 2014 and 2019 as it was not as developed and qualitative analysis showed that many young people during those times liked to go to other parks in the city.

Table 4: Location of the data collection

No.	Location	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Wat Botum Park	85	19	117	16	108	9	0	0.0
2	Reverfront park (in the front of Royale Palace)	65	14	112	16	146	12	150	10.2
3	Indepedent Monument Park	118	26	76	11	46	4	0	0.0
4	Koh Pich island	0	0	410	57	295	25	185	12.6
5	Norea island	0	0	0	0	0	0	679	46.2
6	Boeung Kak	0	0	0	0	0	0	125	8.5
7	K-Mail	0	0	0	0	0	0	161	11.0
8	Sokha Hotel	0	0	0	0	0	0	169	11.5
9	Hun Sen Park (in the front of NAGA)	135	29	0	0	0	0	0	0.0
10	New National Assemble Park	55	12	0	0	0	0	0	0.0
11	Aeon 1	0	0	0	0	296	25	0	0.0
12	Aeon 2	0	0	0	0	171	15	0	0.0
13	TK Avenue	0	0	0	0	114	10	0	0.0
Total		458	100	715	100	1176	100	1469	100

4.1. Routine Activities of Wealthier Young People

Table 5 shows that the routine activities of wealthier young urban youth reported for 2009, 2014, 2019, and 2024 were similar. Over two-thirds of respondents (2009: 67.1%, 2014: 67.3%, 2019: 70.7%, 2024: 60.4%) indicated that they always visit the target parks but sometimes explore other parks, particularly at the Koh Norea Island nearby. The majority of respondents who reported not frequently visit the target parks stated that they typically spend their time at restaurants, shops, karaoke joints, or at home, among other places (Table 6)."

Table 5: Do you always come here with your sweetheart/friends to relax?

No.	Relax here	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	282	67.1	460	67.3	831	70.7	888	60.4
2	No	138	32.9	224	32.7	345	29.3	581	39.6
Total		420	100	684	100	1176	100	1469	100

Table 6: If no, where else do you and your sweetheart/friends go for relaxation?

No.	Elsewhere	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Mail/Cinema/Shopping/Restaurant	93	84.6	63	39.4	0	0.0	0	0.0
2	At home	0	0.0	47	29.4	0	0.0	0	0.0
3	Koh Pich Island	0	0.0	28	17.5	34	9.9	3	0.5
4	University/School/Library	0	0.0	12	7.5	0	0.0	0	0.0
5	Province	0	0.0	5	3.1	0	0.0	0	0.0
6	Cafe Shop	0	0.0	4	2.5	0	0.0	0	0.0
7	Royale Palace Park/other parks	17	15.4	1	0.6	0	0.0	0	0.0
8	Independence Monument Park	0	0.0	0	0.0	87	25.2	0	0.0
9	Wat Botum Park	0	0.0	0	0.0	121	35.1	7	1.2
10	Reverfront park (in the front of Royale Palace)	0	0.0	0	0.0	21	6.1	9	1.5
11	Aeon / K-mall/ Mail/ Supper Market	0	0.0	0	0.0	82	23.7	35	6.0
12	Koh Norea	0	0.0	0	0.0	0	0.0	3	0.5
13	Other (Specify...)	0	0.0	0	0.0	0	0.0	524	90.2
Total		110	100	160	100	345	100	581	100

For this study, the researcher was interested in Valentine's Day spending in the previous year (2018 and 2023), if young people celebrated the event then. The mean age of respondents who were recorded as having celebrated Valentine's Day the previous year was 20.0 years in 2024, compared to 20.6 years in 2009. At least 13 percent of the respondents in 2024 reported that they spent some money on that date compared to 10 percent of respondents in 2019. The average Valentine's Day spending in 2023 was \$22.5 lower than in 2018, which was \$35 (Tables 7 & 8).

Table 7: Did you spend for Valentine's Day last year?

No.	Spend for Valentine's Day Last year	2019		2024	
		No.	%	No.	%
1	Yes	118	10	194	13.2
2	No	1060	90	1275	86.8
Total		1176	100	1469	100

Table 8: Spending for Valentine’s Day last year

No.	Spend for Valentine's Day Last year	2019	2024
		US\$	US\$
1	Average	35	22.5
2	Minimum	3	1
3	Maximum	200	300

4.2. Wealthier Young People’s Plans for the Upcoming Valentine’s Day

Tables 9 and 10 show that the number of young people and young couples who said they consider Valentine’s Day to be a special day decreased by nearly 50 percent in 2024 compared to 2009 (2009: 61.2% vs 2019: 34.4%). This downward trend was observed among both young couples and singles (Figure 1)..

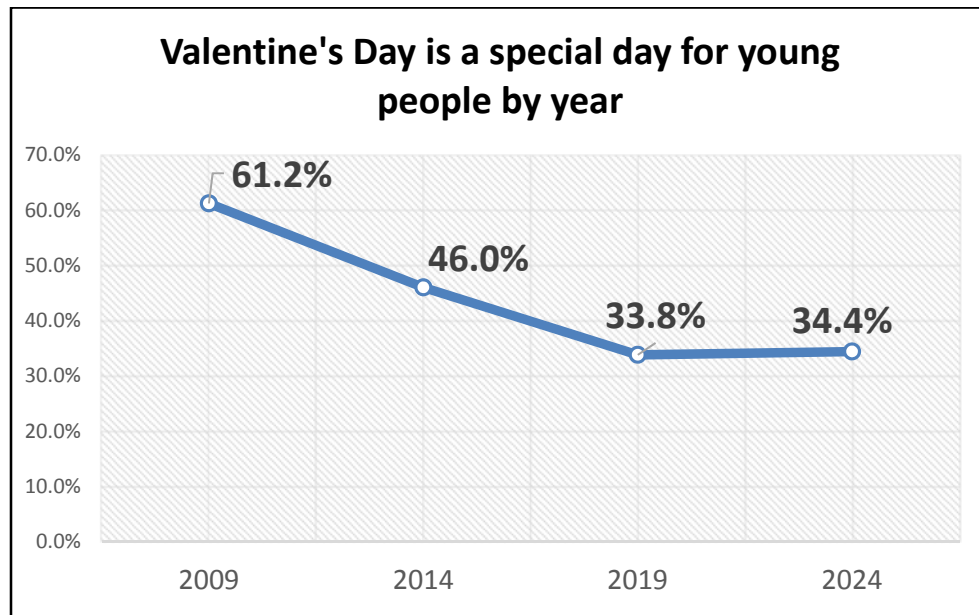
Table 9: Do you think the upcoming Valentine’s Day on February 14 will be a really special day for you and your sweetheart and your friends?

No.	Special day for young people	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	271	61.2	326	46.0	397	33.8	506	34.4
2	No	168	38.8	382	54.0	779	66.2	963	65.6
Total		439	100	708	100	1176	100	1469	100

Table 10: Do you think the upcoming Valentine’s Day on February 14 will be a really special day for you and your sweetheart?

No.	Special day for a couple	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	170	81.0	193	55.9	206	42.5	168	39.0
2	No	40	19.0	152	44.1	279	57.5	263	61.0
Total		210	100.0	345	100	485	100	431	100

Figure 1: Quinquennial comparison of wealthier young people on whether they think the upcoming Valentine’s Day will be a special day (2009, 2014, 2019 and 2024)



More than a third (40.7%) of all respondents plan to give a gift to their sweetheart or someone this Valentine’s Day in 2024, an almost 10% decrease from 2009 (Table 11). Within this group, the number of coupled respondents who plan to give gifts to each other has declined by over 30% (2009: 76.6% vs. 2024: 42.5%) (Table 12). Figure 2 illustrates that the trend of gift-giving has decreased among both singles and couples.

Table 11: Will you give a gift to someone this upcoming Valentine’s Day?

No.	Giving any gift	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	255	58.5	331	47.2	436	37.1	598	40.7
2	No	181	41.5	370	52.8	740	62.9	871	59.3
Total		436	100	701	100	1176	100	1469	100

Table 12: Will you give any gift to your sweetheart on the upcoming Valentine's Day?

No.	Gift for sweetheart	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	160	76.6	208	61.2	224	46.2	183	42.5
2	No	49	23.4	132	38.8	261	53.8	248	57.5
Total		209	100	340	100	485	100	431	100

Figure 2: Comparison of wealthier young people and young couples regarding whether they plan to give any gift to their sweetheart and/or someone on Valentine’s Day (2009, 2014, 2019 and 2024)

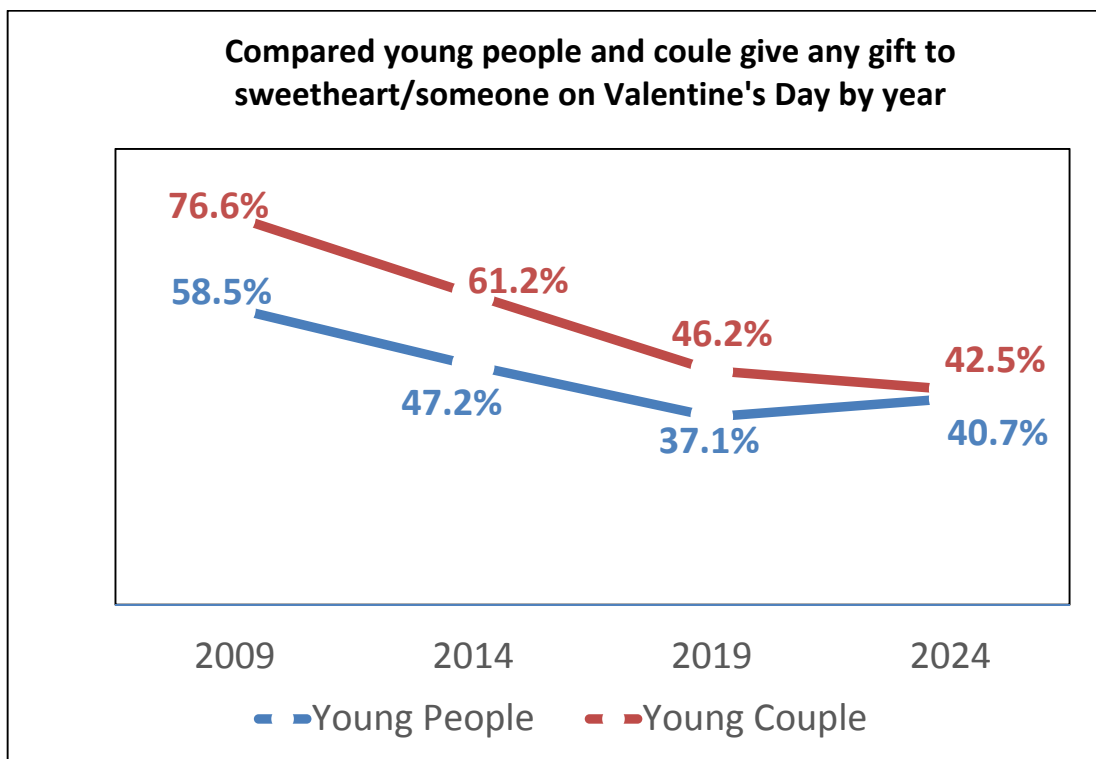


Table 13 shows the kinds of gifts that young people planned to give their sweethearts/someone. The prevalence of giving flowers nearly halved (from 56.3% in 2009 to 29.9% in 2024), as did the giving of expensive gifts such as clothes, toys, and jewelry. The proportion of young men planning to give flowers to their girlfriends or someone special decreased significantly (from 71.7% in 2009 to 36.8% in 2024), in contrast to young women planning to give flowers to their boyfriends or someone special (from 27.7% in 2009 to 29.4% in 2024) (Table 14). Among both genders, the tendency to give expensive gifts also decreased

Table 13: Kind of gifts that young people intend to give their sweetheart/someone on the upcoming Valentine's Day

No.	Kind of gifts	2009	2014	2019	2024
		%	%	%	%
1	Gift as flowers	56.3	34.3	21.6	29.9
2	Gift as clothes	25.0	40.2	32.1	18.8
3	Gift as toys	23.1	28.0	22.8	10
4	Gift as jewelry	15.0	23.4	12.9	22.4
5	Gift as Candy	0.0	0.0	1.8	3.7
6	Gift as Others	10.6	8.7	8.7	15.1
Total		255	331	428	598

Table 14: Kinds of gifts that young males and females intend to their sweetheart/someone on the upcoming Valentine's Day (broken down by gender)

No.	Kind of gift for male and female	2009		2014		2019		2024	
		Male	Female	Male	Female	Male	Female	Male	Female
		%	%	%	%	%	%	%	%
1	Gift as flowers	71.7	27.7	52.2	10.2	27.0	16.1	36.8	29.4
2	Gift as clothes	8.2	44.7	25.0	60.6	26.2	38.3	19.1	23.4
3	Gift as toys	30.8	13.8	37.5	15.3	23.0	22.6	10.6	11.9
4	Gift as jewelry	17.1	8.5	25.0	26.3	14.8	10.9	24.4	26.4
5	Gift as Candy	0.0	0.0	0.0	0.0	1.6	2.0	1.8	7.1
6	Gift as Others	6.9	17.0	8.2	9.5	7.4	10.1	21.0	11.9
Total number		255		331		428		598	

Places where young people hang out with their partner or someone have changed in some ways since 2009 (Table 15). But nearly two-thirds of them (27.8%) are more likely to go to the mall and cinema on the upcoming Valentine's Day in 2024 compared to 2009 (40.3%); this has not changed much. Meanwhile, young people's plans to go to a karaoke venue, Bak Khaeng, Kean Svay, Koh Dach, or a guest house/hotel with a partner have declined significantly, compared to 15 years ago. In 2024, nearly half of the respondents (42.1%) showed a preference for not going out; instead, they were more inclined to go to school or stay at home.

Table 15: Where do you (Young people) want to go with your sweetheart/someone on the upcoming Valentine's Day?

No.	Where to go	2009	2014	2019	2024
		%	%	%	%
1	Parks	28.1	25.0	10.6	7.5
2	Mall/ Modern Market	30.1	35.2	24.7	17.8
3	Club/entertainment centre	14	9.1	1.8	1.2
4	Bubble tea shop	14.4	10.5	5.4	8.3
5	Cinema	10.2	21.2	19.3	10.0
6	Karaoke	10	9.8	2.7	1.5
7	Stay at home	18.4	29.9	25.5	31.2
8	Bak Khaeng / Kean Svay/Koh Dach	15.2	10.5	2.1	0.6
9	Hut/Guest house/hotel	2.6	2.3	0.7	1.2
10	School	0.0	0.0	0.0	10.9
11	Other (Kirirom, Sihanoukville)	11.2	1.2	7.1	9.8
Total		428	684	1144	1469

Table 16 shows a significant decrease in young couples planning to have lunch or dinner dates together on Valentine's Day, dropping over 20 percent from 64.1% in 2009 to 41.1% in 2024. Additionally, those who intended to spend time at karaoke venues, clubs, or entertainment centers with their partners has also declined steadily over the years, from 2.2% in 2009 to 7.4% in 2024, despite a peak at 22.6% in 2014 (Table 17).

Table 16: Special dating for young people in a couple (lunch or dinner)

No.	Dating with lunch or dinner	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	132	64.1	188	61.0	225	46.4	177	41.1
2	No	74	35.9	120	39.0	260	53.6	254	58.9
Total		206	100	308	100	485	100	431	100

Table 17: Special Dating for Young people in a couple (Karaoke club or club/entertainment)

No.	Dating with club	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	66	32.2	70	22.6	44	9.1	32	7.4
2	No	140	67.8	240	77.4	441	90.9	399	92.6
Total		206	100.0	310	100	485	100	431	100

When young people were asked if they think they will be able to have sex on the upcoming Valentine's Day, positive responses decreased by more than five times in 2024 compared to 2009 (2009: 12.4% vs 2024: 2.2%) (Table 18). Young people in a couple who stated they would be able to have sex on that day decreased by nearly four times (2009: 14.3% vs 2019: 3.7%); especially over the last five years. (Table 19 and Figure 3)

Table 18: Wealthier young **people** who think they will be able to have sex on the upcoming Valentine's Day

No.	Able to have sex	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	57	12.4	79	11.3	64	5.4	33	2.2
2	No	401	87.6	618	88.7	1112	94.6	1436	97.8
Total		458	100	697	100	1176	100	1469	100

Table 19: Wealthier young **couples** who think they will be able to have sex with their sweethearts on the upcoming Valentine's Day

No.	Able to have sex with sweetheart	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	31	14.3	53	15.8	32	6.6	16	3.7
2	No	186	85.7	282	84.2	453	93.4	415	96.3
Total		217	100	335	100	485	100	431	100

Figure 3: Comparison of wealthier young people and young couples regarding whether they think they will be able to have sex on the upcoming Valentine's Day (2009, 2014, 2019 & 2024)

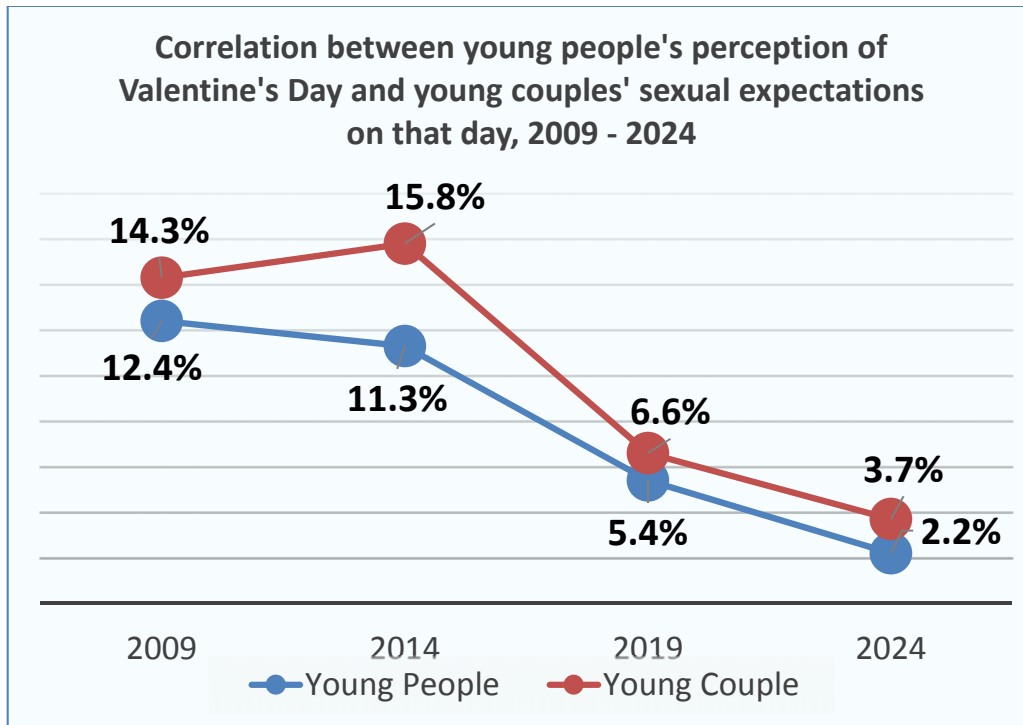
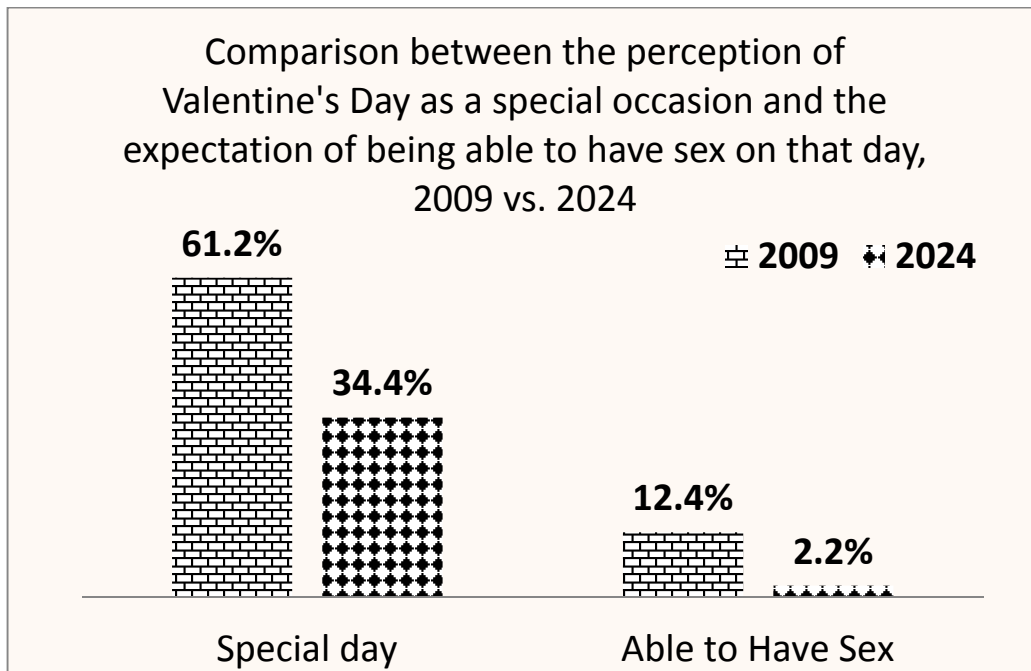


Figure 4 shows the correlation between the belief that Valentine's Day is a special day (2009: 61.2% vs 2024: 34.4%) and the expectation of being able to have sex on that day (2009: 12.4% vs 2019: 2.2%). This has roughly halved in each category over the last 15 years.

Figure 4: Comparison: Young People think that “Valentine’s Day is a special day” and “Be able to have sex on the upcoming Valentine’s Day” (2009 and 2024)



When this question is broken down by gender, young males in a couple who plan to have sex on Valentine’s Day decreased from five to fifteen years ago (2009: 50.9%, 2014: 48.1%, 2019: 17.2% vs 2024: 42.4%), but surged to near 2009 and 2014 levels in 2024. Furthermore, within the category of males not in a relationship, the percentage of respondents expecting to have sex on Valentine’s Day has increased by a third (2009: 33.3% vs 2024: 33.3%) (Table 20). However, it is important to note that due to the shrinking number of young people planning to have sex on Valentine’s Day in 2024 (n=33), this has affected the comparison with data from the earlier quinquennial studies.

Table 20: Wealthier young people (by gender and couple status) who think they will able to have sex with their sweethearts/someone on the upcoming Valentine's Day

No.	Able to have sex by sex category	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Male in a couple	29	50.9	38	48.1	11	17.2	14	42.4
2	Male not in a couple	19	33.3	23	29.1	29	45.3	11	33.3
3	Female in a couple	7	12.3	15	19.0	21	32.8	2	6.1
4	Female not in a couple	2	3.5	3	3.8	3	4.7	6	18.2
Total		57	100	79	100	64	100	33	100

Respondents who answered that they thought they would have sex on Valentine’s Day were asked if it would be their first time doing so. Around 50 percent of respondents said it would be their first time, in each iteration of the study (Table 21). Similarly, around 50 percent of young couples reported it being their first time in all four years the study took place. (Table 22)

When these respondents were asked if they would use a condom, those who indicated that they did not plan to use a one have increased twofold (2009:15.6%, 2014: 30.2%, 2019:37.5% and 2024:37.5%) (Table 23).

Table 21: If Yes for young people (Will be able to have sex), will it be your first time for you and your sweetheart/others (sweethearts or sex workers) on the upcoming Valentine’s Day?

No.	First sex	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	25	49.0	33	43.4	32	50.0	19	57.6
2	No	26	51.0	43	56.6	32	50.0	14	42.4
Total		51	100	76	100	64	100	33	100

Table 22: If Yes for young couple (Will be able to have sex), will it be your first time for you and your sweetheart/others (sweethearts or sex workers) on the upcoming Valentine’s Day?

No.	First sex with sweetheart/sex worker	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	15	39.5	23	44.2	13	40.6	9	56.3
2	No	23	60.5	29	55.8	19	59.4	7	43.8
Total		38	100	52	100	32	100	16	100

Table 23: If Yes for young couple (Will be able to have sex), will you use a condom with your sweetheart on the upcoming Valentine’s Day?

No.	Condom use with sweetheart/sex worker	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	27	84.4	30	69.8	20	62.5	10	62.5
2	No	4	15.6	13	30.2	12	37.5	6	37.5
Total		31	100	43	100	32	100	16	100

Table 24 shows that the number of young men stating they would find a new girlfriend/partner or someone to have sex with on Valentine’s Day if their girlfriend denied them has increased slightly (2009: 55% vs 2024: 56.0%); plans for sex with sex workers by these young males decreased to 16 percent from

25% in 2009 and 42.5% in 2019. In the latest survey, males will not use a condom with their alternate sexual partner (14.3%, n=14) (Table 25).

Table 24: If Yes for young males (Will be able to have sex): If your new/girlfriend will not have sex with you, with whom will you be able to have sex on this upcoming Valentine’s Day?

No.	Other girlfriend	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Other/New girlfriend who might be found the upcoming Valentine’s Day	11	55	28	65.1	16	40.0	14	56.0
2	Sex worker	5	25	4	9.3	17	42.5	4	16.0
3	<i>Bauk</i>	4	20	0	0	2	5.0	2	8.0
4	Other (Specify.....)	0	0	11	25.6	5	12.5	5	20.0
Total		20	100	47	100	40	100	25	100

Table 25: If Yes for young males (Will be able to have sex): If your girlfriend/existing partner does not want to have sex with you, will you use a condom with your other sexual partner on the upcoming Valentine’s Day?

No.	Condom use with alternate partner	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	10	91	19	86.4	17	53.1	12	85.7
2	No	1	10	3	13.6	15	46.9	2	14.3
Total		11	11	22	100	32	100	14	100

4.3. Young Males and Non-consensual Sex

Table 26 shows that the young men’s plans for non-consensual sex on Valentine’s Day has fallen by a raw value of 1 (2009: 17 young males in a couple vs 2024: 16 young males in a couple). Some young men who were against non-consensual sex said *“No, I will ignore sex, and just hang around for fun”*. The data for 2009 and 2024 are difficult to compare on this question, as the answer options for 2024 have been adapted. However the distribution of methods for coercing a female partner into sex narrowed markedly to *“I will say to her if we don’t have sex we don’t really love each other, to try to get her to agree”*, *“I will pressure her by taking her far from town to try to have sex with her”*.

The 2024 survey found the rise of a particular tactic, *“I will pressure her by taking her far from town to try to have sex with her”* with almost a quarter of the young male respondents intending to coerce their partners to have sex indicating that would do so by bringing them out of town (Table 27), compared to

13.5% and 2.4% in 2014 and 2019 respectively. However, the small 2014 sample size of 25 does not allow for a generalization.

Table 26: If yes (young males indicating they believe they will able to have sex), but if your girlfriend does not agree, what will you do on the upcoming Valentine’s Day?

No.	Non consensual sex	2009	2014	2019	2024
		Number	Number	Number	Number
1	Yes	17	29	12	16
2	No	8	32	28	9
Total		25	61	40	25

Table 27: Comparison: If yes (young males will able to have sex), but if your girlfriend/other/new girlfriend does not agree, what will you do on the upcoming Valentine’s Day, 2014-2024

No.	I will	2014	2019	2024
		Young Males	Young Males	Young Males
		%	%	%
1	I will ignore sex, and just hang around for fun	52.6	19.5	32.0
2	I will give her more expensive gift with the aim of having sex with her	29.7	48.8	24.0
3	I will say to her if we don’t have sex we don’t really love each other, to try to get her to agree	21.1	2.4	12.0
4	I will pressure her by taking her far from town to try to have sex with her	13.5	2.4	24.0
5	I will trick her by staying out till very late, and use a story like I have no key to get into my house, or no one can open the door for me, to try to have sex with her	13.2	2.4	8.0
6	I will take her to a karaoke club and do what I want to try to have sex with her	10.8	9.8	8.0
7	I will pressure her to watch pornography to try to have sex with her	5.4	0.0	8.0
8	I will force her to have sex	5.4	2.4	12.0
9	Other	5.4	7.3	16.0
Total number		61	40	25

4.4. Recent Sexual Experiences among Wealthier Young People

The number of young couples who had sex with their sweetheart before, but who do not have plans to have sex on the upcoming Valentine’s Day remained around 7.7 percent of n=431 in 2024 (Table 28). A third of the couples were still not planning to use a condom with their partner (Table 29).

Table 28: If you do not to plan to have sex on the upcoming Valentine’s Day, have you (young couple) had sex with your partner before?

No.	Sexual experience with sweetheart/partner	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	10	14.1	30	16.7	48	10.2	33	7.7
2	No	61	85.9	180	83.3	421	89.8	398	92.3
Total		71	100	220	100	469	100	431	100

Table 29: If you do not plan to have sex on the upcoming Valentine’s Day, have you (young couple) had sex with your partner before and used a condom?

No.	Used condom with sweetheart/partner	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	6	66.7	18	64.3	37	37.0	21	63.6
2	No	3	33.3	10	35.7	63	63.0	12	36.4
Total		9	100	28	100	100	100	33	100

Turning to sex with sex workers, approximately 3 percent of young males had sex with sex workers in the last three months prior to the study. This has fallen by 7 percent compared to the first study in 2009 (Table 30). Condom use among these young males have remained at similar levels (close to 90 percent). (Table 31)

Table 30: Have you (young male) had sex with a sex worker in the last 3 months?

No.	Sex worker in the past 3 months	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	25	10.4	26	8.8	23	4.6	20	3.0
2	No	215	89.6	268	91.2	479	95.4	644	97.0
Total		240	100.0	294	100	502	100	664	100

Table 31: If yes (sex with sex worker), did you (young male) use a condom?

No.	Condom use with sex worker	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	21	84.0	22	88.0	20	87.0	17	85.0
2	No	4	16.0	3	12.0	3	13.0	3	15.0
Total		26	100.0	25	100	23	100	20	100

Approximately 2.3 percent of young males (n=664) had participated in “*bauk*” in the last three months. This has fallen by 8 percent compared to the 2009 and 2024 study findings (Table 32). Condom use among these young males was also the same as in the previous study (around 90 percent). (Table 33)

Table 32: Have you (young male) had *bauk* with a sex worker in the last 3 months?

No.	"Bauk" in the past 3 months	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	26	10.8	30	10.6	18	3.6	15	2.3
2	No	214	89.2	227	79.9	425	84.7	482	72.6
3	Don't Know	0	.0	27	9.5	59	11.8	167	25.2
Total		240	100.0	284	100	502	100	664	100

Table 33: If yes to *bauk*, did you (young male) use a condom?

No.	"Bauk" with condom use	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	23	88.5	23	88.5	15	83.3	12	80.0
2	No	3	11.5	3	11.5	3	16.7	3	20.0
Total		26	100	26	100	18	100	15	100

Among young females, 1.2 percent of them (n=805) said they had sex at some point in the last 3 months. At least one third of them (n=10) did not use a condom. (Tables 34 and 35)

Table 34: Have you (young female) had sex with anyone in the last 3 months?

No.	Female sex in the last 3 months	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	0	.0	9	3.4	27	4.0	10	1.2
2	No	0	.0	254	96.6	647	96.0	795	98.8
Total		0	.0	263	100	674	100	805	100

Table 35: If yes (sex with anyone in the past 3 months), did you (young female) use a condom?

No.	Female sex with condom	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	0	.0	4	57.1	19	70.4	6	66.7
2	No	0	.0	3	42.9	8	29.6	3	33.3
Total		0	.0	7	100	27	100	9	100

4.5. Awareness and Perspectives on *bauk*

Young people were asked their perspectives on *bauk*. The proportion of respondents who recognized that *bauk* is gang rape decreased (2009: 22.7% vs 2019: 13.0%). However, it decreased significantly for the statement “*Bauk* is not rape if it is with a sex worker, because we already paid for and she agreed with us to have sex” (2009: 30.8% vs 2024: 4.1%). The comparison of knowledge about *bauk* is broken down by gender (Table 36). The following Table 37 indicates knowledge of *bauk* for young males and young females. Young males reported knowledge of *bauk* has fallen around 15 percent since the 2009 study, but knowledge of *bauk* increased among young females (2009: 15.5% vs 2024: 10.9%). However, young males’ (45.8 percent) perception of *bauk* as “not rape if it is with a sex worker, because we already paid for it, and she agreed with us to have sex” has drastically reduced over the last 15 years (2009: 45.8% vs 2024: 3.8%). However, 83.2 percent among total respondent said ‘Don’t Know’ is higher than nearly double time compared to 2014 (55.3%). Note that 2009 data is not comparable with others years because the option “Don’t know” was only added to the answer list in 2014.

Table 36: Statements about “*bauk*” which respondents agreed with

No.	"Bauk" awareness	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Bauk is gang rape	104	22.7	157	28.1	331	28.1	191	13.0
2	Bauk is not rape if it is with a sex worker, because we already paid for and she agreed with us to have sex	141	30.8	77	13.8	48	4.1	56	3.8
3	Don't know	213	46.5	309	55.3	783	66.6	1222	83.2
4	Other (Specify.....)	0	.0	16	2.9	14	1.2	0	0.0
Total		458	100	559	100	1176	100	1469	100

Table 37: Male and female statements about “bauk” which respondents agreed with

No.	"Bauk" awareness between male and female	2009		2014		2019		2024	
		Male	Female	Male	Female	Male	Female	Male	Female
		%	%	%	%	%	%	%	%
1	Bauk is gang rape	29.2	15.6	30.7	25.0	30.3	26.6	15.0	10.9
2	Bauk is not rape if it is with a sex worker, because we already paid for and she agreed with us to have sex	45.8	14.2	14.9	12.5	6.4	2.4	5.1	2.4
3	Don't know	25.0	70.2	51.8	59.4	62.4	69.7	79.9	86.7
4	Other (Specify.....)	0.0	0.0	2.6	3.1	1.0	1.3	0.0	0.0
Total No.		458		559		1176		1469	

4.6. Wealthier Young People’s Perspective on Sexual Relationships and Personal Rights

Table 38 shows whether young people feel it is normal and their personal right for them to engage in sexual relationships. Falling slightly from 2009, more than half (51.4%) of them agreed that it is normal and their personal right to have sex as young people (2009: 59.8% vs 2019: 53.8%).

Table 38: Do you think sex is your personal right?'

No.	Sex as a personal right	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
		1	Agree	241	59.8	344	53.8	539	51.4
2	Disagree	162	40.2	295	46.2	510	48.6	679	46.2
Total		403	100	639	100	1049	100	1469	100

4.7. Parents’ Perspectives on their Children regarding the upcoming Valentine’s Day

Table 39 shows the percentage of wealthier young people whose parents or family members talked with them about sexual issues in the past 3 months. This has almost halved since the first study (2009: 36.2% vs 2024: 18.4%). Table 40 reveals the percentage of respondents who indicated that parents or family know what young people will be doing on the upcoming Valentine's Day. 68.3% of them thought that their parents or family do not know what young people will be doing (2009: 53.7% vs 2019: 68.3%).

Table 39: Have your parents or anyone in your family talked with you about sexual issues in the past 3 months?

No.	Talked about sexual issues	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	147	36.2	222	34.2	275	26.1	270	18.4
2	No	259	63.8	427	65.8	780	73.9	1189	80.9
3	Don't Know	0	0.0	0	0.0	0	0.0	10	0.7
Total		406	100	649	100	1055	100	1469	100

Table 40: Do you think your parents or family know what young people will be doing on the upcoming Valentine's Day?

No.	Parents know about V-Day activity	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Yes	189	46.3	347	54.8	429	40.6	456	31.0
2	No	219	53.7	286	45.2	628	59.4	1004	68.3
3	Don't Know	0	0	0	.0	0	0.0	9	0.6
Total		408	100	633	100	1057	100	1469	100

4.8. Wealthier Young People Don't Know the History of Valentine's Day

All respondents were asked about the origins of Valentine's Day. A 20 percent decrease in the number of respondents that they knew Valentine's Day comes from the West or Europe was observed compared to the first study (61.6% in 2009 to 41% in 2024). However, the percentage of respondents who said they 'Don't know' more than doubled from 15.1% in 2009 to 36.9% in 2019 (Table 41). Table 42 shows where all the respondents learned about Valentine's Day: primarily from calendars (28.62%), through friends (13.0%), and from business advertising (17.6%). Learning about Valentine's Day from the calendar has been the most popular source of awareness in every five-year study, except for 2009 when it was not identified through the calendar. Meanwhile, awareness of Valentine's Day through friends has decreased by more than half, from 37.1% in 2009 to 13.0% in 2024.

Table 41: Where does Valentine's Day come from?

No.	Where V-Day comes from	2009		2014		2019		2024	
		No.	%	No.	%	No.	%	No.	%
1	Europe / "The West"	262	61.6	437	66.4	624	53.1	603	41.0
2	Hong Kong / South Korea	37	8.6	15	2.3	25	2.1	48	3.3
	Thailand	0	0.0	0	0.0	27	2.3	36	2.5
3	Don't know	64	15.1	202	30.7	379	32.2	542	36.9
4	Other	62	14.6	4	0.6	121	10.3	240	16.3
Total		425	100	658	100	1176	100	1469	100

Table 42: How did you hear about Valentine's Day?

No.	Heard about Valentine's Day	2009	2014	2019	2024
		%	%	%	%
1	Calendar	0.0	50.3	33.6	28.2
2	Through my friends	37.1	37.0	25.9	13.0
3	Magazine	15.8	26.8	11.4	3.4
4	Business advertising	18.0	21.5	26.7	17.6
5	From the title of the movie:.....	0.0	13.0	7.0	6.1
6	Don't know	10.6	6.5	8.9	13.3
7	Other (TV, English Classes)	9.7	6.9	4.2	18.4
Total number		423	665	1176	1469

V. Discussion

This study provides insight into the intentions of wealthier young people regarding love and sexual relationships on Valentine's Day, extending findings from a 2008 qualitative study and 2009 quantitative study. Between this period, a 2014 study surveyed the plans of 715 wealthier young people related to sexual activity on Valentine's Day, and it found that romantic and sexual relationship activity has decreased slightly (2009: 12.4% vs 2024: 11.3%) since the beginning of this longitudinal study.

The 2024 survey shows many changes from the initial 2009 study. Young people are less interested in the upcoming Valentine's Day as a 'special day', especially those in a couple. Some still plan to hang out on Valentine's Day, but at least one third of young people indicated a preference for staying at home, an increase from 2009.

Many plan to hang out on Valentine's Day but have switched from venues like karaoke lounges, Bak Khaeng, Kean Svay, Koh Dach, guest houses, and hotels to schools, malls, and cinemas (38.7%). These new venues are seen as more conducive to expressions of love and romance, albeit with a reduced chance for sexual relationships.

Gift-giving, particularly of flowers, is also decreasing. The trend among young couples is to purchase increasingly expensive gifts, such as clothes and toys. There have been some changes in young couples' planned dating behaviors for Valentine's Day compared to the 2009 study. The waning interest in Valentine's Day among young people may be due to factors such as the global economic downturn following COVID-19 and Cambodia's slow economic recovery⁵⁹. As household debt continues to grow and concentrate in a decelerating property sector⁶⁰, more careful spending is necessary even among the middle-class.

With respect to sexual behavior, the percentage of young people intending to have sex on Valentine's Day has decreased more than five times since 15 years ago (2009: 12.4%, N=458 vs. 2024: 2.2%, N=1469). The increased sample size also slightly affects the data. The intention to have sex on Valentine's Day is correlated with its perception as a 'special day', and both have significantly declined

⁵⁹ ANNUAL REPPORT 2021: '2021 COVID-19 Economic and Social Impact Assessment in Cambodia', September 2021.

⁶⁰ VOD (December 7, 2022). Cambodia Faces Risks in Global Instability, Property Debt. Retrieved on December 8, 2022. <https://vodenglish.news/cambodia-faces-risks-in-global-instability-property-debt/>

since 2009. The decrease in intention may be partly due to the high proportion of single females in the sample, with only three indicating expectations of having sex on that date.

After a 15-year focus on Valentine’s Day, positive results have benefited key stakeholders including school principals, teachers⁶¹, concerned institutions, local authorities, parents, writers⁶², and sexual and reproductive health programmers⁶³; in particular, the Ministry of Women’s Affairs, which functions for the wellbeing of Khmer women and girls.⁶⁴ Only 2.2 percent of young people are expected to engage in sexual activity during Valentine’s Day in 2024, a figure not considered significant enough to warrant serious intervention as the occasion starts to resemble holiday or traditional celebrations such as Khmer New Year or Water Festival where young males and females have opportunities to interact and socialize⁶⁵ which may lead to dating and sexual relationships.⁶⁶ While the finding that 2.2 percent of young people surveyed in the study intend to have sex on Valentine’s Day is comparable to the Cambodian Demographic Health Survey’s 2014 national study which found that the percentage of young female adolescents and youth who were having premarital sex increased from 0.2% in 2000 to 1.1% in 2014. As for males, despite a drop from 11.5% in 2005 to 8.4% in 2010, the percentage rose to 11.3% in 2014.⁶⁷

On the other hand, more than half of the young people in relationships who plan to have sex on Valentine’s Day have previous sexual experience with their partners or sex workers (2009: 15 cases, n=38 vs. 2024: 9 cases, n=16). Among these young couples, the percentage of those who do not intend to use a condom with their partner remains unchanged at one-third. The study indicates that the risk of non-consensual sex continues. Notably, the proportion of young men who intend to have sex, even if their partner does not consent on Valentine’s Day, is concerning; it is particularly high—25 individuals—among young males entering new relationships or with a sex worker.

⁶¹ MOEYS (2023). *Guidelines on measures to prevent irregularities on Valentine’s Day in public and private schools on February 7, 2023*. Phnom Penh

⁶² Kho, T. (2009). *REGRET: Souvenir on St. Valentine’s Day, Roman*. Amara publisher. Phnom Penh.

⁶³ Chan, C. and Ben Woods. (2013, Feb. 15). Views Differ on Valentine’s Meaning, but Youth Love to Spend. *The Cambodia Daily*. Phnom Penh

⁶⁴ MOWA. (Jan. 30, 2014). *Report the results of dissemination on Valentine’s Day in high schools’ Phnom Penh*. Department of Women and Education.

⁶⁵ BTV (Dec. 25, 2023). *More than 200 youths detained for gathering on the night of Christmas day in Koh Pich island*, Phnom Penh, December 25, 2023.

⁶⁶ Tarr, C.M. (1996c). *Young People and HIV in Cambodia – Meaning, Context and Sexual Cultures*. Phnom Penh: Royal University of Phnom Penh. p. 68

⁶⁷ UNFPA (Nov. 14, 2016). *More young Cambodians are sexually active before marriage, CDHS 2014*. Phnom Penh. Retrieved on February 8, 2024. <https://cambodia.unfpa.org/en/news/more-young-cambodians-are-sexually-active-marriage-new-analysis-says>

There was no change the ways in which young men intended to pressure their girlfriends for sex if they do not agree, compared to 2009 (2009: 17 cases, n=25 vs 2024: 16 cases, n=25); however “*I will say to her if we don’t have sex we don’t really love each other, to try to get her to agree*”, and “*I will pressure her by taking her far from town to try to have sex with her*” only came up before Valentine’s Day 2019 and 2024. This year, many male respondents and young males in relationship, affirmed that “*I will give her a more expensive gift with the aim of having sex with her*”. Condom use remains a challenge as an increasing percentage of young people do not plan to use condoms, or have no experience of using them. Alarming, 2 cases among young males (n=25) indicated that they plan to have sex with sex workers by forcing “*bauk*” on them this Valentine’s Day.

In Cambodian society, men can seek sexual pleasure without being subject to a wide range of social sanctions. However, there have been instances where young men have coerced sex workers into non-consensual acts, colloquially referred to as “bauk.”⁶⁸ While women are recognized as capable of sexual pleasure, they often lack the same freedoms as men to socialize and cannot as easily access sexual services.⁶⁹

Parents do not talk to their children about sex, or Valentine’s Day - there is still an intergenerational culture of silence about sexual matters within families. More than one-third of young people still do not know the history of Valentine’s Day.

With Valentine’s Day becoming less popular in Cambodia and less of an occasion for moral panic, the early qualitative Valentine’s Day studies indicated that young males were interpreting the meaning of the Valentine’s Day message of “love” as pretext for getting their girlfriends to give up their virginity and engage in premarital sex, a deeply entrenched cultural taboo leading to hotel rooms and guesthouses being fully booked on Valentine’s Day. Back then, young people may have been inclined to use Valentine’s Day as a catalyst for sex.⁷⁰ But after 15years of key stakeholders’ intervention, there has been a significant change in the behavior of young people, which could arguably have been influenced by the alteration of the Khmer term for Valentine's Day from “*Thngay Boun Sangsar*”, which literally translates to “Sweetheart Celebration Day” to “*Tivea Neay Kday Sroalanh*”, or “Loving Day”.⁷¹

⁶⁸ Soprach, T. (2004). *GANG RAPE: The Perspective of Moto-Taxi Drivers across Cambodia*. Phnom Penh: Playing Safe Project, CARE Cambodia, EU/UNFPA. p. 19.

⁶⁹ Ibid.

⁷⁰ Soprach, T. (2014). *LOVE AND SEXUAL RELATIONSHIPS: A longitudinal study of the Experiences and Plans Of Wealthier Young People Regarding the Upcoming Valentine’s Day in Phnom Penh, 2009-2014, (A Quantitative Study): Independent Research Study*

⁷¹ MOWA. (Jan. 30, 2014). Op. Cit.

VI. Conclusion and Recommendations

This pre-Valentine's Day quantitative study gives more concrete data for comparison with the 2009 findings. The new data suggest that wealthier young people still do not understand the background of Valentine's Day. Some "visible" activities surrounding consumption and leisure on Valentine's Day, including the proportion of young people who consider it a 'special day', the intention to exchange gifts, and people's intentions to go out has decreased. Roughly two-third of young people surveyed remain interested in Valentine's Day in 2024.

More than five times of young people intended to have sex on Valentine's Day 2024 has decreased significantly by compared to 15 years ago (2009: 12.4% vs 2024: 2.2%). However, There was no change the ways in which young men intended to pressure their girlfriends for sex their girlfriends do not agree compared to 2009 (2009: 17 cases, n=25 vs 2024: 16 cases, n=25). At least 24 percent of these young men (n=25) who expected to have sex on Valentine's Day stated an intention to buy expensive gifts in order to pressure their girlfriends or partners to sleep with them. Low levels of parental awareness as to their children's intentions have changed little over the past ten years. The findings also reveal a low proportion of young people who plan to use condoms with their partners, and a vague knowledge of sexual rights.

This suggests that interventions should focus on promoting Khmer culture, sexual rights, sexual consent and condom use at any given time, not just during the lead-up to Valentine's Day, and that no further surveys on the Valentine's Day plans of wealthier young people in Phnom Penh may no longer be necessary given the normalization of this occasion among urban Cambodians.

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Appendices

Appendix 1: Telling Story 1: Remorse on Valentine's Day

WEDNESDAY, 15 FEBRUARY 2012

MELISSA COCKROFT AND SIV SVAYPICH

THE PHNOM PENH POST'S KHMER EDITION

Phnom Penh: Nowadays, Valentine's Day is celebrated by a lot of Cambodian youth as a day for fun, hanging out with your friends and love. But what does love mean? Some Cambodian youth confuse love as meaning having sex with their boyfriend or girlfriend for the first time on Valentine's Day to prove they really love each other. But is this real love?

Srey Leak (not her real name) is a young woman who called Marie Stopes International Cambodia hotline, and she wants to share her Valentine's Day story with you, to avoid you having the same fate as her.

"My name is Srey Leak. I want to tell you my past experience of Valentine's Day. I moved to Phnom Penh in 2009 from Kampong Speu province. My parents had worked hard to save money for me to come to Phnom Penh to study finance at university. I was considered a beautiful girl with big brown eyes, and shiny long hair. Everyone said I looked like Sokun Nisa. I was popular among the students and I had a lot of friends. I also had a boyfriend who was a student at my university. Sometimes he asked me to have sex with him, but he was a gentle and when I always refused he never forced me.

On Valentine's Day in 2010, my friends and my boyfriend and I arranged to meet at Soriya Mall and then drive our moto bikes around and stop in the park to sit and chat. Then we all went together to have suki soup for dinner, my boyfriend stopped to buy me a rose on the way. It was a lot of fun, laughing and joking with my friends and my boyfriend. At the end of the dinner after my friends had gone home and it was just my boyfriend and I left, my boyfriend told me he loved me and gave me a present. It was a small diamond necklace. It was the most beautiful thing I had ever received. No one had ever given me such a beautiful gift. I thanked him very much for the gift. It was then that he told me that he wanted for us to express our love for each other by spending the night at the guesthouse. I felt afraid and didn't want to go. I told him I wanted it to be special to wait until I was married but he said that we loved each other and it was Valentine's Day. I tried to refuse but then he became angry and sad and threatened to break up with me. I didn't want to break up. I loved him. So I agreed to go to the guest house with him and spend the night together.

I didn't like that he had forced me to spend the night at the guesthouse but this was love, right? And he never forced me to do it again so I didn't think about it anymore. Things carried on as normal after that night. I continued with my studies and we would occasionally meet for dinner or sometimes even a movie at Lux Cinema.

One or two months after Valentine's Day I began to miss my period. Sometimes I would also feel tired and sick. I began to worry. My friends suggested I should go to the pharmacy and buy the pregnancy test kit. It was then that I found out that I was pregnant.

I didn't know anything about pregnancy or contraception. I had heard about Number 1 condom but when I asked my boyfriend at the guest house on Valentine's Day he said if we really loved each other, we didn't need to use condom and I should stop worrying and I should trust him. I felt so ashamed that now I was unmarried and pregnant. When I told my boyfriend that I was pregnant he became angry. He told me that he didn't love me anymore, he didn't want a baby and that he couldn't support me. I felt very alone. I didn't know what to do. I went to the pharmacy and bought some unregistered pills to make me have abortion. The pharmacist did not tell me how I should take the medicine. After I took the medicine it made me very sick and I had heavy bleeding for many days and I got a fever and infection. I learnt about the Marie Stopes hotline from a friend and called the hotline to see what I should do. The friendly operator on the phone told me where to go to get a health service. When I got to the hospital the infection was so bad that I had to stay for 1 week in the hospital. Afterwards I felt very weak and found it difficult to concentrate. Because I had to spend a lot of money on health care I could no longer afford my school fees so I had to stop my studies. Now I cannot fulfil my dream to work as a finance officer in a bank. Now I have to work hard selling groceries at the small stand in front of my parents house to support my parents who are getting old," said Srey Leak.

Mrs La Somaly, midwife and hotline counsellor at Marie Stopes International Cambodia, says that Srey Leak's story is common among Cambodian youth today. "I feel great pity for Srey Leak and other young Cambodian women because if they had learned that they had choices, they could have protected themselves against unwanted pregnancy and unsafe abortion on Valentine's Day if they had known. Marie Stopes International Cambodia has a Pregnancy Options and Advice Hotline that women can call to get information and advice if they become pregnant. Wherever you are located in Cambodia, you can call to the confidential Marie Stopes International Pregnancy Advice and Options hotline and our friendly hotline counsellors can help you and answer your questions about how to prevent unwanted pregnancy and find safe health service.

Srey Leak has a final bit of advice for all readers: “I want to share my story with other Cambodian women to provide you with advice so that your life will not be difficult like mine and so that you can follow your dreams. I want to advise young Cambodian women that not everything in life always goes to plan and that you should be prepared if things don’t go to plan. Cambodian women should be strong and not allow their partners to force them to have sex. If your partner really loves you he will wait because true love can wait. But if you and your partner both think it is really the right time to have sex, make sure you are prepared to protect yourself from unplanned pregnancies and sexually diseases. To be a smart Cambodian woman you should empower yourself by informing yourself about your sexual and reproductive health options. That way you can protect yourself and plan for a bright and happy future.”

For further information of Pregnancy Advice and Options or to locate one of Marie Stopes centre please contact Marie Stopes hotline on: 012 999 002 (Monday - Friday 8am – 8pm, Saturday-Sunday 8am-5pm).

Fleeting Valentine’s Day trysts in the confines of cheap guesthouses are not the Cambodian way, and young couples should love every day – provided they make a life-long commitment to their partners, Prime Minister Hun Sen said yesterday. “It is not our culture,” he said. “In Cambodia, we don’t have only February 14 as a day for loving, we have 365 days, not just boyfriend and girlfriend, but also their parents” he said.⁷²

Additional reporting by May Titthara.

⁷² Retrieved February 7, 2014. <http://www.postkhmer.com/component/content/article/73233?lang=en>

Telling Story 2: Nightmare on Valentine's Day

WEDNESDAY, 27 FEBRUARY 2013

SET KIMSOEUN

THE PHNOM PENH POST'S KHMER EDITION

Phnom Penh: “Being too happy and obsessed for only a moment destroyed what I had kept since I was a baby, and left an unforgettable remorse I will feel my whole life”. These are the words of a young girl who fell into a pitfall of love with a boyfriend this past Valentine's Day. Vatey (not her real name) said she was a stupid girl for what happened, and that she hated herself for losing her virginity due to only a few sweet words from her boyfriend.

Vatey, who is preparing to take the grade 12 high school-leaving examination this year, said she had exchanging love notes with the boy, a similar age youth who studies at a different high school, since mid-November 2012. They were introduced by friends who asked them to have a meal together at a restaurant. She recounts her story below:

After we met each other, we began communicating closely in only a few months. He showed feelings that he loved me so much. He always tried to do everything to make me happy and I started to be interested in him more and more.

We went out together often and about two weeks before Valentine's Day, he spoke frankly to me, saying that he loved me as much as his life, and he wanted me to live with him for his whole life. When I heard that, I was so excited and my feelings were flying in the sky because I had never heard such a word or love confession before. Suddenly my mind become completely soft and showed my feelings of love toward him too. We became closer and closer, unable to be separated for even a minute. We spent all our time chatting together and went out to have meals together almost non-stop. Even at night, we phoned and chatted until midnight.

Not so long after this, Valentine's Day came. I was nervous because I didn't know what to do on that day. Every day, he and I became sweeter and sweeter, and on the last few days before Valentine's Day, my boyfriend looked very strange. He said he wanted to stay with me without anyone else. I didn't know what he was imagining. He asked me to go to the provinces with only him. He told me that he wanted to build our love stronger and stronger, and that he would come to propose to me to be his wife in accordance with the tradition and law.

I kept refusing, and this made him angry. In fact, I wanted to spend time with him, but I thought it would not be appropriate. I told him that I would spend the whole day on Valentine's Day with him. When Valentine's Day arrived, he reminded me of my promise, which made it too difficult for me to refuse.

On Valentine's Day he told me that he loved me so much and asked me whether I loved him back. And if I loved him, to what extent? He said he wanted to see the extent of my love to him. At first I didn't understand his words, but then he said honestly that he wanted to sleep with me. He wanted me to make love to him. When hearing this word, I was so surprised and didn't dare to reply to his request at all, although he asked me several times.

On February 14, he brought me to a party to drink with his friends. He asked me to keep drinking, until I was so drunk. He asked again for me to make love to him. He asked me to sleep with him at a guesthouse but I refused. He seemed to be so unhappy with me. He wouldn't talk to me. Then, seeing that I was so drunk, he carried me to sleep in his friend's room and he seized that opportunity to hug and kiss me forcefully, even with my refusal. That day was the day I lost my virginity, which I had maintained for almost 20 years.

Now, even though he still loves me, I have so much remorse. At the moment, my feelings are very complicated. I don't know what to do. I am afraid that when my parents know about this, they will be angry. What would they think about me? I am afraid he will leave me because he has already got my body. Most serious, I am afraid of being pregnant. What is the best way should I deal with this?⁷³

⁷³ Retrieved February 7, 2014. <http://www.postkhmer.com/index.php/lifestyle/culture/94256-2013-02-27-02-47-54>

Appendix 2: Timeframe and Activity Plan

Activities	Jan. 2024			Feb. 2024				
	20-25	26-28	29 Jan. - 3 Feb	4	5	6	7-12	13
Literature review and protocol was continue from quantitative research on Valentine's Day 2019								
Design questionnaires (draft in Khmer for training)								
Training research volunteers and pre-test								
Design questionnaires (final both English and Khmer)								
Data collection								
Update variables in SPSS and Data entry								
Data cleaning and recode new variable relations								
Data Analysis, Report writing, Executive Summary Translation								
Presentation at a University								
Final Report and Publish in English versions	February 12, 2024							

Appendix 3: INFORM CONSENT AND QUESTIONNAIRES
A Questionnaire Sample: Activity, Love and Sexual Relationships and Experiences
of Young People Regarding Valentine’s Day in Phnom Penh,
Friday, Saturday and Sunday, 26-28 January 2024
Independent Research Study

Code Number of Respondent:

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(Office use only)

CONFIDENTIAL

Park / Place name:	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>		

	1 st attempt	RESULT								
Date	/ /									
Finished up to question number(s) in case termination	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>									
Interviewer ID Code	<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>					<table border="1" style="display: inline-table;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>				

Result Code	
- Completed.....	1
- Incomplete-respondent termination.....	2
- Incomplete-third party (third-person) interruption.....	3
- Respondent refusal.....	4

Introduction:
Hello, I am (use your name)..... working as a research volunteer for an independent research study about the upcoming Valentine’s Day, February 14, 2024.

We are here to interview young people who are aged 15-24 in Phnom Penh. We want you to answer some questions about your love and sexual relationships and the experience of your life. Please do not be scared or worried because this is only about youth behavior. Everything you say will be confidential. We will not let anybody know your personal information.

You can refuse to give answers to any questions you don’t want to answer, or you can ask me to clarify anything I would like to say thank you for your cooperation. The questionnaire should only take 5 minutes.

I want to remind you that all your answers are very important. So, I would like to ask you to answer truthfully. This will allow me and my team to get good information for our independent research study. Do you have any questions for me?

If you agree to proceed, please sign here:

Your signature is very important to confirm your agreement.

Thanks very much again. You can start completing the questionnaire now.

**A questionnaire sample: Self-administered for young couple male
(One of four questionnaires – young couple male, young non-couple male, young couple female &
non-couple female as a sample)**

1. How old are you?
2. Do you always come here with your girlfriend to relax?
 Yes (*Please skip to No. 3.1*) No
3. If no, where else do you and your girlfriend go for relaxation?
 - 3.1. Did you join the Valentine's Day last year? Yes No
 - 3.2. How much you spend for the Valentine's Day last year in Riel or Dollar
4. Do you think the upcoming Valentine's Day February 14 will be a really special day for you and your girlfriend? Yes No
5. Will you give any gift to your girlfriend on the upcoming Valentine's Day?
 Yes No (*If no, skip to No. 7*)
6. If yes, (*Please tick answers which can be more than one*)
 Flowers Clothes Jewelry Toys
 Others (Specify.....)
7. Where you want to go with your girlfriend on the upcoming Valentine's Day?
(*Please tick answers which can be more than one*)
 Modern market cinema Bak Khaeng Kean Svay
 Bubble tea Karaoke Club/entertainment Parks
 Hut/Guest house/hotel Stay at home Other (Specify.....)
8. Will you have lunch or dinner with your girlfriend on the upcoming Valentine's Day?
 Yes No
9. Will you go to any Karaoke club or club/entertainment with your girlfriend on the upcoming Valentine's Day? Yes No
10. Will you be able to have sex with your girlfriend on the upcoming Valentine's Day?
 Yes No (*If no, skip to No. 18*)
11. **Continuing question No. 10.** If yes, will it be your first time for you and your girlfriend on the upcoming Valentine's Day?
 Yes No
12. **Continuing question No. 10.** If yes, but if your girlfriend does not agree, what will you do?

(Please tick answers which can be more than one)

- I will give her more expensive gift with the aim of having sex with her
- I will pressure her by taking her far from town to try to have sex with her
- I will trick her by staying out til very late, and use a story like I have no key to get into my house, or no one can open the door for me, to try to have sex with her
- I will say to her if we don't have sex we don't really love each other, to try to get her to agree
- I will take her to a Karaoke club and do what I want to try to have sex with her
- I will pressure her to watch pornography to try to have sex with her
- I will force her to have sex
- No, I will ignore sex, and just hang around for fun
- Other (Specify.....)

13. **Continuing question No. 10.** If yes, will you use a condom with your girlfriend on the upcoming Valentine's Day?

- Yes No

14. **Continuing question No. 10.** If yes, but your girlfriend denies not having sex with, with whom will you be able to have sex on this upcoming Valentine's Day? *(Please tick only one)*

- Other girlfriend who might be found the upcoming Valentine's Day
- Sex worker *(Skip to No. 16)*
- Bauk* (*bauk Srey* or *York Srey Teuv*, Take to a female sex worker to, *bauk* with your friends) *(Skip to No. 17)*
- Other (Specify.....)

15. **Continuing question No. 14.** If you are able to have sex with your other girlfriend that day, will you use condom? Yes No

16. **Continuing question No. 14.** If you are able to have sex with sex worker that day, will you use condom? Yes No

17. **Continuing question No. 14.** If you are able to "Bauk Srey" that day, will you use condom? Yes No

18. **Continuing question No. 10.** If yes, have you had sex with your girlfriend before? Yes No *(If no, skip to No.20)*

19. If yes, did you use a condom the last time you had sex with your girlfriend? Yes No

20. Have you had sex with a sex worker in the last 3 months?

Yes No (If don't know, skip to No. 22)

21. If yes, did you use a condom with sex worker? Yes No

22. Have you had *Bauk* with a sex worker in the last 3 months?

Yes No (If don't know, skip to No. 24) Don't know (If Don't no, skip to No. 24)

23. If yes, did you use a condom? Yes No

24. Please tick which statement you agree with: (Please tick only one)

Bauk is gang rape.

Bauk is not rape if it is with a sex worker, because we already paid for and she agreed with us to have sex.

Don't know

Other (Specify.....)

25. Please tick which statement you agree with: (Please tick only one)

- Sexual relationships between young people is normal and their personal right

Agree Disagree

26. Have your parents or anyone in you family talked you about sexual issues in the past 3 months?

Yes No

27. Do you think your parents or family know what young people will be doing on the upcoming Valentine's Day?

Yes No

28. Where does Valentine's Day come from? (Please tick only one)

Western/Europe Hong Kong South Korea Thailand

Other (Specify.....) Don't know

29. How did you hear about Valentine's Day? (Answers can be more than one)

Magazine/news

Calendar

Business advertising

Movie (tell the title of the movie:.....)

Through my friends

Don't know

Other (Specify.....)

30. Telling your story or your friend story which involved in Valentine's Day in the past 5 years, please write down or *(If you want to tell, please give us your phone number or call this number for young males.....)*

THANK YOU FOR GIVING YOUR TIME TO PARTICIPATE IN THIS SURVEY