Generating high quality synthetic data is usually an iterative process: multiple candidate models are attempted, and improvements to the most promising models are made to let the synthetic data better reflect the observed data. Evaluating the utility of the intermediate synthetic datasets is a crucial step to improve the quality of the synthetic data and to decide whether any of these sets can be disseminated to the public. We propose density ratio estimation as a novel method to evaluate the utility of synthetic data. By instantly estimating the ratio of the multivariate densities of the observed and synthetic data, a utility estimate of the entire synthetic data distribution can be obtained, that also serves as a measure of fit for every synthetic data point. Moreover, density ratio estimation can incorporate global and specific utility measures in a common framework, by being applicable on the level of the synthetic data as a whole and at the level of (an approximation to) the posterior distribution of parameters in analysis models.