



Workplace Wellbeing and Longevity

How Younger Generations Are Redefining Success



A word from Gurpreet “Sunny” Singh



At **Roundglass**, workplace wellbeing isn't a luxury—it's a priority, a responsibility, and a smart investment. That's why we initiated the Global Longevity Study, the first of its kind, to hear directly from people in 25 countries about their challenges and hopes for a longer, healthier life.

What we heard was powerful, especially from younger generations calling for a new definition of success—one that values purpose, mental health, and everyday vitality, not just financial gain. This report isn't just about understanding change. It's a leadership playbook for building resilient, purpose-driven companies.

With the Roundglass Living app, we're turning those insights into action, helping people everywhere take control of their health and happiness through simple, science-backed daily steps. If you're curious or want to dive deeper into the findings, we'd love to hear from you. Feel free to email me directly at sunny@roundglass.com. Looking forward to hearing from you.

Gurpreet “Sunny” Singh
Founder of Roundglass

The report

- Gen Z aims to live to 120—but many struggle with mental health today.
- More than half would trade salary for better wellbeing benefits.
- Mental health emerges as a top priority for living a healthier life.

What do younger generations really want from work and life? It turns out, it's not just a big paycheck or a corner office. Millennials and Gen Z are radically rethinking what it means to live long—and live well. For them, wellbeing isn't just a goal. It's the foundation for everything else.

In the Global Longevity Survey, the world's first-ever global study on longevity and workplace wellbeing, young Americans reveal that they're not only dreaming of reaching 100—they're also determined to feel good getting there. And for these generations, a healthier, happier life is not all about the money.

Conducted in spring 2024, this landmark study surveyed 14,000 people across 25 countries to uncover how individuals view their lifespans, approach their health, and overcome barriers to living longer, fuller lives. The study was a joint effort between the Oxford Longevity Project and Roundglass. Half the respondents were millennials or Gen Z, offering a clear window into the priorities of the future.

Wanted: longer lives and good health to match

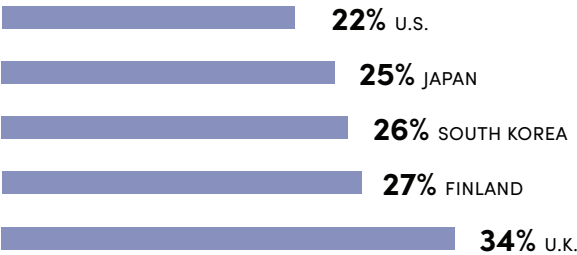
Although 30% of Gen Z and 27% of millennials in the U.S. expect to live to 90, many hope to go well beyond—if they can maintain good health. About 17% of millennials would like to live to 100, and 1 in 10 Gen Zers aims for up to 120 years.

Gen Z aspires to live longer than any generation before them. However, they are aware that this means spending more years in the workforce. "The high expectations that Gen Z is placing on their employers to play an active and responsible role in their wellbeing far exceed any previous generation," says Gurpreet "Sunny" Singh, founder of Roundglass.

"While millennials are the most wellness obsessed and the biggest health spenders, it's the alarming mental health crisis among Gen Z that poses the biggest challenge for employers to navigate and provide support in the workplace," says Singh.

The Gen Z global mental health crisis

Respondents who say “My mental health is poor/very poor.”



Mental health: a top concern and core value for Gen Z in the U.S.	22% Rate their mental health as poor or very poor.	40% Say it's a barrier to healthy living.	35% Believe it's a critical factor for a healthier, happier life.
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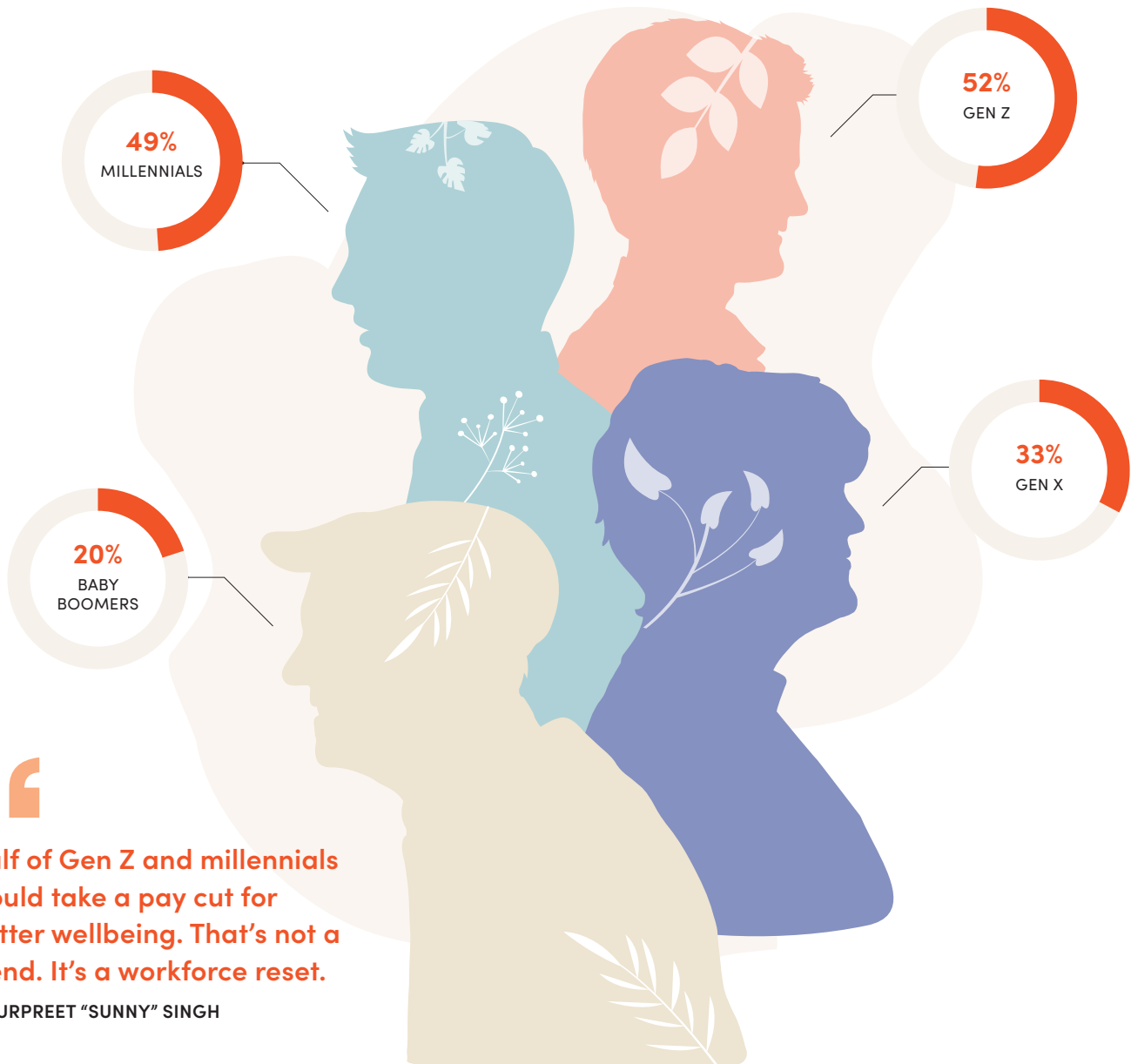
Millennials and Gen Z value health over wealth

Remarkably, half of millennials and Gen Z (43 years and under in 2024) in the U.S. said they would accept a lower salary if their employer provided support for their wellbeing. In comparison, only about one in five baby boomers (in their 60s and 70s) placed wellbeing above salary. This notable shift in priorities underscores the urgency for employers to rethink their approach to workplace culture and employee satisfaction.

Leslie Kenny, cofounder of the Oxford Longevity Project and founder and CEO of Oxford Healthspan, a nutraceutical company based in England, says, “Around the world, we’re seeing a shift: The workplace is becoming a central hub for health and longevity support. From financial planning to stress reduction and access to health-enhancing tools, employees now expect their companies to partner with them for the long haul especially in places where governments fall short.”

Americans who favor health over wealth

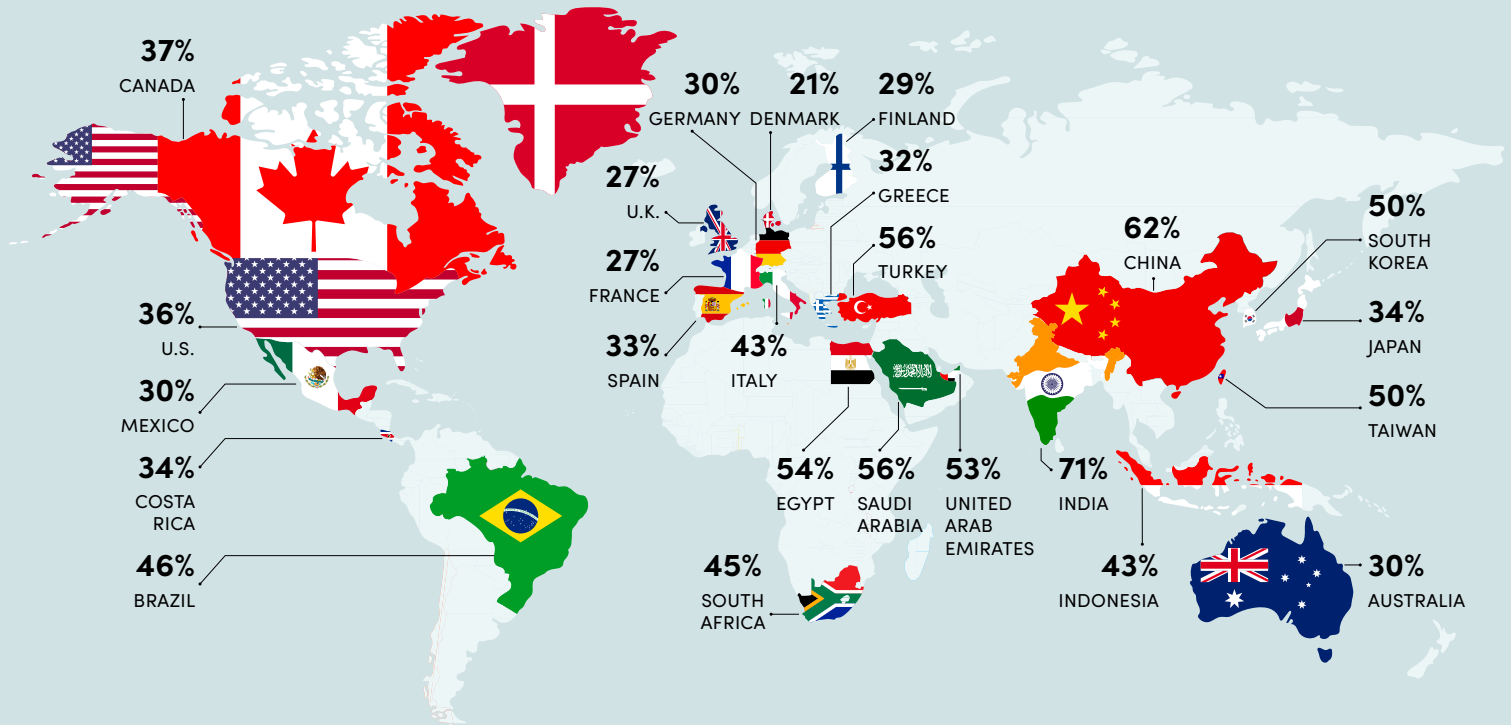
Respondents who agree or strongly agree with the statement “I would prefer for my workplace to provide for my health and wellbeing even if it meant earning a lower salary.”



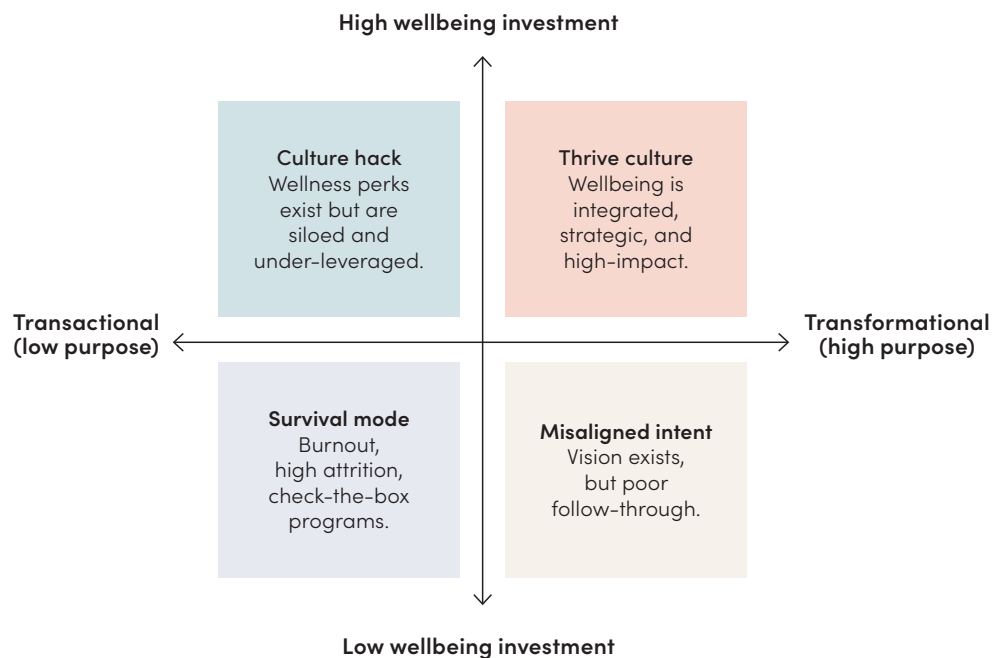
“We found that mental health is one of the top three priorities of people worldwide today,” says Singh. “Employees don’t want to sacrifice their wellbeing for a job, and if employers don’t address this issue, it’s going to hurt the company’s bottom line. To attract and retain talent, placing importance on employee mental health is nonnegotiable.”

Countries who value health over wealth

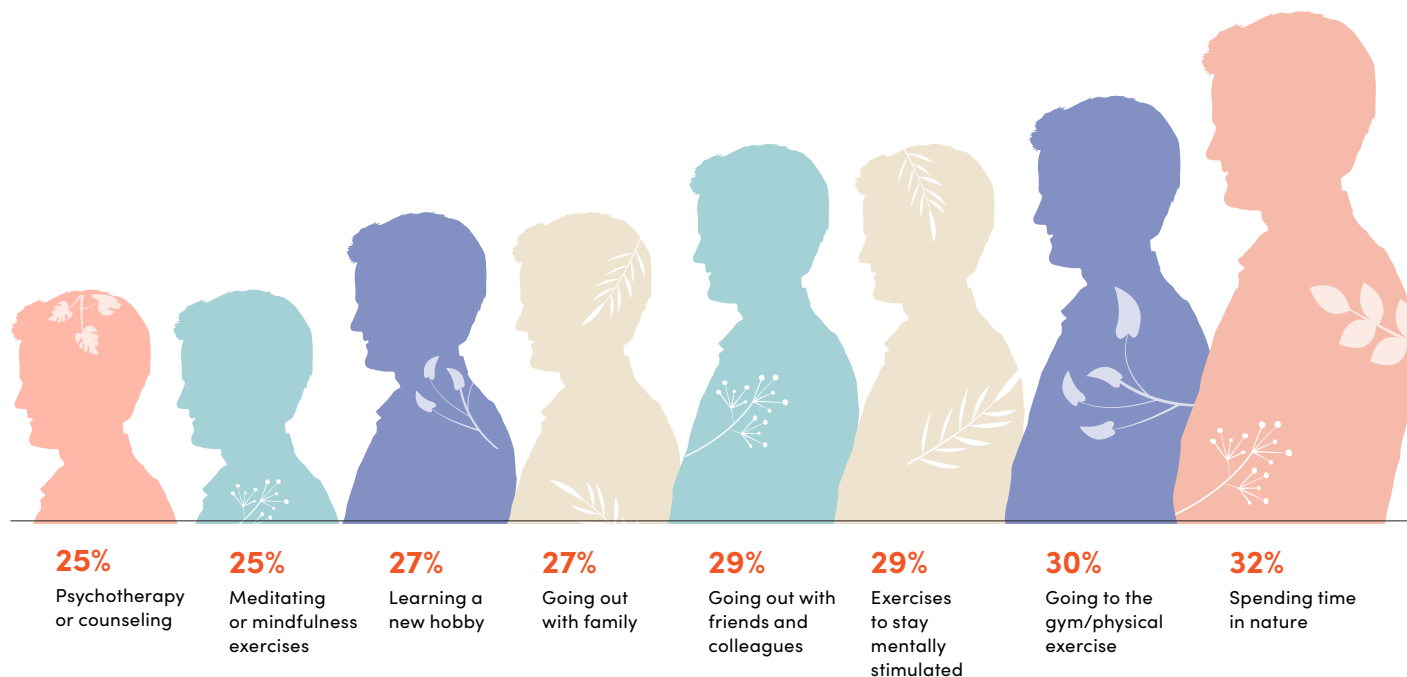
Respondents who agree or strongly agree with the statement "I would prefer for my workplace to provide for my health and wellbeing even if it meant earning a lower salary."



Where does your organization stand?



Gen Z's top wellbeing interests



What employees want—and how leaders can respond

So what can CEOs and employers do to foster a healthier, happier, and more productive workplace? The study uncovered some interesting generational insights, and two lifestyle practices stood out across American Gen Z, millennials, and Gen X: spending a lot more time in nature and doing exercises to stay mentally stimulated. If time and money were no object, these were among the top changes they'd make to live healthier lives.

These lifestyle priorities offer a road map for workplace wellbeing efforts—but those efforts are most effective when leaders embody the same values. “When a CEO prioritizes personal wellbeing and lives the values they promote, it signals a profound level of integrity and long-term thinking,” says Kenny. “Leaders like Yvon Chouinard and Marc Benioff demonstrate that authentic, health-conscious leadership is not just about optics—it’s a competitive advantage. For a new generation of employees who are purpose-driven and wellbeing-aware, such leadership isn’t a luxury; it’s foundational to trust, engagement, and sustainable performance.”

Three pathways to wellbeing leadership

Quick wins
Normalize emotional check-ins, flexible hours, and access to mindfulness tools.

Strategic investments
Appoint a chief wellbeing officer, integrate platforms, and link wellbeing to key performance indicators.

Culture transformations
Align wellbeing with brand values, embed it in leadership, and evolve success metrics.

Gen Z in the U.S. reports their work life isn't working

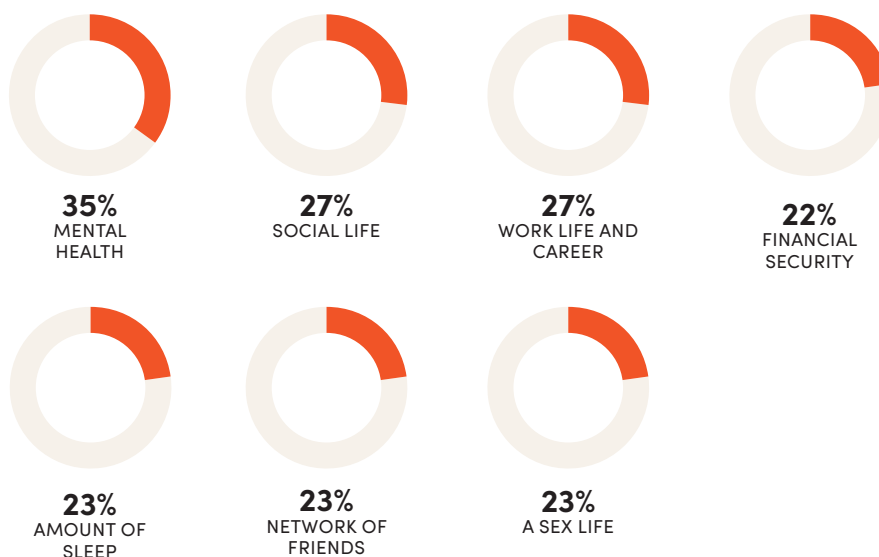
Gen Z places a strong emphasis on mental health, yet many are struggling. Nearly one in three (29%) Gen Zers in the U.S. rated their current work life and career as poor or very poor, compared to a global average of 13%.

"Despite their aspirations for healthy longevity, this deep dissatisfaction with work signals a clear gap between desire and reality," says Singh. "Understanding what Gen Z needs and supporting their mental health—in and out of the workplace—will lead to happier, more productive employees."

Leaders should take note. As Kenny explains, "The message from our global survey is clear: CEOs and business leaders can no longer afford to treat longevity and wellness as fringe topics. In markets with weaker state support systems, employers are stepping into the role of wellness providers—and those who do will be rewarded with the loyalty of their aging but active workforce."

A snapshot of lifestyle priorities for Gen Z in the U.S.

Apart from diet and exercise, the most important factors for leading a healthier, happier life are...



Younger generations are reshaping views on work and longevity

In contrast with Gen Z—and some good news for U.S. employers—more than half of millennials (55%) rated their work life and career as good or very good, as did 39% of Gen Xers.

With a population of 72 million, millennials account for more than a third of the U.S. workforce. They're known to switch jobs more frequently and feel less company loyalty than earlier generations. It's no surprise that millennials—often regarded as the wellness generation—are focused on their health, having grown up on social media with an estimated 50,000 fitness influencers on Instagram and more than 300,000 fitness experts on YouTube.

"It's the great irony of longevity," says Kenny. "Boomers and Gen Xers are the ones who most need to prioritize their health, yet it's millennials and Gen Z who are leading the way in embracing true health span. Younger generations are taking their health more seriously—not in spite of their age but because they've watched their parents and grandparents live longer lives, often while managing chronic diseases."

As a result, choosing a company that supports employees' mental health was considered very important for nearly a third of millennials (28%) in the U.S. and for about a fourth of Gen Xers (23%) and Gen Z respondents (24%). "Work is such a big part of our lives, but for many it's a stressful experience," says Kenny. "It's clear that people expect employers to back their efforts to support themselves and improve their health."

As employers face these shifting dynamics, understanding what each generation values most will be key to fostering a thriving workplace. This is just the beginning—the full report on the Global Longevity Survey dives deeper into these trends, offering actionable insights and strategies for organizations looking to stay ahead of the curve and meet the evolving needs of their workforce.

"As life expectancy increases, the most visionary companies will be those that not only retain talent longer but also actively help their people thrive across decades," says Kenny. "It's time for CEOs to embrace longevity as a core business strategy—not just a benefit."

What CEOs must do now

1

Make wellbeing a board-level priority.

4

Redesign performance metrics for sustainability.

2

Appoint a chief wellbeing officer.

5

Build a culture of holistic care.

3

Invest in evidence-based, personalized tools.

Lead the future of work

This is your moment not just to hit quarterly goals but also to leave a legacy of thriving teams and enduring impact.

Let's make longevity about not just living longer but living better.

About the Global Longevity Survey

The Global Longevity Survey, conducted in April and May 2024, covers attitudes, habits, hopes, and fears regarding longevity across 25 countries. The survey includes insights into government policy, finances, pensions, and community influences on longevity. The countries covered in the survey were the U.K., the U.S., India, Canada, Australia, China, Indonesia, Finland, Japan, Costa Rica, South Korea, Mexico, France, Spain, Germany, Brazil, Greece, Italy, Denmark, Egypt, Saudi Arabia, Turkey, Taiwan, South Africa, and the United Arab Emirates. The online survey was conducted in 25 markets among 14,000 adults aged 18 or older. The sample in each market was nationally representative based on interlocking age and gender quotas.

About Roundglass

Roundglass is on a mission to help people everywhere live longer and better through Wholistic Wellbeing, a way of approaching wellbeing that guides every decision and, thus, becomes a lifestyle.

The Roundglass Living app provides neuroscience-backed tools to make small daily lifestyle changes that experts agree are essential for living and aging well. Roundglass Giving is a diverse set of social impact initiatives with a common purpose: empowering people, enriching communities, and preserving the planet. roundglass.com

About the Oxford Longevity Project

The Oxford Longevity Project's mission is to make the latest breakthroughs and best practices for longevity accessible to all by bridging high science with actionable information for both medical practitioners and the public. For more information, visit oxfordlongevityproject.org/about-us.

The people behind the project



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