

#FYP: Future-proofing Young Pinoys

Examining Health and Longevity Perspectives, Sentiments,
and Aspirations of Millennials and Gen Zs

Key Finding #1

Health and wellness gaps affect wellbeing of Filipino Millennials and Gen Zs



64%

are motivated to be healthy to avoid getting sick

57%

said that being health conscious helps them feel good about themselves

53%

want to prolong their healthspan, while 48% want to prolong their lifespan

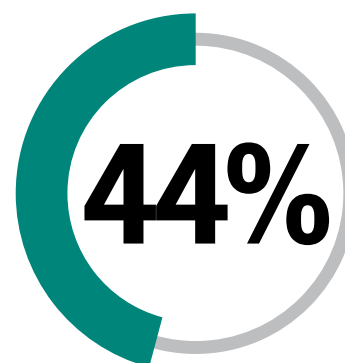
44%

want to minimize potential medical expenses

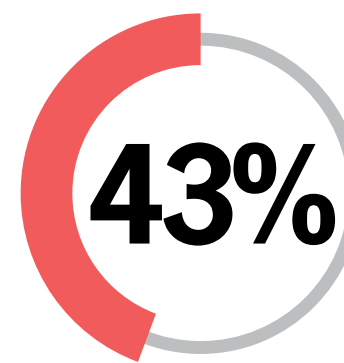
Gender divide on healthspans and lifespans

60% of females prefer to prolong their healthspans, while **53% of males** prefer to prolong their lifespans.

Younger Filipinos are also concerned about feeling and looking good:



of respondents want to look fit/good



of respondents want to look young/youthful

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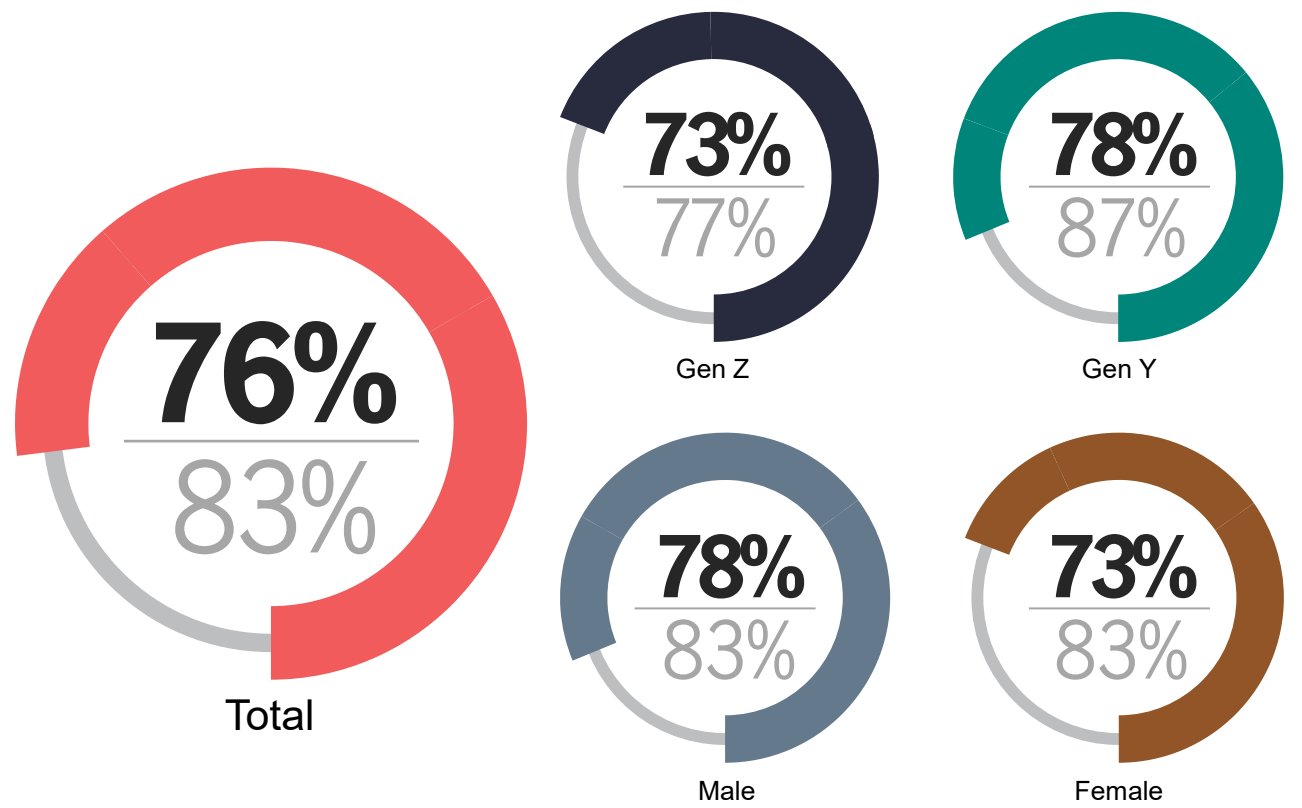
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Key Finding #1 Health and wellness gaps affect wellbeing of Filipino Millennials and Gen Zs

Health and Wellness Knowledge *vs.* Proactive Action Gap

83% claim they have good knowledge about health and wellness, but only 76% are taking sufficient action.

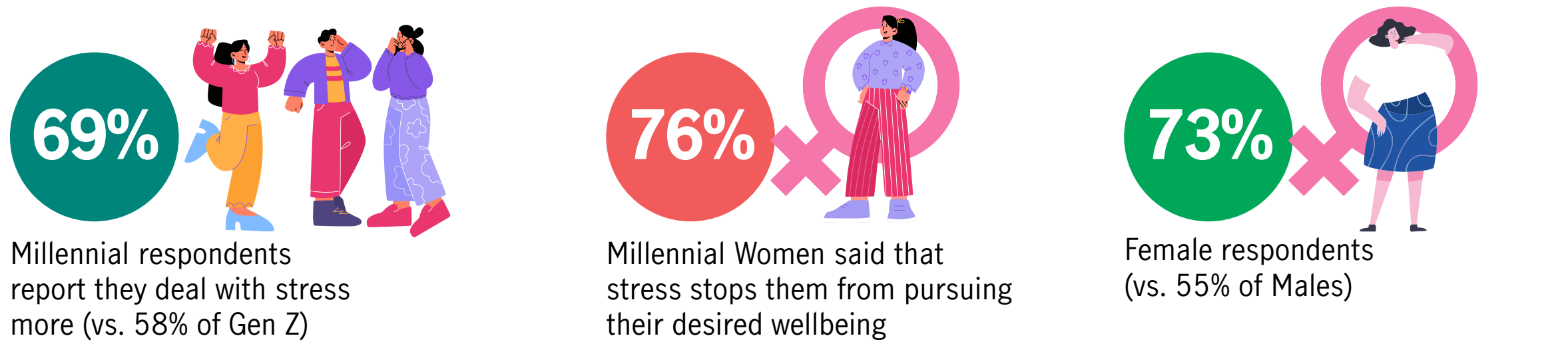
■ Proactive/Sufficient Action
■ Health and wellness knowledge



What's stopping young Filipinos from pursuing their *desired* level of wellbeing?



Generations dealing with *heightened* stress



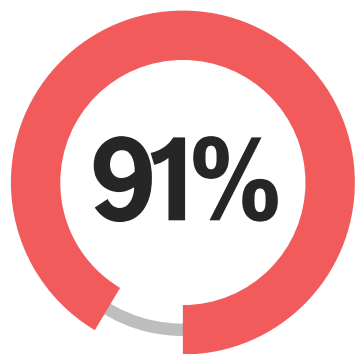
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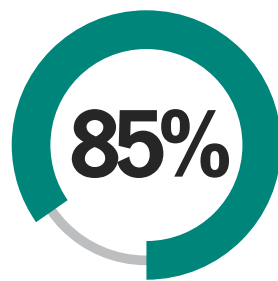
Key Finding #2 Filipino Millennials and Gen Zs have positive views on Longevity

Millennials are focused on physical health and family relationships; while Gen Zs prioritize attaining a sense of purpose

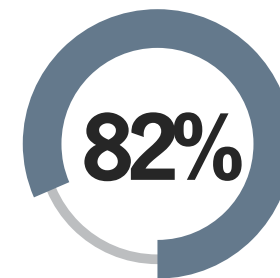
Majority of Filipino Millennials and Gen Zs are embracing aging with positivity and approaching longevity and health with refreshing perspectives and grit.



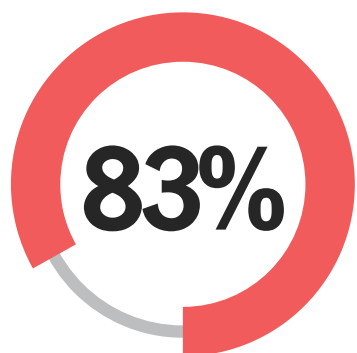
believe that living a *meaningful life* is more important than living a long one



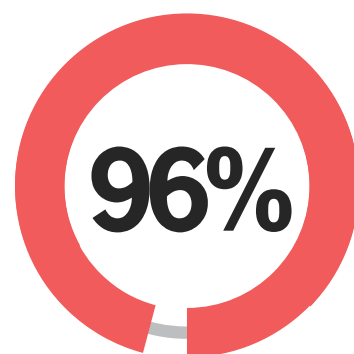
believe *quality* is more important than *quantity*, when it comes to lifespan



prefer *enjoying life now* than worrying about how long life will be



believe that being healthy means *living independently*, more than trying to be completely illness-free

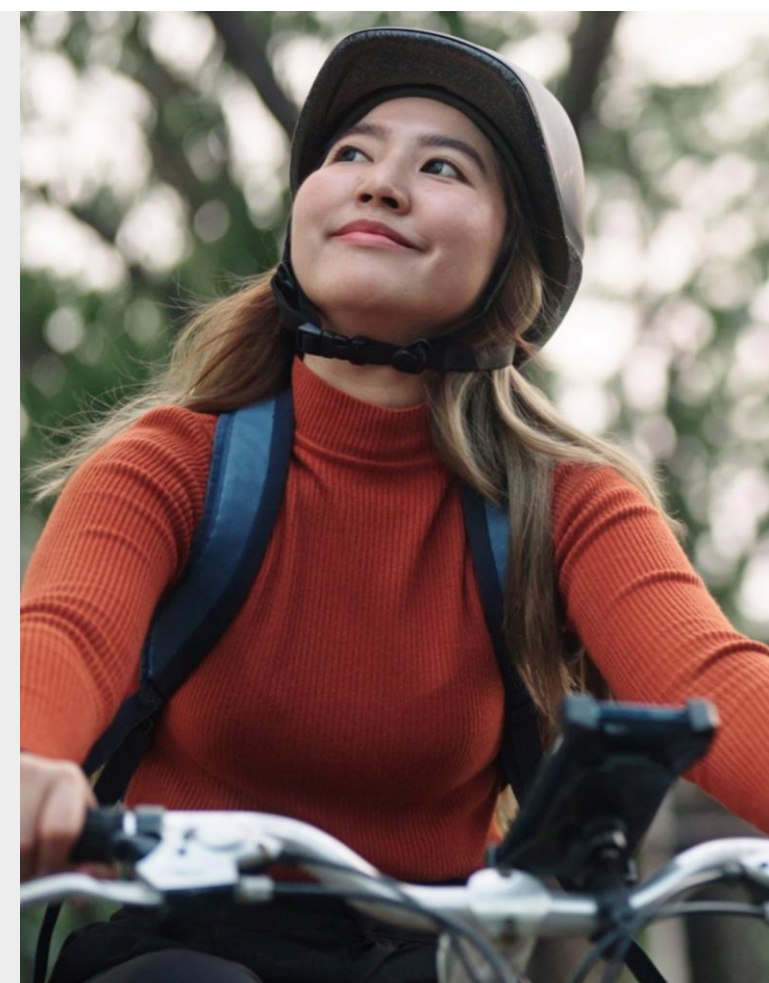
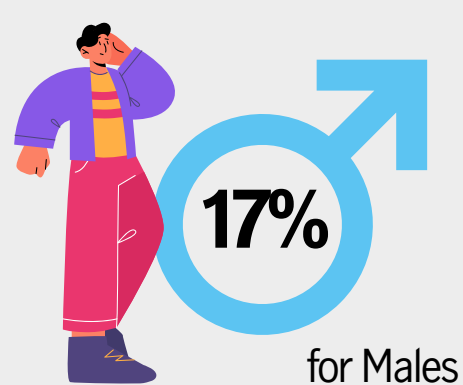
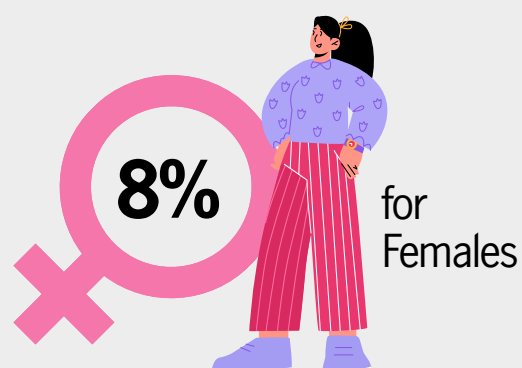


believe that aging is a natural process and should be embraced with positivity and a fresh mindset

For both Millennials and Gen Zs, maximizing one's lifespan is not a priority.



Only 13% choosing it as a top priority



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Key Finding #3

Financial independence is the top longevity concern among Filipino Millennials and Gen Zs

Women place higher priority on Financial Independence than men

The traditional focus of longevity – maximizing lifespan – has given way to *more aspirational desires* (financial independence, mental health, and desired lifestyle), taking the concept of longevity to a whole new level.

Ranked **#1** **61%** **Financial Independence**



Ranked **#2** **41%** **Mental Health**



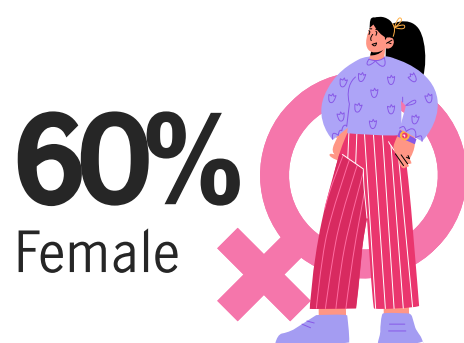
Top Longevity Priorities of Millennials and Gen Zs

1 **52%** of respondents said they prioritize gaining financial independence

2 **36%** said family relationships

3 **33%** chose physical health

Respondents who prioritize financial independence



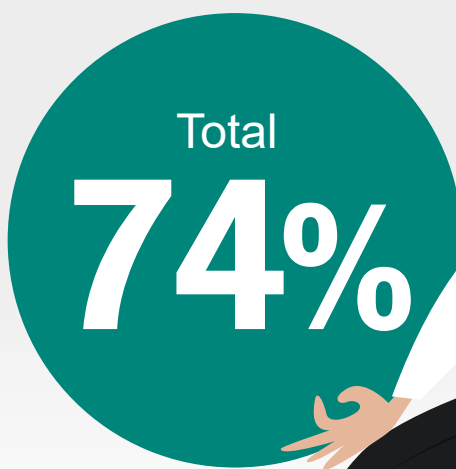
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Key Finding #3 Financial independence is the top longevity concern among Filipino Millennials and Gen Zs

Women place higher priority on Financial Independence than men

74% of respondents consider Longevity as a blessing only if they have sufficient financial resources. Financial independence is the key to unlocking the full blessings of longevity.



Top Longevity worries:

1

Running out of money
(61%)

2

Loss of loved ones
(54%)

3

Chronic illnesses (52%)

4

Feeling useless
(48%)



Gen Zs think that they need **PHP 22.3 million** to achieve financial independence upon retirement.



Millennials think that they need **PHP 18.4 million** to achieve financial independence upon retirement.

Only 20% of respondents have very high confidence levels in terms of achieving financial independence

