

Appendix 4: Literature review for the 'inclusive and welcoming destination' workstream

Demographic data:

- City of London Corporation, '[City of London Factsheet](#)', May 2025.

Studies:

- Deloitte, '[2025 Gen Z and Millennial Survey](#)', 2025. Global survey of 23,000+ Gen Zs and millennials, now in its 14th year.
- Edelman, '[2024 Edelman Trust Barometer Special Report: Trust at Work](#)', 2024. Online survey of employees in its 4th year. Nearly 8000 respondents across eight countries, including the UK.
- Edelman Gen Z Lab, '[Gen Z & Grievance: A generation's response to a world under threat](#)', 2025. An Edelman Gen Z Lab special report with findings from the 2025 Edelman Trust Barometer.
- Legal & General, '[Gen Z s- Shaping the Future of UK Workplaces' Business Insights Report](#)', 2023. Analysis of UK employee population data and correlation with other Gen Z research.
- Health & Safety Executive, '[Working days lost in Great Britain](#)', 2023/24.
- King's College London, '[The mental health of the London workforce](#)', 2021. The Policy Institute at King's was commissioned by the Northbank, Victoria and Victoria Westminster Business Improvement Districts (BIDs) to analyse how the mental health of London's workforce can be better supported in the workplace.
- Oxford Brookes University, '[What do Gen Z really want from a workplace?](#)', 2024. Study based on a survey of over 1000 individuals across four generations – Gen Z, Millennials, Gen X and Baby Boomers.
- Progress Together and Bridge Group, '[Shaping the Sector: Socio-economic diversity and senior roles in financial services](#)', 2024. This study examines the link between socio-economic background and progression to the most senior and influential positions in UK financial services. The dataset includes nearly 200,000 employees across 34 firms.
- PwC, '[UK Workforce Hopes and Fears Survey 2024](#)', 2024.
- Stanford Report, '[8 ways Gen Z will change the workplace](#)', 2024. Former senior research scholar at Stanford's Center for Advanced Study in the Behavioural Sciences (CASBS) collaborated with a team of researchers to conduct a large, multi-year study to find out what matters to Gen Z and why.
- World Economic Forum, '[How to recruit Generation Z workers – and keep them](#)', 2023. Research undertaken by the Oliver Wyman Forum and The News Movement. Research is based on surveys and interviews, including one study of 10,000 people in the United States and the United Kingdom.
- Zurich, '[How will Gen Z change the future of work](#)', 2025.
- Demos, '[The Opportunity Effect: How social mobility can help drive business and the economy forward](#)', 2024. Survey data from employers, employees and consumers are combined with secondary evidence and interview insights from business leaders.