

Introducing the Survey

The Law Student Survey is an innovative annual study of UK students who are interested in becoming solicitors. The survey gives recruiters a unique insight into students expectations & aspirations, views on the legal profession, perceptions of the leading law firms and experiences during their search for vacation placements and training contracts.

The 2007-2008 research was supported by **Addleshaw Goddard, Allen & Overy, Clifford Chance, CMS Cameron McKenna, Eversheds, Freshfields Bruckhaus Deringer, Herbert Smith, Linklaters, Lovells and Simmons & Simmons.**



A maximum of 15 firms will have the opportunity to participate in the 2008-2009 survey and will have exclusive access to all the research findings.

The research is based on face-to-face interviews with more than 10,000 final year students from twenty leading universities, supported by in-depth research with up to 750 students who were either penultimate years studying law, finalists studying law, or finalists studying other subjects but planning a career in law after university.

The Law Student Survey has been developed from *The UK Graduate Careers Survey* – produced by **High Fliers Research Limited** which is an independent market research company which specialises in student and graduate research. Established in 1994, the company has now worked with over 100 leading employers – including eleven UK law firms – to measure the impact of their recruitment activities on campus and help them understand their position in the graduate market.

Survey Methodology

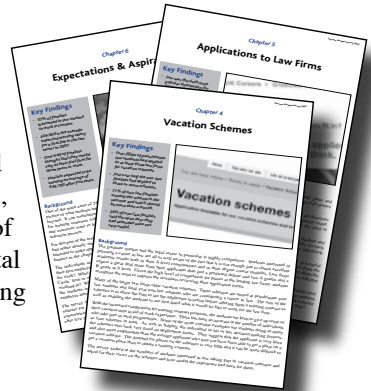
Research for *The Law Student Survey 2009* is being conducted by High Fliers Research with law students at 20 key universities across the UK:

<i>Belfast Queen's University</i>	<i>Edinburgh</i>	<i>London School of Economics</i>	<i>Oxford</i>
<i>Birmingham</i>	<i>Exeter</i>	<i>London University College</i>	<i>Sheffield</i>
<i>Bristol</i>	<i>Glasgow</i>	<i>Manchester</i>	<i>Strathclyde</i>
<i>Cambridge</i>	<i>Leeds</i>	<i>Newcastle</i>	<i>Southampton</i>
<i>Durham</i>	<i>London King's College</i>	<i>Nottingham</i>	<i>Warwick</i>

The research is being conducted via a network of university managers who will organise the interviews with students at each of the universities. Their role is to coordinate the survey fieldwork at their university and they are selected for their strong local knowledge and understanding of the graduate recruitment process. This strong local infrastructure is central to the success of the research programme and provides a unique access to the student population throughout the year. The local university managers are supported throughout their work by the full-time student research team based in London.

Graduate Recruitment Research 2008-2009

The survey will take place at **20 leading UK universities** that offer well-regarded law degree courses. Around a fifth of final year students at the universities included in the study will be interviewed during February 2009 to determine their career plans, expectations of employment and provide a record of their job hunting to date. Around 1,000 of the total sample of more than 10,000 are expected to be applying to work within the legal profession.



The *Graduate Recruitment Research* includes:

- Readership data for the leading careers publications, usage figures for recruitment websites, attendance figures for all careers fairs, visitor numbers for each careers service.
- Expected graduate starting salaries, location of jobs, all applications made, priorities for first job and graduates' long-term career plans.
- The employers that the 'Class of 2009' most want to work for and exclusive analysis of the new recruiters league table, *The Top 25 Law Firms 2009*.

The *In-Depth Research* is specially commissioned interviews with up to 750 **penultimate** and **final year law** students and **non-law finalists** interested in a career in law which is conducted in December to provide a detailed insight into students' knowledge & awareness of each law firm, the appeal of their graduate programmes, the impact of their recruitment marketing, plus feedback on finalists' experiences on vacation placements and the selection processes of individual law firms.

Employer Research 2008-2009

Employer Research will be divided into two distinct phases of fieldwork for the 2008-2009 academic year. There will be research groups for employer's marketing materials as well as online research for commissioned questions.

- *Marketing Materials* – During the autumn, up to 120 final year job hunters will participate in focus groups to provide recruiters with a detailed assessment of their graduate recruitment marketing materials. Students will provide structured feedback on each firm's graduate recruitment website, brochure and advertising, including analysis of content, design, navigation and effectiveness.
- *Commissioned Questions* – This research is to give recruiters a detailed insight into finalists' knowledge & awareness of their firm, the appeal of its vacancies, and the impact of its recruitment marketing. There will also be analysis of each firms' profile and appeal at all 20 universities.



Subscribing to the Survey

Research results from *The Law Student Survey 2009* are **only available to law firms by subscription** to the survey programme. Research subscriptions are available for the period from September 2008 to August 2009 and will provide exclusive access to all the research findings. The subscription package includes:

- An **100-page report** on the findings of the face-to-face interviews and in-depth research with law students at the 20 universities in the survey, including their career aspirations & expectations, job hunting in 2008-2009, and their experiences of vacation placements.
- A confidential report for each law firm giving **structured feedback** on their individual graduate recruitment website, brochure & advertising, including free-text comments from all students in the focus groups. In addition to marketing feedback, there are also results about the firm and its latest graduate recruitment campaign via specially commissioned research.
- Results from the face-to-face interviews and in-depth research will be launched at a **major half-day seminar** for law recruiters in April 2009 at which time the new league table of the **Top 25 Law Firms of Choice** will be announced.
- A major programme of **in-house briefings**, presentations and consultations will be available from May to August 2009 to help law recruiters interpret the findings as they apply to their own firm, and advise on future graduate recruitment campaigns.

*For any further information, to arrange a meeting, or confirm your research subscription to **The Law Student Survey 2009** please contact **Tim Wise**, Research Director at High Fliers Research via email tim.wise@highfliers.co.uk or telephone 020 7428 9000.*

Please note the subscription deadline is **Friday 28th September 2008**.

Research Clients

Since High Fliers Research was established in 1994, the company has worked with more than 100 graduate employers, including eleven leading **law firms**:

<i>ABN Amro</i>	<i>Clifford Chance</i>	<i>HSBC</i>	<i>PricewaterhouseCoopers</i>
<i>Accenture</i>	<i>CMS Cameron McKenna</i>	<i>IBM</i>	<i>Procter & Gamble</i>
<i>Addleshaw Goddard</i>	<i>Corus</i>	<i>JP Morgan</i>	<i>Reuters</i>
<i>Allen & Overy</i>	<i>Credit Suisse</i>	<i>KPMG</i>	<i>Rolls-Royce</i>
<i>Arcadia Group</i>	<i>Deloitte</i>	<i>Lehman Brothers</i>	<i>Royal Bank of Scotland</i>
<i>AstraZeneca</i>	<i>Deutsche Bank</i>	<i>L'Oreal</i>	<i>Sainsbury's</i>
<i>Bank of America</i>	<i>Ernst & Young</i>	<i>Linklaters</i>	<i>Simmons & Simmons</i>
<i>Bank of England</i>	<i>ExxonMobil</i>	<i>Lloyds TSB</i>	<i>Shell International</i>
<i>Barclays</i>	<i>Eversheds</i>	<i>Lovells</i>	<i>Slaughter & May</i>
<i>Bloomberg</i>	<i>Freshfields Bruckhaus Deringer</i>	<i>Marks & Spencer</i>	<i>Teach First</i>
<i>BP</i>	<i>Fujitsu</i>	<i>Mars</i>	<i>Teacher Training Agency</i>
<i>British Airways</i>	<i>GlaxoSmithKline</i>	<i>Microsoft</i>	<i>Tesco</i>
<i>BT</i>	<i>Goldman Sachs</i>	<i>Morgan Stanley</i>	<i>UBS</i>
<i>Citigroup</i>	<i>Herbert Smith</i>	<i>NHS</i>	<i>Unilever</i>

Recent Press Coverage

Results from the surveys produced by High Fliers Research are regularly reported in the press in the UK & Ireland, including coverage on *BBC Television & Radio*, *Channel Four News* and major news stories and features in *The Times*, *The Irish Times*, *The Guardian*, *Daily Telegraph*, *The Independent* and *Financial Times*.

THE  TIMES

GRADUATE SURVEY

Great expectations

This year's graduates are upbeat about their futures and are looking forward to securing jobs and work-life balance — within the M25. **Martin Birchall** reports

FOR anyone in their final year at university, May can be a stressful month. The last round of exams looms large and there are just a few weeks before student days come to an end and — assuming all goes well — life as a graduate begins.

But when it comes to careers, the Class of 2007 is in buoyant mood. According to research to be published next week by High Fliers Research, record numbers of this year's finalists have made applications for places on graduate schemes. *The UK Graduate Careers Survey 2007* shows that almost three quarters of this year's graduates expect to find work or start a postgraduate course after university.

The most popular destinations are careers in the media and teaching, although by the time the survey took place in February more finalists had applied for jobs in investment banking and accountancy than any other area. Nearly a quarter of students who applied early for graduate jobs had already received a confirmed job offer.

Finalists' main priorities for their first job are having the opportunity to train for a professional qualification and a healthy work-life balance. A third said it was very important to them that they never had to work evenings or weekends. A similar number said they were keen to use the degree subject they'd studied.

Pay is an important factor and the study reveals that salary expectations are higher than ever. This year's finalists expect to earn an average of £21,700 when they start work this autumn, more than 7 per cent higher than in 2006. And the top 4 per cent of students think they'll be paid upwards of £35,000 after graduation.

For many finalists, the loca-



PHOTOGRAPHERS CHOICE/GETTY

tion of a first job is an important consideration and, once again, new graduates are especially keen to work in London — 48 per cent of students hope to work within or close to the M25. The next most popular destinations are the North West of England, the Midlands and Scotland, while just 1 per cent of graduates want to work in East Anglia.

Asked about the future, only half of this year's finalists thought they'd stay with their first employer for more than two years and just one in six believed that they would stay for five years or longer. By this point graduates hoped to be earning an average of £38,700 and a fifth thought they'd be on at least £50,000 a year.

Less than 60 per cent of the class of 2007 expect to be

married by the age of 30 and just 35 per cent think they'll have started a family. Travel, however, seems to be on most graduates' agendas — more than half aspire to live and work abroad and 45 per cent say they'll have holidayed in at least ten different countries by the time they're 30. Property is a key concern: three quarters expect to own a house or flat within ten years of leaving university and 12 per cent plan to invest in a buy-to-let or holiday property by then too. *Martin Birchall is managing director of High Fliers Research and editor of The Times Top 100 Graduate Employers.*

■ The UK Graduate Careers Survey is based on interviews with more than 17,000 final-year students

THE FACTS

- 45 per cent of final year students want to work for a large national or international company
- 19 per cent of finalists plan to join a small or medium-sized firm
- 14 per cent want to join the public sector
- They expect to leave university with average total debts of £10,900
- 12 per cent of this year's graduates expect to earn at least £100,000 by the age of 30
- The UK Graduate Careers Survey 2007 is published on May 8. For a free summary of the key findings, please e-mail surveys@highfliers.co.uk