Employer Branding Law Firms - Sweden 2010



Summary

Firms

Overall Impression Professionals – Attractiveness as an Employer

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All Professionals	Rank	Mean value			
	1	4,07	Mannheimer Swartling		
	2	3,98	Vinge		
	3	3,62	Cederquist		
	4	3,49	Hannes Snellman		
	5	3,48	Setterwalls		
Partners	1	4,16	Mannheimer Swartling		
	2	4,02	Vinge		
	3	3,59	Cederquist		
	4	3,45	Hannes Snellman		
	5	3,44	Roschier		
Lawyers	1	4,01	Mannheimer Swartling		
	2	3,94	Vinge		
	3	3,64	Cederquist		
	4	3,57	Setterwalls		
	5	3,52	Hannes Snellman		
All Professionals	393 (166 Partners & 227 Lawyers)				
Time Period Participation Rate Method	September to November, 2010 90 per cent Telephone interviews by TNS SIFO Prospera's interviewers				
Overall Impression	in-depth con salaries, rep	npetence, inte outation, work/	riteria measuring the attractiveness of the law firm as an employer; resting projects/clients, professional development possibilities, competitive /life balance, social environment, community responsibility, administrative		
Evaluated Law	and professional management. Scale 1-5, 5 representing the highest score. Bird & Bird, Cederquist, Delphi, Gernandt & Danielsson, Hammarskiöld, Hannes Snellman, Lindahl,				

Average number of answers per law firm 136-254.

Bird & Bird, Cederquist, Delphi, Gernandt & Danielsson, Hammarskiöld, Hannes Snellman, Lindahl,

Linklaters, Mannheimer Swartling, Roschier, Setterwalls, White & Case, Vinge and Wistrand.

Employer Branding Law Firms - Sweden 2010



Summary

Overall Impression Students – Attractiveness as an Employer

All Students	Rank	Mean value	
	1	3,65	Vinge
	2	3,64	Mannheimer Swartling
	3	3,55	Lindahl
	4	3,54	Setterwalls
	5	3,52	Cederquist

All Students 474 (117 Stockholm, 131 Uppsala, 126 Lund and 100 at other universities)

Time Period September to November, 2010

Method Face-to-Face interviews by TNS SIFO Prospera's interviewers

method Face-to-race interviews by TNS SIFO Prospera's interviewers

Overall Impression Weighted average of 8 criteria measuring the attractiveness of the law firm as an employer; in-depth competence, interesting projects/clients, professional development possibilities, competitive salaries, reputation, work/life balance, social environment and community responsibility. Scale 1-5, 5

representing the highest score.

Evaluated Law Firms

Bird & Bird, Cederquist, Delphi, Gernandt & Danielsson, Hammarskiöld, Hannes Snellman, Lindahl, Linklaters, Mannheimer Swartling, Roschier, Setterwalls, White & Case, Vinge and Wistrand.

Average number of answers per law firm 109-247.