

Our Methodology and Approach

INDEPENDENT, UNBIASED RESEARCH, BASED SOLELY ON CLIENT FEEDBACK

2021 Survey Participant Demographics

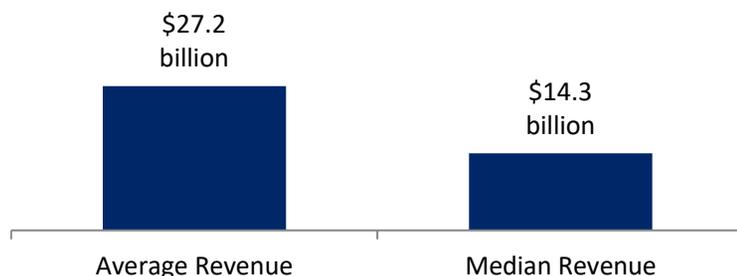
Overview

Interviews	More than 240 in-depth telephone interviews
Time Frame	Conducted between February 12, 2020 and October 28, 2020
Incentives	Respondents receive a complimentary report of legal benchmarks and metrics

Legal Decision Makers Responsible for Legal Spending

- Chief Legal Officer
- General Counsel
- Deputy General Counsel
- Associate General Counsel
- Vice President – Legal
- Senior Counsel

Organizations with Highest Levels of Legal Spending



Representative of more than 15 Industry Segments

Banking
Chemicals
Consumer Goods
Energy
Financial Services
Food & Agriculture
Health Care
High Tech
Insurance
Manufacturing
Pharmaceuticals
Professional Services
Retail Trade
Telecom
Transportation
Utilities
Wholesale Trade

BTI Practice Outlook 2021 is based solely on in-depth telephone interviews with leading legal decision makers. This comprehensive analysis trends data from more than 11,000 corporate counsel client interviews conducted over the span of 20 years.

This research is independent and unbiased — no law firm or organization other than BTI sponsors this study.

Each year, BTI reaches out to a strategically designed group of top legal decision makers at large organizations with \$1 billion or more in revenue. We target the decision makers in the industries who spend the most on legal affairs as well as thought leaders and innovative Chief Legal Officers. Our survey also includes Chief Legal Operating Officers and business executives who hire and influence the selection and hiring of law firms.

We grant interviewees confidentiality at the individual and organizational level.