

## Methodology and Approach

### 2021 Survey Participant Demographics

*BTI Client Service A-Team 2021* draws on data collected in BTI’s ongoing Annual Survey of General Counsel. This study includes between 50% and 55% of companies participating in prior years. This approach provides for accurate analysis of longitudinal trends while simultaneously allowing for insights into new, changing, and coming shifts in the legal market.

**INTERVIEWS:** 350 in-depth telephone interviews

**TIME FRAME:** Conducted between **February 19, 2020** and **January 19, 2021**

**INCENTIVES:** Contributors receive a complimentary report of legal benchmarks and metrics

### Highest-ranking Legal Decision Makers

- General Counsel/Chief Legal Officer
- Direct Report to General Counsel
- Other Legal Decision Makers



No law firm submissions, self-referrals, firm referrals, suggestions, or payments are accepted for inclusion.



All interviews with top legal decision makers are confidential and anonymous, by company and person.



Probed 350 top legal decision makers at large organizations with \$700 million or more in revenue.



The *BTI Client Service A-Team 2021* draws solely on in-depth, telephone-based interviews as part of BTI’s ongoing Annual Survey of General Counsel, now in its 19th year.



BTI is the sole sponsor of this research. BTI funds the research and controls the editorial content.

### Representative of More Than 15 Industry Segments

Companies ranged in size from \$700 million in revenue to the largest companies in the world.

Banking	Healthcare	Professional Services
Chemicals	High Tech	Retail Trade
Consumer Goods	Insurance	Telecom
Energy	Investment Banks	Transportation
Financial Services	Manufacturing	Wholesale Trade
Food & Agriculture	Pharma	