

## Methodology and Approach

### 2024 Survey Participant Demographics

*BTI Client Service A-Team 2024* 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:** More than **300** in-depth interviews

**TIME FRAME:** Conducted between **May 2023** and **February 2024**

**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 Maker



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 more than 300 top legal decision makers at large organizations with \$1 billion or more in revenue.



*The BTI Client Service A-Team 2024* draws solely on in-depth, telephone-based interviews as part of BTI's ongoing Annual Survey of General Counsel, now in its 23<sup>rd</sup> 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 \$1 billion 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           |                       |