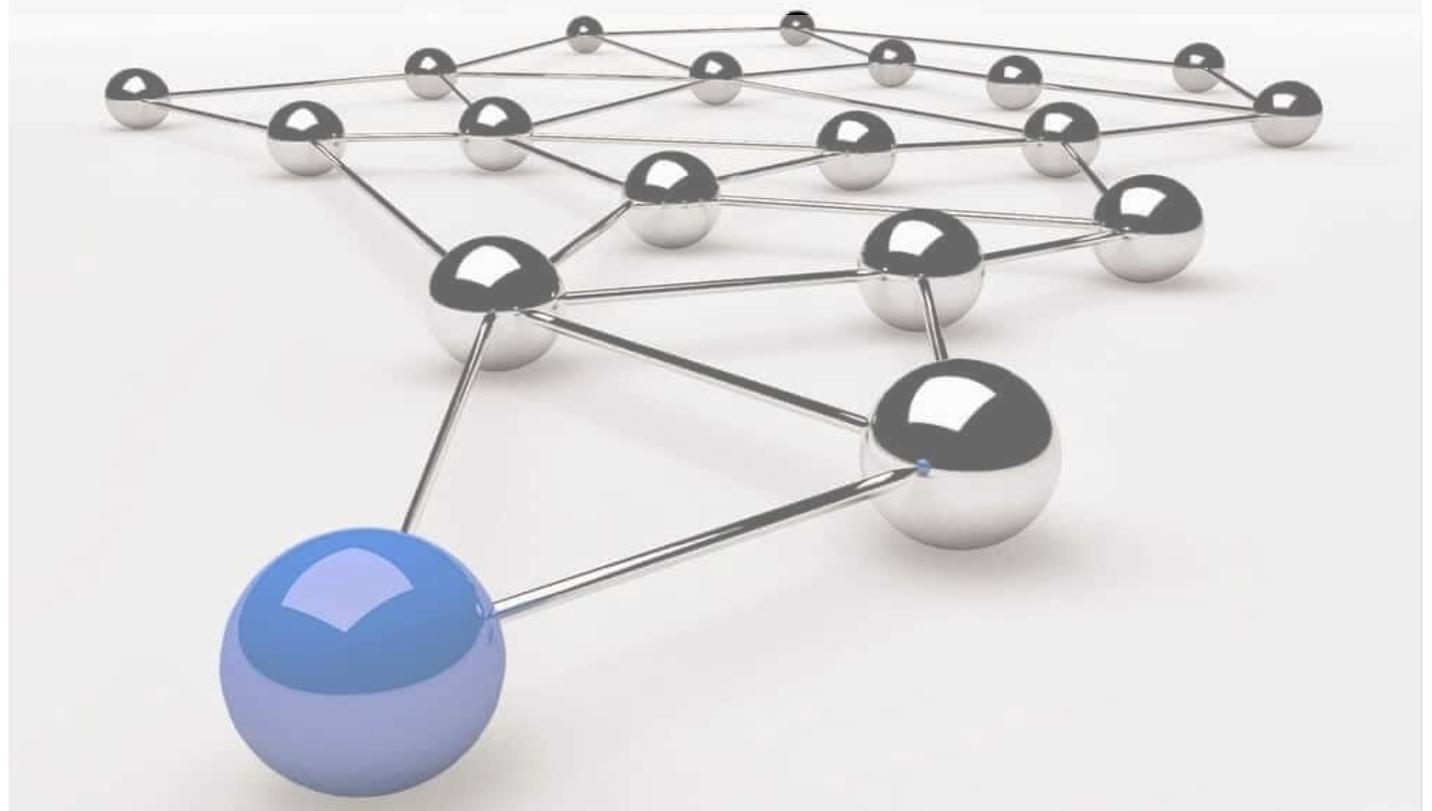


BTI Super Listeners A-Team 2026 Methodology and Survey Demographics



Our Methodology and Approach

INDEPENDENT, ORGANIC, UNBIASED RESEARCH, BASED SOLELY ON CLIENT FEEDBACK

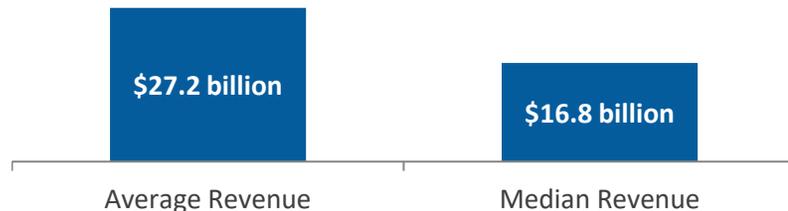
Survey Participant Demographics

Research	More than 350 in-depth surveys
Time Frame	Primarily between June 2025 and December 2025
Incentives	Respondents receive a complimentary report of benchmarks and metrics

Legal Decision Makers Responsible for Managing and Hiring Law firms

- General Counsel/Chief Legal Officer
- Associate General Counsel
- Deputy General Counsel
- Senior Vice President
- Corporate Counsel

Organizations with Highest Levels of Legal Spending



Representative of more than 15 Industry Segments

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

BTI Super Listeners A-Team 2026 is based solely on in-depth surveys and telephone interviews with leading legal decision makers. This comprehensive analysis trends data from more than 30,000 corporate counsel client interviews conducted over the span of 30 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.

Participants are granted confidentiality at the individual and organizational level.