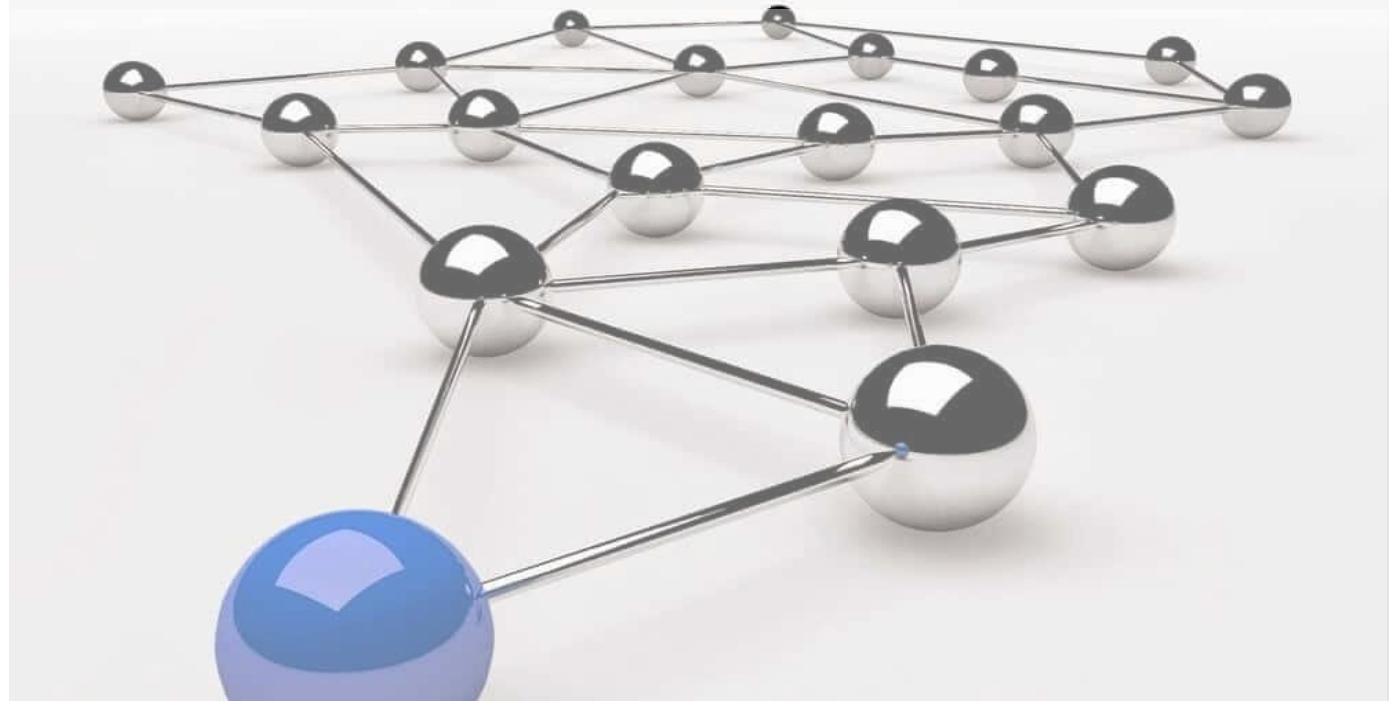


BTI Survey of Law Firms Where Associates are Happiest 2026

Methodology



Ground Rules for the BTI Survey of Law Firms Where Associates are Happiest



No law firm submissions, self-referrals, suggestions, or payments



All associate responses and comments are confidential and anonymous



Analyzed more than 27 aspects of the associate experience and associate satisfaction with no prompts or suggestions for names of law firms



Analyzed data based on the most important factors using quantitative and qualitative methodologies



Developed this analysis to measure associate satisfaction with their jobs at their current law firm

Our Methodology and Approach

INDEPENDENT, UNBIASED RESEARCH, BASED SOLELY ON ASSOCIATE FEEDBACK

1

Conducted 190 in-depth, open-ended telephone interviews to uncover drivers and attributes behind associate job satisfaction

2

Strategically designed online surveys to capture additional associate thinking and experience

3

Deployed the survey in 4 waves over the period of March 2021 to March 2026

4

Received more than 5,000 individual online responses

5

Analyzed results to reveal key drivers and attributes underpinning associate job satisfaction

6

Ranked law firm performance based solely on associate data and input

7

Isolated key differences between men and women associates

8

Ranked law firm performance based on men and women associate satisfaction