5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

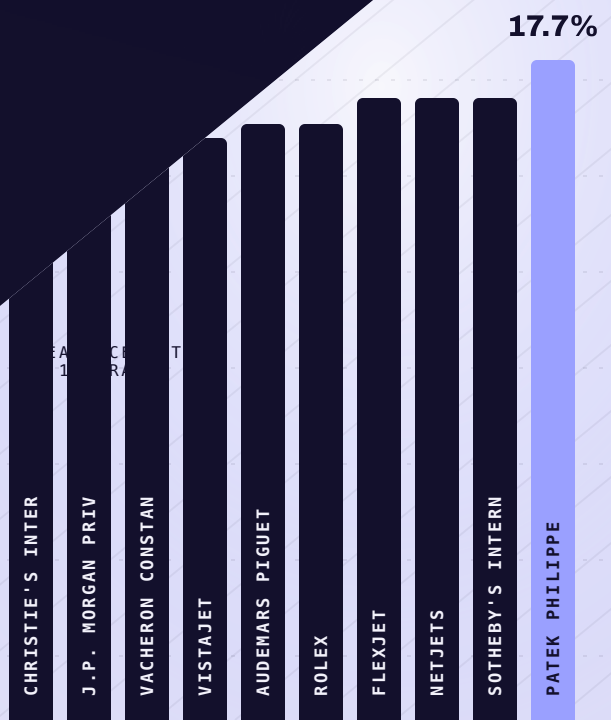
UHNW LUXURY INDEX 2.0

Which luxury brands AI names, by category
288 AI answers · November 6 to 7, 2026

Measured :
November 6 to 7, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 50 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

UHNW luxury brands in six categories. Each category is ranked separately.

Each category group is ranked only against its own tracked brands, using only answers to that group's questions (questions × 3 runs × 4 chat engines). There is no pooled leader across unrelated groups. Wilson 95% intervals are descriptive. Highest counts: Luxury watches: Patek Philippe tops a close field (51/60); Private aviation: Flexjet, NetJets and VistaJet overlap (top count 48/48); Wealth management and private banking: J.P. Morgan Private Bank tops a close field (45/48); Luxury real estate: Sotheby's International Realty and Christie's International Real Estate overlap (top count 48/48); Fine wine and spirits: Dom Perignon tops a close field (21/48); Luxury travel and hospitality: Aman leads (36/36).

> Version 2. This version replaces the first version of this study, first published April 24, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

6
category groups ranked separately; no pooled cross-category leader

46
tracked brands named at least once (of 46)

84.7%
of Google searches showed an AI Overview (50 of 59)

INSIDE THIS REPORT

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KEY FINDINGS

01 What the data shows

CATEGORY RESULTS

6 groups

Each category group is ranked only against its own tracked brands, using only answers to that group's questions (questions × 3 runs × 4 chat engines). There is no pooled leader across unrelated groups. Wilson 95% intervals are descriptive. Luxury watches: Patek Philippe tops a close field (51/60); Private aviation: Flexjet, NetJets and VistaJet overlap (top count 48/48); Wealth management and private banking: J.P. Morgan Private Bank tops a close field (45/48); Luxury real estate: Sotheby's International Realty and Christie's International Real Estate overlap (top count 48/48); Fine wine and spirits: Dom Perignon tops a close field (21/48); Luxury travel and hospitality: Aman leads (36/36).

NAMED FIRST

46/288 (16.0%)

NetJets was the first brand named in 46 of 288 answers, more than any other tracked brand. Its average first position was 1.1. Patek Philippe was named first in 33 of 288.

OWN-SITE CITATIONS

15/288 (5.2%)

NetJets' own domains were cited in 15 of 288 grounded answers, more than any other tracked brand. Sotheby's International Realty followed at 14 of 288. 17 of 46 tracked brands had 0 of 288, and 1 had no tracked own site.

AIO TRIGGER

50/59 (84.7%)

Google AI Overviews appeared on 50 of 59 searches (CI 73.5–91.8%). On the other 9, no overview was shown.

AIO LEADER

9/50 (18%)

Sotheby's International Realty was the brand named most often in AI Overviews, at 9 of 50, followed by NetJets at 8 of 50 (16%). In the four-engine set, Sotheby's International Realty was named in 48 of 288 answers (16.7%).

TOP DOMAIN

62/288 (21.5%)

en.wikipedia.org was cited in 62 of 288 grounded four-engine answers, with 87 of 2,523 citations (3.4%). sothebys.com came second with 39 citations in 32 answers (11.1%).

01

KEY FINDINGS

Category: Luxury watches

60 four-engine answers to the 5 luxury watches questions. Patek Philippe tops a close field; 4 others are within its margin.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Patek Philippe**	51/60	85.0%	73.9–91.9%	33
2	**Audemars Piguet**	46/60	76.7%	64.6–85.6%	0
3	**Rolex**	46/60	76.7%	64.6–85.6%	15
4	**Vacheron Constantin**	45/60	75.0%	62.8–84.2%	0
5	**Richard Mille**	40/60	66.7%	54.1–77.3%	0
6	**F.P. Journe**	35/60	58.3%	45.7–69.9%	10
7	**A. Lange & Sohne**	30/60	50.0%	37.7–62.3%	0

01

KEY FINDINGS

Category: Private aviation

48 four-engine answers to the 4 private aviation questions. Flexjet, NetJets and VistaJet lead; their 95% intervals overlap, so no sole leader is established. Question 3 names NetJets, Flexjet and VistaJet, so their counts here include up to 12 answers each that name them by design.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Flexjet**	48/48	100.0%	92.6–100.0%	0
2	**NetJets**	48/48	100.0%	92.6–100.0%	46
3	**VistaJet**	45/48	93.8%	83.2–97.9%	0
4	**Wheels Up**	31/48	64.6%	50.4–76.6%	0
5	**Sentient Jet**	27/48	56.3%	42.3–69.3%	2
6	**XO**	20/48	41.7%	28.8–55.7%	0

01 KEY FINDINGS

Category: Wealth management and private banking

48 four-engine answers to the 4 wealth management and private banking questions. J.P. Morgan Private Bank tops a close field; 3 others are within its margin.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**J.P. Morgan Private Bank**	45/48	93.8%	83.2–97.9%	15
2	**Citi Private Bank**	43/48	89.6%	77.8–95.5%	6
3	**UBS Global Wealth Management**	43/48	89.6%	77.8–95.5%	15
4	**Goldman Sachs Private Wealth Management**	37/48	77.1%	63.5–86.7%	8
5	**Bank of America Private Bank**	30/48	62.5%	48.4–74.8%	4
6	**Morgan Stanley Private Wealth Management**	29/48	60.4%	46.3–73.0%	0
7	**Northern Trust**	21/48	43.8%	30.7–57.7%	0
8	**BNY Wealth**	15/48	31.3%	19.9–45.3%	0
9	**Rockefeller Capital Management**	11/48	22.9%	13.3–36.5%	0

01

KEY FINDINGS

Category: Luxury real estate

48 four-engine answers to the 4 luxury real estate questions. Sotheby's International Realty and Christie's International Real Estate lead; their 95% intervals overlap, so no sole leader is established.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Sotheby's International Realty**	48/48	100.0%	92.6–100.0%	28
2	**Christie's International Real Estate**	44/48	91.7%	80.4–96.7%	0
3	**Compass**	39/48	81.3%	68.1–89.8%	15
4	**Douglas Elliman**	37/48	77.1%	63.5–86.7%	1
5	**Coldwell Banker Global Luxury**	35/48	72.9%	59.0–83.4%	0
6	**The Agency**	34/48	70.8%	56.8–81.8%	3
7	**Corcoran**	20/48	41.7%	28.8–55.7%	1

01

KEY FINDINGS

Category: Fine wine and spirits

48 four-engine answers to the 4 fine wine and spirits questions. Dom Perignon tops a close field; 7 others are within its margin.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Dom Perignon**	21/48	43.8%	30.7–57.7%	2
2	**Domaine de la Romanee-Conti**	21/48	43.8%	30.7–57.7%	16
3	**Krug**	21/48	43.8%	30.7–57.7%	8
4	**Louis Roederer**	21/48	43.8%	30.7–57.7%	8
5	**Buffalo Trace**	12/48	25.0%	14.9–38.8%	1
6	**Pappy Van Winkle**	12/48	25.0%	14.9–38.8%	11
7	**The Macallan**	12/48	25.0%	14.9–38.8%	0
8	**Salon**	11/48	22.9%	13.3–36.5%	0

01 KEY FINDINGS

Category: Luxury travel and hospitality

36 four-engine answers to the 3 luxury travel and hospitality questions. Aman leads this group.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Aman**	36/36	100.0%	90.4–100.0%	17
2	**Rosewood**	29/36	80.6%	65.0–90.2%	0
3	**Four Seasons**	25/36	69.4%	53.1–82.0%	10
4	**Mandarin Oriental**	17/36	47.2%	32.0–63.0%	4
5	**Six Senses**	16/36	44.4%	29.5–60.4%	3
6	**Cheval Blanc**	15/36	41.7%	27.1–57.8%	2
7	**Belmond**	10/36	27.8%	15.8–44.0%	0
8	**The Ritz-Carlton Reserve**	7/36	19.4%	9.8–35.0%	0
9	**Auberge Resorts Collection**	2/36	5.6%	1.5–18.1%	0

02 THE LEADERBOARD

Pooled appearance chart (secondary, not a leader ranking)

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.



	BRAND	RATE	NAMED IN
1	Patek Philippe	17.7%	51/288
2	Flexjet	16.7%	48/288
3	NetJets	16.7%	48/288
4	Sotheby's International Realty	16.7%	48/288
5	Audemars Piguet	16.0%	46/288
6	Rolex	16.0%	46/288
7	J.P. Morgan Private Bank	15.6%	45/288
8	Vacheron Constantin	15.6%	45/288
9	VistaJet	15.6%	45/288
10	Christie's International Real Estate	15.3%	44/288
11	Citi Private Bank	14.9%	43/288
12	UBS Global Wealth Management	14.9%	43/288
13	Richard Mille	13.9%	40/288
14	Compass	13.5%	39/288
15	Douglas Elliman	12.8%	37/288

02 THE LEADERBOARD

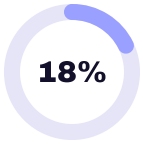
All tracked brands: pooled list (secondary)

Pooled across all 288 answers for reference only; brands are asked about in different groups, so pooled counts are not a cross-category ranking. Own-domain citation is the share of 288 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,523 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Patek Philippe	51/288	17.7%	13.7–22.5%	1.4	0% (0/288)	0%
2	Flexjet	48/288	16.7%	12.8–21.4%	2.1	3.1% (9/288)	0.4%
3	NetJets	48/288	16.7%	12.8–21.4%	1.1	5.2% (15/288)	0.7%
4	Sotheby's International Realty	48/288	16.7%	12.8–21.4%	1.9	4.9% (14/288)	0.6%
5	Audemars Piguet	46/288	16%	12.2–20.6%	2.9	0% (0/288)	0%
6	Rolex	46/288	16%	12.2–20.6%	2.5	0% (0/288)	0%
7	J.P. Morgan Private Bank	45/288	15.6%	11.9–20.3%	2	3.1% (9/288)	0.6%
8	Vacheron Constantin	45/288	15.6%	11.9–20.3%	4.1	0% (0/288)	0%
9	VistaJet	45/288	15.6%	11.9–20.3%	3.6	1.4% (4/288)	0.2%
10	Christie's International Real Estate	44/288	15.3%	11.6–19.9%	3.4	4.2% (12/288)	0.5%
11	Citi Private Bank	43/288	14.9%	11.3–19.5%	3.5	3.5% (10/288)	1.2%
12	UBS Global Wealth Management	43/288	14.9%	11.3–19.5%	2.7	1.4% (4/288)	0.2%
13	Richard Mille	40/288	13.9%	10.4–18.4%	4.8	0% (0/288)	0%
14	Compass	39/288	13.5%	10.1–18%	2.8	1% (3/288)	0.1%
15	Douglas Elliman	37/288	12.8%	9.5–17.2%	3.2	1% (3/288)	0.1%
16	Goldman Sachs Private Wealth Management	37/288	12.8%	9.5–17.2%	3	3.1% (9/288)	0.4%
17	Aman	36/288	12.5%	9.2–16.8%	1.9	2.8% (8/288)	0.4%
18	Coldwell Banker Global Luxury	35/288	12.2%	8.9–16.4%	4	0.7% (2/288)	0.1%
19	F.P. Journe	35/288	12.2%	8.9–16.4%	4.1	0% (0/288)	0%
20	The Agency	34/288	11.8%	8.6–16%	4.8	2.1% (6/288)	0.3%
21	Wheels Up	31/288	10.8%	7.7–14.9%	4.2	0.3% (1/288)	0%
22	A. Lange & Sohne	30/288	10.4%	7.4–14.5%	5.5	0% (0/288)	0%
23	Bank of America Private Bank	30/288	10.4%	7.4–14.5%	4.4	2.4% (7/288)	0.5%
24	Morgan Stanley Private Wealth Management	29/288	10.1%	7.1–14.1%	4.4	1% (3/288)	0.1%
25	Rosewood	29/288	10.1%	7.1–14.1%	3.9	0.3% (1/288)	0%
26	Sentient Jet	27/288	9.4%	6.5–13.3%	3.7	2.8% (8/288)	0.3%
27	Four Seasons	26/288	9%	6.2–12.9%	2	1.7% (5/288)	0.2%
28	Dom Perignon	21/288	7.3%	4.8–10.9%	2.5	0% (0/288)	0%
29	Domaine de la Romanee-Conti	21/288	7.3%	4.8–10.9%	1.9	not available	not available
30	Krug	21/288	7.3%	4.8–10.9%	1.8	0% (0/288)	0%
31	Louis Roederer	21/288	7.3%	4.8–10.9%	2.2	0% (0/288)	0%
32	Northern Trust	21/288	7.3%	4.8–10.9%	4.5	2.4% (7/288)	0.3%
33	Corcoran	20/288	6.9%	4.5–10.5%	4.7	0% (0/288)	0%
34	XO	20/288	6.9%	4.5–10.5%	5	0% (0/288)	0%
35	Mandarin Oriental	17/288	5.9%	3.7–9.2%	3.2	0% (0/288)	0%

PROFILES

03 The top eight, side by side

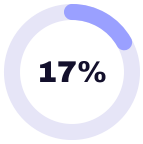


RANK 1

Patek Philippe

51/288 answers · 95% CI 13.7–22.5%

1.4	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

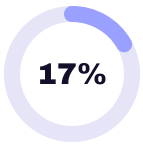


RANK 2

Flexjet

48/288 answers · 95% CI 12.8–21.4%

2.1	3.1%	0.4%
first-mention position	owned-domain citation (9/288)	citation share



RANK 3

NetJets

48/288 answers · 95% CI 12.8–21.4%

1.1	5.2%	0.7%
first-mention position	owned-domain citation (15/288)	citation share

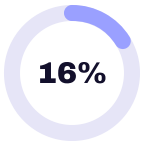


RANK 4

Sotheby's International Realty

48/288 answers · 95% CI 12.8–21.4%

1.9	4.9%	0.6%
first-mention position	owned-domain citation (14/288)	citation share

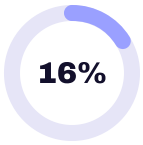


RANK 5

Audemars Piguet

46/288 answers · 95% CI 12.2–20.6%

2.9	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

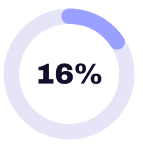


RANK 6

Rolex

46/288 answers · 95% CI 12.2–20.6%

2.5	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

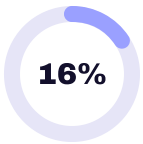


RANK 7

J.P. Morgan Private Bank

45/288 answers · 95% CI 11.9–20.3%

2	3.1%	0.6%
first-mention position	owned-domain citation (9/288)	citation share



RANK 8

Vacheron Constantin

45/288 answers · 95% CI 11.9–20.3%

4.1	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

	72 ASKED	72 RETURNED	72 GROUNDED
Patek Philippe			**16.7%**
Flexjet			**16.7%**
NetJets			**16.7%**
Sotheby's International R...			**16.7%**
Audemars Piguet			**16.7%**
J.P. Morgan Private Bank			**16.7%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
Patek Philippe			**16.7%**
Flexjet			**16.7%**
NetJets			**16.7%**
Sotheby's International R...			**16.7%**
Audemars Piguet			**16.7%**
Rolex			**16.7%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
Patek Philippe			**20.8%**
Flexjet			**16.7%**
NetJets			**16.7%**
Sotheby's International R...			**16.7%**
Rolex			**16.7%**
J.P. Morgan Private Bank			**16.7%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
Patek Philippe			**16.7%**
Flexjet			**16.7%**
NetJets			**16.7%**
Sotheby's International R...			**16.7%**
Audemars Piguet			**16.7%**
Vacheron Constantin			**16.7%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 59 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 50 = 338 answers.



TRIGGER RATE

Google AI Overviews appeared on 50 of 59 searches (84.7%, CI 73.5–91.8%). The other 9 searches showed no overview. Within the 50 overviews, Sotheby's International Realty was named in 9 (18%), NetJets was named in 8 (16%), J.P. Morgan Private Bank was named in 8 (16%), Citi Private Bank was named in 8 (16%). youtube.com was the most-cited source, with 20 citations and an appearance in 17 of 50 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Patek Philippe	17.2%	=
2	Sotheby's International Realty	16.9%	▲ 2
3	NetJets	16.6%	=
4	Flexjet	16.3%	▼ 2
5	J.P. Morgan Private Bank	15.7%	▲ 2
6	Audemars Piguet	15.4%	▼ 1
7	Rolex	15.1%	▼ 1
8	Citi Private Bank	15.1%	▲ 3
9	VistaJet	14.8%	=
10	Christie's International Real Estate	14.8%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Patek Philippe 100%

TIED WITH AUDEMARS PIGUET, ROLEX

Audemars Piguet	100%
Rolex	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

NetJets 100%

TIED WITH FLEXJET

Flexjet	100%
VistaJet	83.3%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

NetJets 100%

TIED WITH FLEXJET, VISTAJET

Flexjet	100%
VistaJet	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

UBS Global Wealth Management 100%

TIED WITH J.P. MORGAN PRIVATE BANK

J.P. Morgan Private Bank	100%
Citi Private Bank	91.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Sotheby's International Realty 100%

TIED WITH DOUGLAS ELLIMAN, COMPASS

Douglas Elliman	100%
Compass	100%

AI Overview shown on 1 of 1 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,523 citations in total. en.wikipedia.org was cited most often, with 87 citations (3.4%) across 62 answers. Next came sothebys.com (39), privatejetcardcomparisons.com (35), privatebank.citibank.com (31), flycraft.com (28), uncompromised.travel (28).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

en.wikipedia.org	**21.5%**
sothebys.com	**11.1%**
privatejetcardcompari…	**7.6%**
listwithclever.com	**7.6%**
youtube.com	**7.6%**
bobswatches.com	**6.9%**
christies.com	**6.6%**
flycraft.com	**6.3%**
forbes.com	**6.3%**
time4diamonds.com	**5.9%**

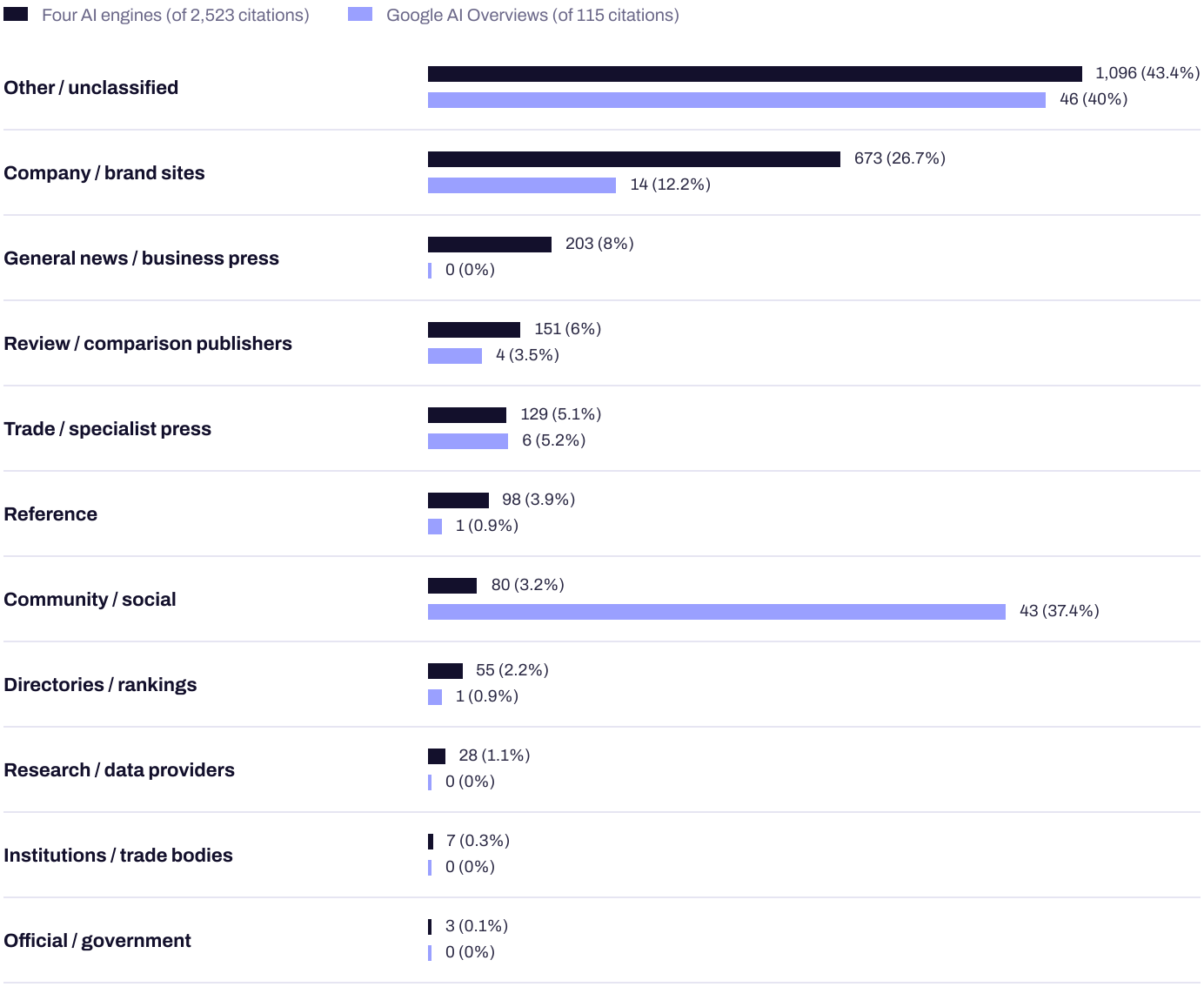
GOOGLE AI OVERVIEWS · SHARE OF 50 OVERVIEWS

youtube.com	**34%**
instagram.com	**14%**
facebook.com	**8%**
reddit.com	**8%**
fractionalaviation.com	**6%**
grayandsons.com	**6%**
jettly.com	**6%**
kubera.com	**6%**
raymondleejewelers.net	**6%**
sellmewatch.com	**6%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can luxury brands improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	NetJets' own domains were cited in 5.2% of grounded answers, Sotheby's International Realty's in 4.9% and Christie's International Real Estate's in 4.2%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 21.5% of grounded answers), sothebys.com (11.1%), privatejetcardcomparisons.com (7.6%), listwithclever.com (7.6%) and youtube.com (7.6%). General news and business press supplied 8.0% of citations and review and comparison publishers 6.0%.
Check each engine separately.	ChatGPT named Richard Mille in 16.7% of answers against 8.3% on Perplexity. ChatGPT named UBS Global Wealth Management in 16.7% of answers against 11.1% on Claude.
Watch names outside the tracked list.	Cartier (19 answers), Jaeger-LeCoultre (18 answers), Breguet (18 answers), Omega (16 answers), Nest Seekers International (15 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

09 What AI answers

QUESTIONS PEOPLE ASK

Q1 Is there one overall UHNW luxury leader?

No. Each category group is ranked only against its own tracked brands, using only answers to that group's questions (questions × 3 runs × 4 chat engines). There is no pooled leader across unrelated groups. Wilson 95% intervals are descriptive. Luxury watches: Patek Philippe tops a close field (51/60); Private aviation: Flexjet, NetJets and VistaJet overlap (top count 48/48); Wealth management and private banking: J.P. Morgan Private Bank tops a close field (45/48); Luxury real estate: Sotheby's International Realty and Christie's International Real Estate overlap (top count 48/48); Fine wine and spirits: Dom Perignon tops a close field (21/48); Luxury travel and hospitality: Aman leads (36/36).

Q2 Which tracked name is named first most often?

NetJets was the first brand named in 46 of 288 answers, with an average first position of 1.1.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 50 of 59 searches (84.7%, CI 73.5–91.8%). Within those 50 overviews, Sotheby's International Realty was named most often, in 9 (18%).

Q4 Which sources do the engines cite?

Across 2,523 four-engine citations, en.wikipedia.org was cited most (87 citations, in 62 of 288 grounded answers), followed by sothebys.com (39 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	59
questions		runs each		AI engines		answers		Google searches · 50 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 6 to 7, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	59	50 shown	50

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 46 tracked brands are ranked; results are not an exhaustive market ranking.
- Only the tracked brands were scored. Untracked names that appeared often were not scored, including Cartier (19 answers), Jaeger-LeCoultre (18 answers) and Breguet (18 answers).
- 347 of 360 planned results were returned: 13 of 72 AI Overview lookups were excluded after three attempts because Google search retrieval failed or returned incomplete results. They are not counted as no-overview results.
- 59 successful Google searches: 50 overviews shown; 9 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Question 3 names NetJets, Flexjet and VistaJet, so their private aviation counts include up to 12 answers each that name them by design. In the pooled list (secondary, not a category ranking), removing this Core question leaves 276 eligible answers. The top two are Patek Philippe (51/276) and Sotheby's International Realty (48/276); their order changes.
- Source types use Company / brand sites only for verified official sites; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- Vista Global owns VistaJet and XO; BNY Mellon now BNY; Compass agreed to buy Anywhere Real Estate (2025). Each counted under its own name. The index counts how often names appear and makes no legal or financial claim.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Appearance rates use all returned four-engine answers; own-site citation rates use grounded answers, so the two are separate measures.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps can answer differently.

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	**Which luxury watch brands hold their value best?**	Luxury watches	CORE QUESTION
02	**Which private jet card or fractional ownership program is best?**	Private aviation	CORE QUESTION
03	**NetJets vs Flexjet vs VistaJet?**	Private aviation	CORE QUESTION
04	**Which private banks are best for ultra-high-net-worth families?**	Wealth management and private banking	CORE QUESTION
05	**Which wealth managers do family offices use?**	Wealth management and private banking	CORE QUESTION
06	**Which brokerages sell the most expensive homes in the US?**	Luxury real estate	CORE QUESTION
07	**What are the most prestigious champagne houses?**	Fine wine and spirits	CORE QUESTION
08	**Which bourbon and single malt whisky brands do collectors seek out?**	Fine wine and spirits	CORE QUESTION
09	**What are the best ultra-luxury hotel brands for privacy?**	Luxury travel and hospitality	CORE QUESTION
10	**Which luxury resorts offer private villas?**	Luxury travel and hospitality	CORE QUESTION
11	**What are the most prestigious luxury watch brands?**	Luxury watches	ADDED QUESTION
12	**Which watch brands are most sought after by collectors?**	Luxury watches	ADDED QUESTION
13	**Which independent watchmakers are most respected?**	Luxury watches	ADDED QUESTION
14	**Which private jet charter companies are most used by wealthy travelers?**	Private aviation	ADDED QUESTION
15	**Which private banks serve families with over $100 million?**	Wealth management and private banking	ADDED QUESTION
16	**Which real estate brokerages specialize in luxury homes?**	Luxury real estate	ADDED QUESTION
17	**Which brokerages handle the most luxury home sales in New York and Los Angeles?**	Luxury real estate	ADDED QUESTION
18	**Which luxury real estate agencies work with international buyers?**	Luxury real estate	ADDED QUESTION
19	**Which wine and champagne brands do collectors value most?**	Fine wine and spirits	ADDED QUESTION
20	**Which luxury hotel brands have the best service?**	Luxury travel and hospitality	ADDED QUESTION
21	**Which private banks offer art and collectibles lending?**	Wealth management and private banking	ADDED QUESTION
22	**Which private aviation companies offer jet cards in the US?**	Private aviation	ADDED QUESTION
23	**Which watch brands make the most expensive watches?**	Luxury watches	ADDED QUESTION
24	**Which Bordeaux and Burgundy estates are most prized by collectors?**	Fine wine and spirits	ADDED QUESTION

5W

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