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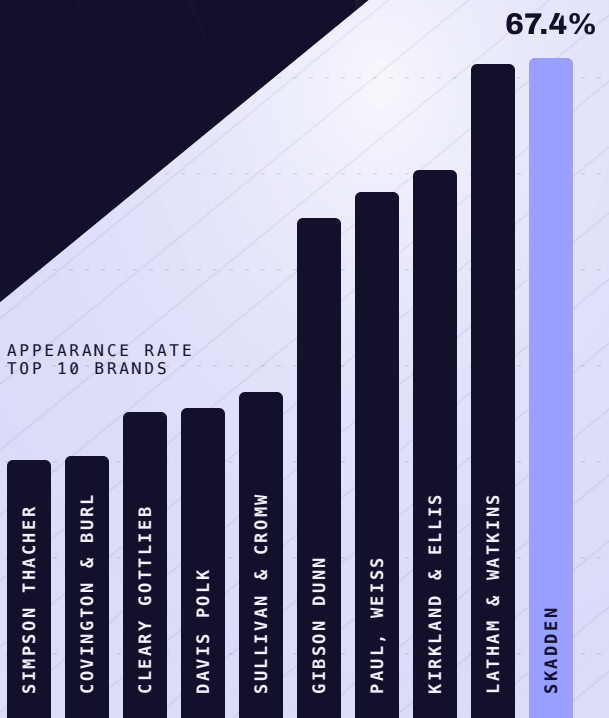
ELITE LAW FIRMS INDEX 2.0

Which elite law firms AI engines name
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 35 Google AI Overviews

Prepared by :
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AT A GLANCE

No sole leader is established. Latham & Watkins is within its margin.

Skadden: 194/288 returned four-engine answers (67.4%; 95% interval 61.7–72.5%). The two leading intervals overlap; no sole leader is established.

> Version 2. This version replaces the first version of this study, first published May 12, 2026. It uses measured counts, so the two versions are not comparable.

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

67.4%
of answers named Skadden, the most-named (194 of 288)

43
tracked firms named at least once (of 43)

85.4%
of Google searches showed an AI Overview (35 of 41)

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Skadden

Skadden: 194/288 returned four-engine answers (67.4%; 95% interval 61.7–72.5%). The two leading intervals overlap; no sole leader is established.

NAMED FIRST

60/288 (20.8%)

Kirkland & Ellis was the first firm named in 60 of 288 answers, more than any other tracked firm. Its average first position was 3.4. Skadden was named first in 22 of 288.

CLAUDE SKEW

31/72 (43.1%)

Claude named White & Case in 31 of 72 answers. The other engines named it in 10 to 14 of 72.

CLAUDE SKEW

38/72 (52.8%)

Claude named Davis Polk in 38 of 72 answers. The other engines named it in 12 to 25 of 72.

OWN-SITE CITATIONS

99/288 (34.4%)

Skadden's own domains were cited in 99 of 288 grounded answers, more than any other tracked firm. Latham & Watkins followed at 80 of 288. 3 of 43 tracked firms had 0 of 288.

AIO TRIGGER

35/41 (85.4%)

Google AI Overviews appeared on 35 of 41 searches (CI 71.6–93.1%). On the other 6, no overview was shown.

AIO LEADER

22/35 (62.9%)

Latham & Watkins and Kirkland & Ellis were the firms named most often in AI Overviews, at 22 of 35 each (62.9%). In the four-engine set, Latham & Watkins was named in 192 of 288 answers (66.7%).

TOP DOMAIN

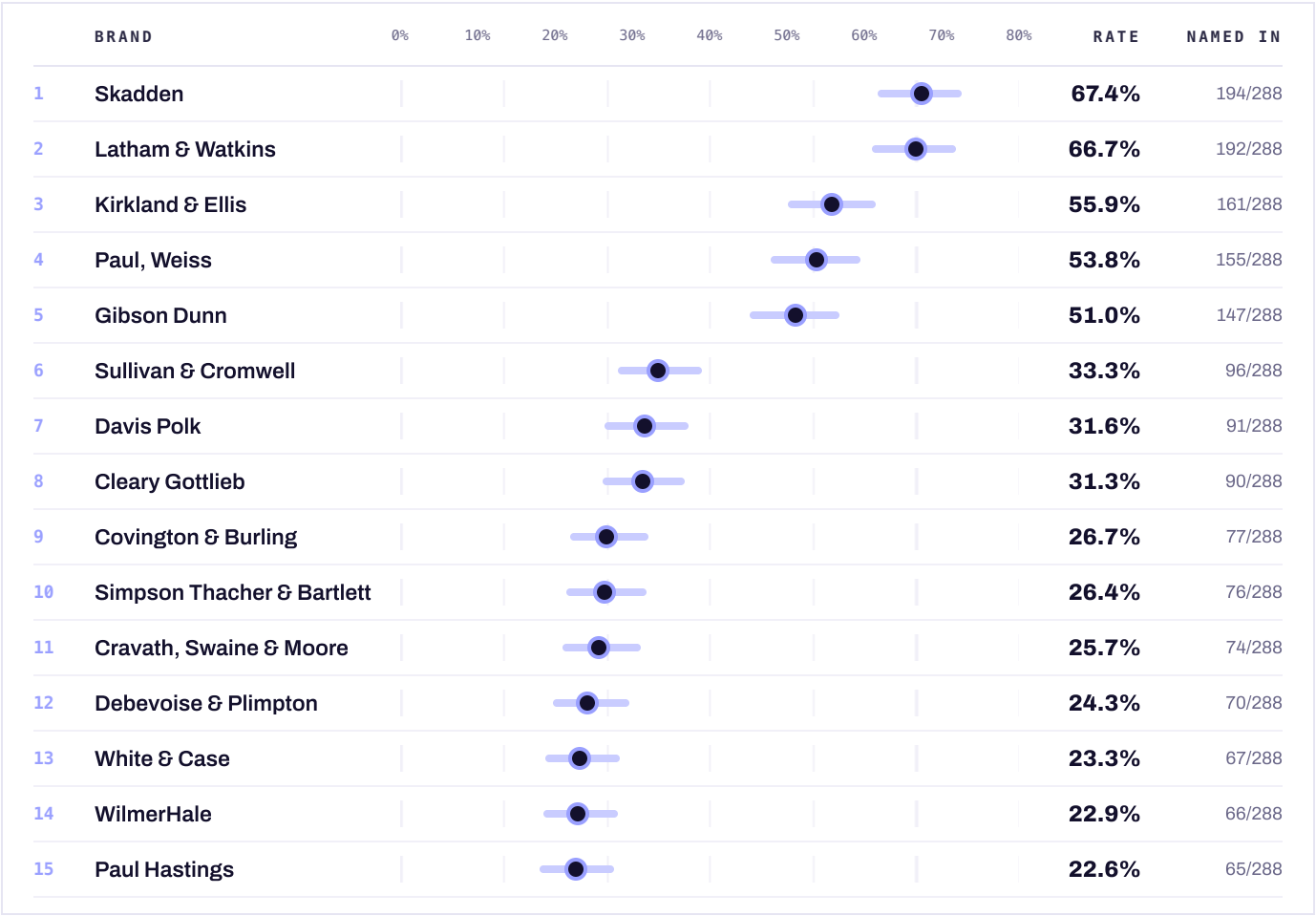
152/288 (52.8%)

chambers.com was cited in 152 of 288 grounded four-engine answers, with 250 of 2,539 citations (9.8%). skadden.com came second with 116 citations in 99 answers (34.4%).

THE LEADERBOARD

02 Which firms AI engines name

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	Skadden	67.4%	194/288
2	Latham & Watkins	66.7%	192/288
3	Kirkland & Ellis	55.9%	161/288
4	Paul, Weiss	53.8%	155/288
5	Gibson Dunn	51.0%	147/288
6	Sullivan & Cromwell	33.3%	96/288
7	Davis Polk	31.6%	91/288
8	Cleary Gottlieb	31.3%	90/288
9	Covington & Burling	26.7%	77/288
10	Simpson Thacher & Bartlett	26.4%	76/288
11	Cravath, Swaine & Moore	25.7%	74/288
12	Debevoise & Plimpton	24.3%	70/288
13	White & Case	23.3%	67/288
14	WilmerHale	22.9%	66/288
15	Paul Hastings	22.6%	65/288

02 THE LEADERBOARD

The full list

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 2,539 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Skadden	194/288	67.4%	61.7–72.5%	4.6	34.4% (99/288)	4.6%
2	Latham & Watkins	192/288	66.7%	61–71.9%	3.9	27.8% (80/288)	3.5%
3	Kirkland & Ellis	161/288	55.9%	50.1–61.5%	3.4	12.8% (37/288)	1.5%
4	Paul, Weiss	155/288	53.8%	48–59.5%	5.4	16% (46/288)	2.1%
5	Gibson Dunn	147/288	51%	45.3–56.8%	5.1	21.5% (62/288)	2.5%
6	Sullivan & Cromwell	96/288	33.3%	28.1–39%	6.1	8.3% (24/288)	0.9%
7	Davis Polk	91/288	31.6%	26.5–37.2%	6.8	3.1% (9/288)	0.4%
8	Cleary Gottlieb	90/288	31.3%	26.2–36.8%	5.7	7.6% (22/288)	0.9%
9	Covington & Burling	77/288	26.7%	22–32.1%	5	9.7% (28/288)	1.1%
10	Simpson Thacher & Bartlett	76/288	26.4%	21.6–31.8%	6.1	2.4% (7/288)	0.3%
11	Cravath, Swaine & Moore	74/288	25.7%	21–31%	5.1	5.2% (15/288)	0.6%
12	Debevoise & Plimpton	70/288	24.3%	19.7–29.6%	5.4	9.4% (27/288)	1.2%
13	White & Case	67/288	23.3%	18.8–28.5%	7.3	8% (23/288)	0.9%
14	WilmerHale	66/288	22.9%	18.4–28.1%	4.9	12.2% (35/288)	1.5%
15	Paul Hastings	65/288	22.6%	18.1–27.7%	8.2	12.2% (35/288)	1.5%
16	Wachtell, Lipton, Rosen & Katz	65/288	22.6%	18.1–27.7%	6	1% (3/288)	0.1%
17	Weil, Gotshal & Manges	62/288	21.5%	17.2–26.6%	6.5	5.2% (15/288)	0.6%
18	McDermott Will & Schulte	53/288	18.4%	14.4–23.3%	4.8	12.5% (36/288)	1.9%
19	Ropes & Gray	51/288	17.7%	13.7–22.5%	8.2	2.4% (7/288)	0.3%
20	Williams & Connolly	50/288	17.4%	13.4–22.2%	5.4	6.3% (18/288)	0.7%
21	Quinn Emanuel	44/288	15.3%	11.6–19.9%	6.2	3.8% (11/288)	0.5%
22	Sidley Austin	40/288	13.9%	10.4–18.4%	7.4	5.6% (16/288)	0.6%
23	Baker McKenzie	39/288	13.5%	10.1–18%	9.6	2.1% (6/288)	0.2%
24	Goodwin Procter	37/288	12.8%	9.5–17.2%	9.7	4.2% (12/288)	0.5%
25	Jones Day	35/288	12.2%	8.9–16.4%	9.7	2.4% (7/288)	0.3%
26	Morgan Lewis	35/288	12.2%	8.9–16.4%	10.5	5.9% (17/288)	0.7%
27	DLA Piper	34/288	11.8%	8.6–16%	10.1	1% (3/288)	0.1%
28	King & Spalding	32/288	11.1%	8–15.3%	10.8	2.4% (7/288)	0.3%

THE LEADERBOARD

02 The full list (continued)

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	Arnold & Porter	30/288	10.4%	7.4–14.5%	8.2	4.2% (12/288)	0.6%
30	Freshfields	30/288	10.4%	7.4–14.5%	9.7	0.3% (1/288)	0%
31	Akin	29/288	10.1%	7.1–14.1%	8.1	2.1% (6/288)	0.2%
32	Hogan Lovells	29/288	10.1%	7.1–14.1%	8.6	3.5% (10/288)	0.4%
33	Milbank	29/288	10.1%	7.1–14.1%	5.7	2.1% (6/288)	0.2%
34	Cooley	28/288	9.7%	6.8–13.7%	7.2	5.9% (17/288)	0.7%
35	Proskauer Rose	23/288	8%	5.4–11.7%	7.4	3.1% (9/288)	0.4%
36	Willkie Farr & Gallagher	21/288	7.3%	4.8–10.9%	9.4	2.1% (6/288)	0.2%
37	Susman Godfrey	19/288	6.6%	4.3–10.1%	6.4	0.7% (2/288)	0.1%
38	Fried Frank	18/288	6.3%	4–9.7%	8.6	0% (0/288)	0%
39	Wilson Sonsini	17/288	5.9%	3.7–9.2%	5.9	4.9% (14/288)	0.6%
40	Withers	17/288	5.9%	3.7–9.2%	2.8	1.4% (4/288)	0.2%
41	Greenberg Traurig	15/288	5.2%	3.2–8.4%	7.6	2.1% (6/288)	0.2%
42	A&O Shearman	11/288	3.8%	2.1–6.7%	10.2	0% (0/288)	0%
43	Boies Schiller Flexner	1/288	0.3%	0.1–1.9%	9	0% (0/288)	0%

02 THE LEADERBOARD

Question group: Overall

12 returned four-engine answers to this group's 1 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Gibson Dunn	12/12	100.0%	75.7–100.0%	0
2	Kirkland & Ellis	12/12	100.0%	75.7–100.0%	4
3	Latham & Watkins	12/12	100.0%	75.7–100.0%	0
4	Skadden	12/12	100.0%	75.7–100.0%	0
5	DLA Piper	11/12	91.7%	64.6–98.5%	0
6	Wachtell, Lipton, Rosen & Katz	11/12	91.7%	64.6–98.5%	0
7	Cravath, Swaine & Moore	10/12	83.3%	55.2–95.3%	8
8	Davis Polk	10/12	83.3%	55.2–95.3%	0
9	Paul, Weiss	10/12	83.3%	55.2–95.3%	0
10	Simpson Thacher & Bartlett	10/12	83.3%	55.2–95.3%	0
11	Sidley Austin	9/12	75.0%	46.8–91.1%	0
12	Sullivan & Cromwell	8/12	66.7%	39.1–86.2%	0
13	White & Case	8/12	66.7%	39.1–86.2%	0
14	Baker McKenzie	7/12	58.3%	32.0–80.7%	0
15	Morgan Lewis	7/12	58.3%	32.0–80.7%	0
16	Ropes & Gray	7/12	58.3%	32.0–80.7%	0
17	Jones Day	5/12	41.7%	19.3–68.0%	0
18	Quinn Emanuel	5/12	41.7%	19.3–68.0%	0
19	Milbank	4/12	33.3%	13.8–60.9%	0
20	Debevoise & Plimpton	3/12	25.0%	8.9–53.2%	0
21	Greenberg Traurig	3/12	25.0%	8.9–53.2%	0
22	Susman Godfrey	3/12	25.0%	8.9–53.2%	0
23	Paul Hastings	2/12	16.7%	4.7–44.8%	0
24	Weil, Gotshal & Manges	2/12	16.7%	4.7–44.8%	0
25	Covington & Burling	1/12	8.3%	1.5–35.4%	0
26	Hogan Lovells	1/12	8.3%	1.5–35.4%	0
27	McDermott Will & Schulte	1/12	8.3%	1.5–35.4%	0
28	Williams & Connolly	1/12	8.3%	1.5–35.4%	0
29	A&O Shearman	0/12	0.0%	0.0–24.3%	0
30	Akin	0/12	0.0%	0.0–24.3%	0
31	Arnold & Porter	0/12	0.0%	0.0–24.3%	0
32	Boies Schiller Flexner	0/12	0.0%	0.0–24.3%	0
33	Cleary Gottlieb	0/12	0.0%	0.0–24.3%	0

02 THE LEADERBOARD

Question group: M&A

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Skadden	35/36	97.2%	85.8–99.5%	0
2	Latham & Watkins	32/36	88.9%	74.7–95.6%	7
3	Sullivan & Cromwell	29/36	80.6%	65.0–90.2%	0
4	Wachtell, Lipton, Rosen & Katz	28/36	77.8%	61.9–88.3%	17
5	Kirkland & Ellis	27/36	75.0%	58.9–86.2%	9
6	Cravath, Swaine & Moore	21/36	58.3%	42.2–72.9%	0
7	Paul, Weiss	19/36	52.8%	37.0–68.0%	3
8	Simpson Thacher & Bartlett	16/36	44.4%	29.5–60.4%	0
9	Davis Polk	13/36	36.1%	22.5–52.4%	0
10	Cleary Gottlieb	11/36	30.6%	18.0–46.9%	0
11	Paul Hastings	11/36	30.6%	18.0–46.9%	0
12	Gibson Dunn	10/36	27.8%	15.8–44.0%	0
13	Hogan Lovells	9/36	25.0%	13.8–41.1%	0
14	Sidley Austin	9/36	25.0%	13.8–41.1%	0
15	Goodwin Procter	8/36	22.2%	11.7–38.1%	0
16	White & Case	7/36	19.4%	9.8–35.0%	0
17	Fried Frank	4/36	11.1%	4.4–25.3%	0
18	Quinn Emanuel	4/36	11.1%	4.4–25.3%	0
19	Cooley	3/36	8.3%	2.9–21.8%	0
20	DLA Piper	3/36	8.3%	2.9–21.8%	0
21	Freshfields	3/36	8.3%	2.9–21.8%	0
22	A&O Shearman	2/36	5.6%	1.5–18.1%	0
23	Weil, Gotshal & Manges	2/36	5.6%	1.5–18.1%	0
24	Baker McKenzie	1/36	2.8%	0.5–14.2%	0
25	Morgan Lewis	1/36	2.8%	0.5–14.2%	0
26	Ropes & Gray	1/36	2.8%	0.5–14.2%	0
27	Wilson Sonsini	1/36	2.8%	0.5–14.2%	0
28	Akin	0/36	0.0%	0.0–9.6%	0
29	Arnold & Porter	0/36	0.0%	0.0–9.6%	0
30	Boies Schiller Flexner	0/36	0.0%	0.0–9.6%	0
31	Covington & Burling	0/36	0.0%	0.0–9.6%	0
32	Debevoise & Plimpton	0/36	0.0%	0.0–9.6%	0
33	Greenberg Traurig	0/36	0.0%	0.0–9.6%	0

02 THE LEADERBOARD

Question group: White-collar defense

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Gibson Dunn	20/24	83.3%	64.1–93.3%	3
2	Williams & Connolly	18/24	75.0%	55.1–88.0%	10
3	Paul, Weiss	15/24	62.5%	42.7–78.8%	2
4	WilmerHale	15/24	62.5%	42.7–78.8%	1
5	Covington & Burling	14/24	58.3%	38.8–75.5%	0
6	Skadden	14/24	58.3%	38.8–75.5%	2
7	Latham & Watkins	13/24	54.2%	35.1–72.1%	0
8	Debevoise & Plimpton	12/24	50.0%	31.4–68.6%	2
9	Davis Polk	8/24	33.3%	18.0–53.3%	0
10	Kirkland & Ellis	7/24	29.2%	14.9–49.2%	0
11	Sullivan & Cromwell	7/24	29.2%	14.9–49.2%	0
12	Arnold & Porter	6/24	25.0%	12.0–44.9%	0
13	Cleary Gottlieb	5/24	20.8%	9.2–40.5%	3
14	King & Spalding	4/24	16.7%	6.7–35.9%	0
15	Paul Hastings	4/24	16.7%	6.7–35.9%	0
16	White & Case	4/24	16.7%	6.7–35.9%	0
17	Cravath, Swaine & Moore	2/24	8.3%	2.3–25.8%	0
18	Quinn Emanuel	2/24	8.3%	2.3–25.8%	0
19	Sidley Austin	2/24	8.3%	2.3–25.8%	1
20	Greenberg Traurig	1/24	4.2%	0.7–20.2%	0
21	A&O Shearman	0/24	0.0%	0.0–13.8%	0
22	Akin	0/24	0.0%	0.0–13.8%	0
23	Baker McKenzie	0/24	0.0%	0.0–13.8%	0
24	Boies Schiller Flexner	0/24	0.0%	0.0–13.8%	0
25	Cooley	0/24	0.0%	0.0–13.8%	0
26	DLA Piper	0/24	0.0%	0.0–13.8%	0
27	Freshfields	0/24	0.0%	0.0–13.8%	0
28	Fried Frank	0/24	0.0%	0.0–13.8%	0
29	Goodwin Procter	0/24	0.0%	0.0–13.8%	0
30	Hogan Lovells	0/24	0.0%	0.0–13.8%	0
31	Jones Day	0/24	0.0%	0.0–13.8%	0
32	McDermott Will & Schulte	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: SEC enforcement

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Skadden	22/24	91.7%	74.2–97.7%	3
2	Gibson Dunn	21/24	87.5%	69.0–95.7%	5
3	WilmerHale	16/24	66.7%	46.7–82.0%	6
4	Debevoise & Plimpton	13/24	54.2%	35.1–72.1%	7
5	Latham & Watkins	11/24	45.8%	27.9–64.9%	3
6	Covington & Burling	10/24	41.7%	24.5–61.2%	0
7	Paul, Weiss	10/24	41.7%	24.5–61.2%	0
8	Sullivan & Cromwell	10/24	41.7%	24.5–61.2%	0
9	Kirkland & Ellis	9/24	37.5%	21.2–57.3%	0
10	Davis Polk	8/24	33.3%	18.0–53.3%	0
11	Cleary Gottlieb	7/24	29.2%	14.9–49.2%	0
12	Morgan Lewis	7/24	29.2%	14.9–49.2%	0
13	Cravath, Swaine & Moore	6/24	25.0%	12.0–44.9%	0
14	Simpson Thacher & Bartlett	6/24	25.0%	12.0–44.9%	0
15	Paul Hastings	5/24	20.8%	9.2–40.5%	0
16	A&O Shearman	4/24	16.7%	6.7–35.9%	0
17	Ropes & Gray	4/24	16.7%	6.7–35.9%	0
18	Baker McKenzie	3/24	12.5%	4.3–31.0%	0
19	Freshfields	3/24	12.5%	4.3–31.0%	0
20	McDermott Will & Schulte	3/24	12.5%	4.3–31.0%	0
21	Quinn Emanuel	3/24	12.5%	4.3–31.0%	0
22	Sidley Austin	3/24	12.5%	4.3–31.0%	0
23	Williams & Connolly	3/24	12.5%	4.3–31.0%	0
24	King & Spalding	2/24	8.3%	2.3–25.8%	0
25	Milbank	2/24	8.3%	2.3–25.8%	0
26	Arnold & Porter	1/24	4.2%	0.7–20.2%	0
27	Cooley	1/24	4.2%	0.7–20.2%	0
28	DLA Piper	1/24	4.2%	0.7–20.2%	0
29	Weil, Gotshal & Manges	1/24	4.2%	0.7–20.2%	0
30	White & Case	1/24	4.2%	0.7–20.2%	0
31	Willkie Farr & Gallagher	1/24	4.2%	0.7–20.2%	0
32	Akin	0/24	0.0%	0.0–13.8%	0
33	Boies Schiller Flexner	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Antitrust

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Latham & Watkins	21/24	87.5%	69.0–95.7%	4
2	Gibson Dunn	17/24	70.8%	50.8–85.1%	5
3	Cleary Gottlieb	16/24	66.7%	46.7–82.0%	9
4	Skadden	14/24	58.3%	38.8–75.5%	0
5	Cravath, Swaine & Moore	13/24	54.2%	35.1–72.1%	1
6	Paul, Weiss	13/24	54.2%	35.1–72.1%	1
7	Arnold & Porter	12/24	50.0%	31.4–68.6%	0
8	Covington & Burling	11/24	45.8%	27.9–64.9%	0
9	Kirkland & Ellis	10/24	41.7%	24.5–61.2%	2
10	Simpson Thacher & Bartlett	9/24	37.5%	21.2–57.3%	0
11	Weil, Gotshal & Manges	9/24	37.5%	21.2–57.3%	0
12	Wilson Sonsini	9/24	37.5%	21.2–57.3%	0
13	Freshfields	7/24	29.2%	14.9–49.2%	0
14	Jones Day	7/24	29.2%	14.9–49.2%	0
15	White & Case	7/24	29.2%	14.9–49.2%	0
16	McDermott Will & Schulte	6/24	25.0%	12.0–44.9%	1
17	Davis Polk	5/24	20.8%	9.2–40.5%	0
18	Sullivan & Cromwell	5/24	20.8%	9.2–40.5%	0
19	Cooley	4/24	16.7%	6.7–35.9%	0
20	Hogan Lovells	4/24	16.7%	6.7–35.9%	0
21	Wachtell, Lipton, Rosen & Katz	4/24	16.7%	6.7–35.9%	0
22	A&O Shearman	3/24	12.5%	4.3–31.0%	0
23	Debevoise & Plimpton	3/24	12.5%	4.3–31.0%	0
24	Fried Frank	3/24	12.5%	4.3–31.0%	0
25	Goodwin Procter	3/24	12.5%	4.3–31.0%	0
26	Morgan Lewis	3/24	12.5%	4.3–31.0%	0
27	Ropes & Gray	3/24	12.5%	4.3–31.0%	0
28	Williams & Connolly	3/24	12.5%	4.3–31.0%	1
29	King & Spalding	2/24	8.3%	2.3–25.8%	0
30	Quinn Emanuel	2/24	8.3%	2.3–25.8%	0
31	Sidley Austin	2/24	8.3%	2.3–25.8%	0
32	Paul Hastings	1/24	4.2%	0.7–20.2%	0
33	WilmerHale	1/24	4.2%	0.7–20.2%	0

02 THE LEADERBOARD

Question group: CFIUS and national security

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Skadden	23/24	95.8%	79.8–99.3%	1
2	Latham & Watkins	21/24	87.5%	69.0–95.7%	0
3	Covington & Burling	20/24	83.3%	64.1–93.3%	15
4	Paul Hastings	17/24	70.8%	50.8–85.1%	0
5	White & Case	17/24	70.8%	50.8–85.1%	2
6	WilmerHale	16/24	66.7%	46.7–82.0%	0
7	Cleary Gottlieb	14/24	58.3%	38.8–75.5%	1
8	Freshfields	12/24	50.0%	31.4–68.6%	0
9	Kirkland & Ellis	12/24	50.0%	31.4–68.6%	5
10	Hogan Lovells	11/24	45.8%	27.9–64.9%	0
11	Cooley	10/24	41.7%	24.5–61.2%	0
12	DLA Piper	10/24	41.7%	24.5–61.2%	0
13	Akin	9/24	37.5%	21.2–57.3%	0
14	King & Spalding	8/24	33.3%	18.0–53.3%	0
15	Simpson Thacher & Bartlett	8/24	33.3%	18.0–53.3%	0
16	Davis Polk	7/24	29.2%	14.9–49.2%	0
17	Baker McKenzie	6/24	25.0%	12.0–44.9%	0
18	Goodwin Procter	6/24	25.0%	12.0–44.9%	0
19	Morgan Lewis	6/24	25.0%	12.0–44.9%	0
20	Weil, Gotshal & Manges	6/24	25.0%	12.0–44.9%	0
21	Gibson Dunn	5/24	20.8%	9.2–40.5%	0
22	Debevoise & Plimpton	4/24	16.7%	6.7–35.9%	0
23	Ropes & Gray	4/24	16.7%	6.7–35.9%	0
24	Sullivan & Cromwell	4/24	16.7%	6.7–35.9%	0
25	Sidley Austin	3/24	12.5%	4.3–31.0%	0
26	Arnold & Porter	2/24	8.3%	2.3–25.8%	0
27	Jones Day	2/24	8.3%	2.3–25.8%	0
28	Wilson Sonsini	2/24	8.3%	2.3–25.8%	0
29	A&O Shearman	1/24	4.2%	0.7–20.2%	0
30	Paul, Weiss	1/24	4.2%	0.7–20.2%	0
31	Willkie Farr & Gallagher	1/24	4.2%	0.7–20.2%	0
32	Boies Schiller Flexner	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Trusts and estates

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	McDermott Will & Schulte	22/24	91.7%	74.2–97.7%	13
2	Withers	17/24	70.8%	50.8–85.1%	4
3	Paul, Weiss	11/24	45.8%	27.9–64.9%	1
4	Proskauer Rose	10/24	41.7%	24.5–61.2%	0
5	Milbank	8/24	33.3%	18.0–53.3%	1
6	Skadden	7/24	29.2%	14.9–49.2%	3
7	Willkie Farr & Gallagher	5/24	20.8%	9.2–40.5%	0
8	Sullivan & Cromwell	4/24	16.7%	6.7–35.9%	0
9	White & Case	4/24	16.7%	6.7–35.9%	0
10	Debevoise & Plimpton	2/24	8.3%	2.3–25.8%	1
11	Ropes & Gray	2/24	8.3%	2.3–25.8%	0
12	Akin	1/24	4.2%	0.7–20.2%	0
13	Goodwin Procter	1/24	4.2%	0.7–20.2%	0
14	Greenberg Traurig	1/24	4.2%	0.7–20.2%	0
15	A&O Shearman	0/24	0.0%	0.0–13.8%	0
16	Arnold & Porter	0/24	0.0%	0.0–13.8%	0
17	Baker McKenzie	0/24	0.0%	0.0–13.8%	0
18	Boies Schiller Flexner	0/24	0.0%	0.0–13.8%	0
19	Cleary Gottlieb	0/24	0.0%	0.0–13.8%	0
20	Cooley	0/24	0.0%	0.0–13.8%	0
21	Covington & Burling	0/24	0.0%	0.0–13.8%	0
22	Cravath, Swaine & Moore	0/24	0.0%	0.0–13.8%	0
23	DLA Piper	0/24	0.0%	0.0–13.8%	0
24	Davis Polk	0/24	0.0%	0.0–13.8%	0
25	Freshfields	0/24	0.0%	0.0–13.8%	0
26	Fried Frank	0/24	0.0%	0.0–13.8%	0
27	Gibson Dunn	0/24	0.0%	0.0–13.8%	0
28	Hogan Lovells	0/24	0.0%	0.0–13.8%	0
29	Jones Day	0/24	0.0%	0.0–13.8%	0
30	King & Spalding	0/24	0.0%	0.0–13.8%	0
31	Kirkland & Ellis	0/24	0.0%	0.0–13.8%	0
32	Latham & Watkins	0/24	0.0%	0.0–13.8%	0
33	Morgan Lewis	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Tax

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Skadden	21/24	87.5%	69.0–95.7%	12
2	Baker McKenzie	14/24	58.3%	38.8–75.5%	4
3	Latham & Watkins	14/24	58.3%	38.8–75.5%	3
4	Kirkland & Ellis	13/24	54.2%	35.1–72.1%	2
5	McDermott Will & Schulte	13/24	54.2%	35.1–72.1%	0
6	Sullivan & Cromwell	9/24	37.5%	21.2–57.3%	0
7	Cleary Gottlieb	8/24	33.3%	18.0–53.3%	3
8	Gibson Dunn	8/24	33.3%	18.0–53.3%	0
9	Cravath, Swaine & Moore	6/24	25.0%	12.0–44.9%	0
10	Davis Polk	6/24	25.0%	12.0–44.9%	0
11	Wachtell, Lipton, Rosen & Katz	6/24	25.0%	12.0–44.9%	0
12	Covington & Burling	4/24	16.7%	6.7–35.9%	0
13	Greenberg Traurig	4/24	16.7%	6.7–35.9%	0
14	Jones Day	4/24	16.7%	6.7–35.9%	0
15	Debevoise & Plimpton	3/24	12.5%	4.3–31.0%	0
16	Morgan Lewis	3/24	12.5%	4.3–31.0%	0
17	Paul, Weiss	3/24	12.5%	4.3–31.0%	0
18	Simpson Thacher & Bartlett	3/24	12.5%	4.3–31.0%	0
19	Weil, Gotshal & Manges	3/24	12.5%	4.3–31.0%	0
20	DLA Piper	2/24	8.3%	2.3–25.8%	0
21	Freshfields	2/24	8.3%	2.3–25.8%	0
22	Fried Frank	2/24	8.3%	2.3–25.8%	0
23	Quinn Emanuel	2/24	8.3%	2.3–25.8%	0
24	Ropes & Gray	2/24	8.3%	2.3–25.8%	0
25	White & Case	2/24	8.3%	2.3–25.8%	0
26	A&O Shearman	1/24	4.2%	0.7–20.2%	0
27	Hogan Lovells	1/24	4.2%	0.7–20.2%	0
28	Milbank	1/24	4.2%	0.7–20.2%	0
29	Sidley Austin	1/24	4.2%	0.7–20.2%	0
30	Akin	0/24	0.0%	0.0–13.8%	0
31	Arnold & Porter	0/24	0.0%	0.0–13.8%	0
32	Boies Schiller Flexner	0/24	0.0%	0.0–13.8%	0
33	Cooley	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Commercial litigation

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Quinn Emanuel	20/24	83.3%	64.1–93.3%	18
2	Kirkland & Ellis	18/24	75.0%	55.1–88.0%	0
3	Skadden	18/24	75.0%	55.1–88.0%	1
4	Paul, Weiss	16/24	66.7%	46.7–82.0%	0
5	Susman Godfrey	16/24	66.7%	46.7–82.0%	2
6	Williams & Connolly	16/24	66.7%	46.7–82.0%	0
7	Cravath, Swaine & Moore	15/24	62.5%	42.7–78.8%	0
8	Gibson Dunn	14/24	58.3%	38.8–75.5%	0
9	Latham & Watkins	13/24	54.2%	35.1–72.1%	0
10	Wachtell, Lipton, Rosen & Katz	7/24	29.2%	14.9–49.2%	0
11	King & Spalding	6/24	25.0%	12.0–44.9%	0
12	Weil, Gotshal & Manges	6/24	25.0%	12.0–44.9%	3
13	Arnold & Porter	5/24	20.8%	9.2–40.5%	0
14	Jones Day	5/24	20.8%	9.2–40.5%	0
15	Cooley	4/24	16.7%	6.7–35.9%	0
16	Greenberg Traurig	4/24	16.7%	6.7–35.9%	0
17	Debevoise & Plimpton	3/24	12.5%	4.3–31.0%	0
18	Hogan Lovells	3/24	12.5%	4.3–31.0%	0
19	Covington & Burling	2/24	8.3%	2.3–25.8%	0
20	Freshfields	2/24	8.3%	2.3–25.8%	0
21	Boies Schiller Flexner	1/24	4.2%	0.7–20.2%	0
22	Davis Polk	1/24	4.2%	0.7–20.2%	0
23	Proskauer Rose	1/24	4.2%	0.7–20.2%	0
24	Sidley Austin	1/24	4.2%	0.7–20.2%	0
25	Sullivan & Cromwell	1/24	4.2%	0.7–20.2%	0
26	White & Case	1/24	4.2%	0.7–20.2%	0
27	WilmerHale	1/24	4.2%	0.7–20.2%	0
28	A&O Shearman	0/24	0.0%	0.0–13.8%	0
29	Akin	0/24	0.0%	0.0–13.8%	0
30	Baker McKenzie	0/24	0.0%	0.0–13.8%	0
31	Cleary Gottlieb	0/24	0.0%	0.0–13.8%	0
32	DLA Piper	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: FCPA and internal investigations

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Gibson Dunn	19/24	79.2%	59.5–90.8%	11
2	Paul, Weiss	18/24	75.0%	55.1–88.0%	3
3	Covington & Burling	15/24	62.5%	42.7–78.8%	2
4	WilmerHale	15/24	62.5%	42.7–78.8%	2
5	Latham & Watkins	14/24	58.3%	38.8–75.5%	0
6	Debevoise & Plimpton	12/24	50.0%	31.4–68.6%	1
7	Paul Hastings	10/24	41.7%	24.5–61.2%	1
8	Sullivan & Cromwell	10/24	41.7%	24.5–61.2%	0
9	Davis Polk	9/24	37.5%	21.2–57.3%	0
10	Williams & Connolly	9/24	37.5%	21.2–57.3%	0
11	Kirkland & Ellis	6/24	25.0%	12.0–44.9%	0
12	Sidley Austin	6/24	25.0%	12.0–44.9%	0
13	Skadden	6/24	25.0%	12.0–44.9%	0
14	Baker McKenzie	5/24	20.8%	9.2–40.5%	0
15	Ropes & Gray	5/24	20.8%	9.2–40.5%	0
16	Wilson Sonsini	5/24	20.8%	9.2–40.5%	2
17	King & Spalding	4/24	16.7%	6.7–35.9%	0
18	Akin	3/24	12.5%	4.3–31.0%	0
19	McDermott Will & Schulte	3/24	12.5%	4.3–31.0%	0
20	White & Case	3/24	12.5%	4.3–31.0%	2
21	DLA Piper	2/24	8.3%	2.3–25.8%	0
22	Jones Day	2/24	8.3%	2.3–25.8%	0
23	Simpson Thacher & Bartlett	2/24	8.3%	2.3–25.8%	0
24	Arnold & Porter	1/24	4.2%	0.7–20.2%	0
25	Cleary Gottlieb	1/24	4.2%	0.7–20.2%	0
26	Quinn Emanuel	1/24	4.2%	0.7–20.2%	0
27	Willkie Farr & Gallagher	1/24	4.2%	0.7–20.2%	0
28	A&O Shearman	0/24	0.0%	0.0–13.8%	0
29	Boies Schiller Flexner	0/24	0.0%	0.0–13.8%	0
30	Cooley	0/24	0.0%	0.0–13.8%	0
31	Cravath, Swaine & Moore	0/24	0.0%	0.0–13.8%	0
32	Freshfields	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Private equity

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Kirkland & Ellis	24/24	100.0%	86.2–100.0%	22
2	Simpson Thacher & Bartlett	21/24	87.5%	69.0–95.7%	0
3	Latham & Watkins	20/24	83.3%	64.1–93.3%	0
4	Ropes & Gray	20/24	83.3%	64.1–93.3%	0
5	Goodwin Procter	19/24	79.2%	59.5–90.8%	0
6	Paul, Weiss	19/24	79.2%	59.5–90.8%	0
7	Cleary Gottlieb	18/24	75.0%	55.1–88.0%	0
8	Skadden	16/24	66.7%	46.7–82.0%	0
9	Debevoise & Plimpton	15/24	62.5%	42.7–78.8%	2
10	Gibson Dunn	10/24	41.7%	24.5–61.2%	0
11	Weil, Gotshal & Manges	10/24	41.7%	24.5–61.2%	0
12	Davis Polk	9/24	37.5%	21.2–57.3%	0
13	Fried Frank	9/24	37.5%	21.2–57.3%	0
14	Willkie Farr & Gallagher	9/24	37.5%	21.2–57.3%	0
15	Paul Hastings	8/24	33.3%	18.0–53.3%	0
16	Proskauer Rose	7/24	29.2%	14.9–49.2%	0
17	Cooley	6/24	25.0%	12.0–44.9%	0
18	Morgan Lewis	6/24	25.0%	12.0–44.9%	0
19	DLA Piper	4/24	16.7%	6.7–35.9%	0
20	McDermott Will & Schulte	4/24	16.7%	6.7–35.9%	0
21	Wachtell, Lipton, Rosen & Katz	4/24	16.7%	6.7–35.9%	0
22	Akin	3/24	12.5%	4.3–31.0%	0
23	Baker McKenzie	3/24	12.5%	4.3–31.0%	0
24	King & Spalding	3/24	12.5%	4.3–31.0%	0
25	Sidley Austin	3/24	12.5%	4.3–31.0%	0
26	White & Case	3/24	12.5%	4.3–31.0%	0
27	Cravath, Swaine & Moore	1/24	4.2%	0.7–20.2%	0
28	Freshfields	1/24	4.2%	0.7–20.2%	0
29	Jones Day	1/24	4.2%	0.7–20.2%	0
30	Sullivan & Cromwell	1/24	4.2%	0.7–20.2%	0
31	A&O Shearman	0/24	0.0%	0.0–13.8%	0
32	Arnold & Porter	0/24	0.0%	0.0–13.8%	0
33	Boies Schiller Flexner	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

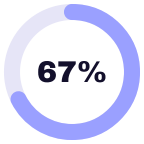
Question group: Restructuring and bankruptcy

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Kirkland & Ellis	23/24	95.8%	79.8–99.3%	16
2	Weil, Gotshal & Manges	23/24	95.8%	79.8–99.3%	7
3	Latham & Watkins	21/24	87.5%	69.0–95.7%	1
4	Paul, Weiss	20/24	83.3%	64.1–93.3%	0
5	Davis Polk	15/24	62.5%	42.7–78.8%	0
6	Milbank	14/24	58.3%	38.8–75.5%	0
7	Akin	13/24	54.2%	35.1–72.1%	0
8	Gibson Dunn	11/24	45.8%	27.9–64.9%	0
9	Cleary Gottlieb	10/24	41.7%	24.5–61.2%	0
10	White & Case	10/24	41.7%	24.5–61.2%	0
11	Jones Day	9/24	37.5%	21.2–57.3%	0
12	Sullivan & Cromwell	8/24	33.3%	18.0–53.3%	0
13	Paul Hastings	7/24	29.2%	14.9–49.2%	0
14	Skadden	6/24	25.0%	12.0–44.9%	0
15	Proskauer Rose	5/24	20.8%	9.2–40.5%	0
16	Quinn Emanuel	5/24	20.8%	9.2–40.5%	0
17	Wachtell, Lipton, Rosen & Katz	5/24	20.8%	9.2–40.5%	0
18	Willkie Farr & Gallagher	4/24	16.7%	6.7–35.9%	0
19	Arnold & Porter	3/24	12.5%	4.3–31.0%	0
20	King & Spalding	3/24	12.5%	4.3–31.0%	0
21	Ropes & Gray	3/24	12.5%	4.3–31.0%	0
22	Greenberg Traurig	2/24	8.3%	2.3–25.8%	0
23	Morgan Lewis	2/24	8.3%	2.3–25.8%	0
24	WilmerHale	2/24	8.3%	2.3–25.8%	0
25	DLA Piper	1/24	4.2%	0.7–20.2%	0
26	McDermott Will & Schulte	1/24	4.2%	0.7–20.2%	0
27	Sidley Austin	1/24	4.2%	0.7–20.2%	0
28	Simpson Thacher & Bartlett	1/24	4.2%	0.7–20.2%	0
29	A&O Shearman	0/24	0.0%	0.0–13.8%	0
30	Baker McKenzie	0/24	0.0%	0.0–13.8%	0
31	Boies Schiller Flexner	0/24	0.0%	0.0–13.8%	0
32	Cooley	0/24	0.0%	0.0–13.8%	0

PROFILES

03 The top eight, side by side

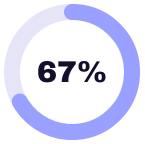


RANK 1

Skadden

194/288 answers · 95% CI 61.7–72.5%

4.6	34.4%	4.6%
first-mention position	owned-domain citation (99/288)	citation share

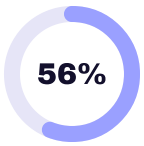


RANK 2

Latham & Watkins

192/288 answers · 95% CI 61–71.9%

3.9	27.8%	3.5%
first-mention position	owned-domain citation (80/288)	citation share

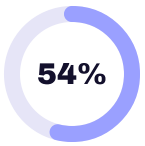


RANK 3

Kirkland & Ellis

161/288 answers · 95% CI 50.1–61.5%

3.4	12.8%	1.5%
first-mention position	owned-domain citation (37/288)	citation share

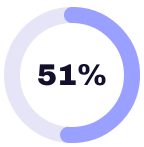


RANK 4

Paul, Weiss

155/288 answers · 95% CI 48–59.5%

5.4	16%	2.1%
first-mention position	owned-domain citation (46/288)	citation share

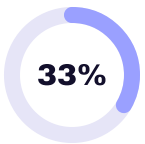


RANK 5

Gibson Dunn

147/288 answers · 95% CI 45.3–56.8%

5.1	21.5%	2.5%
first-mention position	owned-domain citation (62/288)	citation share

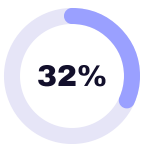


RANK 6

Sullivan & Cromwell

96/288 answers · 95% CI 28.1–39%

6.1	8.3%	0.9%
first-mention position	owned-domain citation (24/288)	citation share

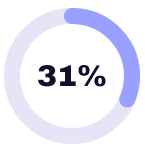


RANK 7

Davis Polk

91/288 answers · 95% CI 26.5–37.2%

6.8	3.1%	0.4%
first-mention position	owned-domain citation (9/288)	citation share



RANK 8

Cleary Gottlieb

90/288 answers · 95% CI 26.2–36.8%

5.7	7.6%	0.9%
first-mention position	owned-domain citation (22/288)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

Claude named White & Case in 31 of 72 answers. The other engines named it in 10 to 14 of 72. Claude named Davis Polk in 38 of 72 answers. The other engines named it in 12 to 25 of 72.

ChatGPT

	72 ASKED	72 RETURNED	72 GROUNDED
Latham & Watkins			**73.6%**
Skadden			**70.8%**
Gibson Dunn			**47.2%**
Paul, Weiss			**43.1%**
Kirkland & Ellis			**41.7%**
Sullivan & Cromwell			**37.5%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
Kirkland & Ellis			**75%**
Latham & Watkins			**69.4%**
Paul, Weiss			**69.4%**
Skadden			**62.5%**
Gibson Dunn			**59.7%**
Davis Polk			**52.8%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
Latham & Watkins			**76.4%**
Skadden			**73.6%**
Paul, Weiss			**72.2%**
Gibson Dunn			**68.1%**
Kirkland & Ellis			**63.9%**
Sullivan & Cromwell			**37.5%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
Skadden			**62.5%**
Latham & Watkins			**47.2%**
Kirkland & Ellis			**43.1%**
Paul, Weiss			**30.6%**
Gibson Dunn			**29.2%**
Debevoise & Plimpton			**25%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 41 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 35 = 323 answers.



TRIGGER RATE

Google AI Overviews appeared on 35 of 41 searches (85.4%, CI 71.6–93.1%). The other 6 searches showed no overview. Within the 35 overviews, Latham & Watkins was named in 22 (62.9%), Kirkland & Ellis was named in 22 (62.9%), Skadden was named in 20 (57.1%), Paul, Weiss was named in 17 (48.6%). vault.com was the most-cited source, with 7 citations and an appearance in 7 of 35 overviews.

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

1	Skadden	66.3%	=
2	Latham & Watkins	66.3%	=
3	Kirkland & Ellis	56.7%	=
4	Paul, Weiss	53.3%	=
5	Gibson Dunn	48.9%	=
6	Sullivan & Cromwell	34.4%	=
7	Cleary Gottlieb	31.0%	▲ 1
8	Davis Polk	30.3%	▼ 1
9	Cravath, Swaine & Moore	27.2%	▲ 2
10	Simpson Thacher & Bartlett	26.6%	=

06

LEADERS BY QUESTION

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

Skadden 100%

TIED WITH LATHAM & WATKINS, KIRKLAND & ELLIS

Latham & Watkins	100%
Kirkland & Ellis	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Kirkland & Ellis 100%

TIED WITH LATHAM & WATKINS, SKADDEN

Latham & Watkins	100%
Skadden	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Gibson Dunn 100%

TIED WITH SKADDEN

Skadden	100%
Debevoise & Plimpton	75%

AI Overview shown on 2 of 2 searches

Q05 · 12 ANSWERS

Latham & Watkins 100%

Cleary Gottlieb	75%
Skadden	75%

AI Overview shown on 2 of 2 searches

Q06 · 12 ANSWERS

Latham & Watkins 100%

TIED WITH SKADDEN

Skadden	100%
Paul Hastings	83.3%

AI Overview shown on 1 of 1 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,539 citations in total. chambers.com was cited most often, with 250 citations (9.8%) across 152 answers. Next came skadden.com (116), bestlawfirms.com (106), legal500.com (99), lw.com (88), en.wikipedia.org (65).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

chambers.com	**52.8%**
skadden.com	**34.4%**
legal500.com	**31.9%**
lw.com	**27.8%**
gibsondunn.com	**21.5%**
en.wikipedia.org	**18.1%**
bestlawfirms.com	**17.7%**
vault.com	**16.7%**
paulweiss.com	**16%**
kirkland.com	**12.8%**

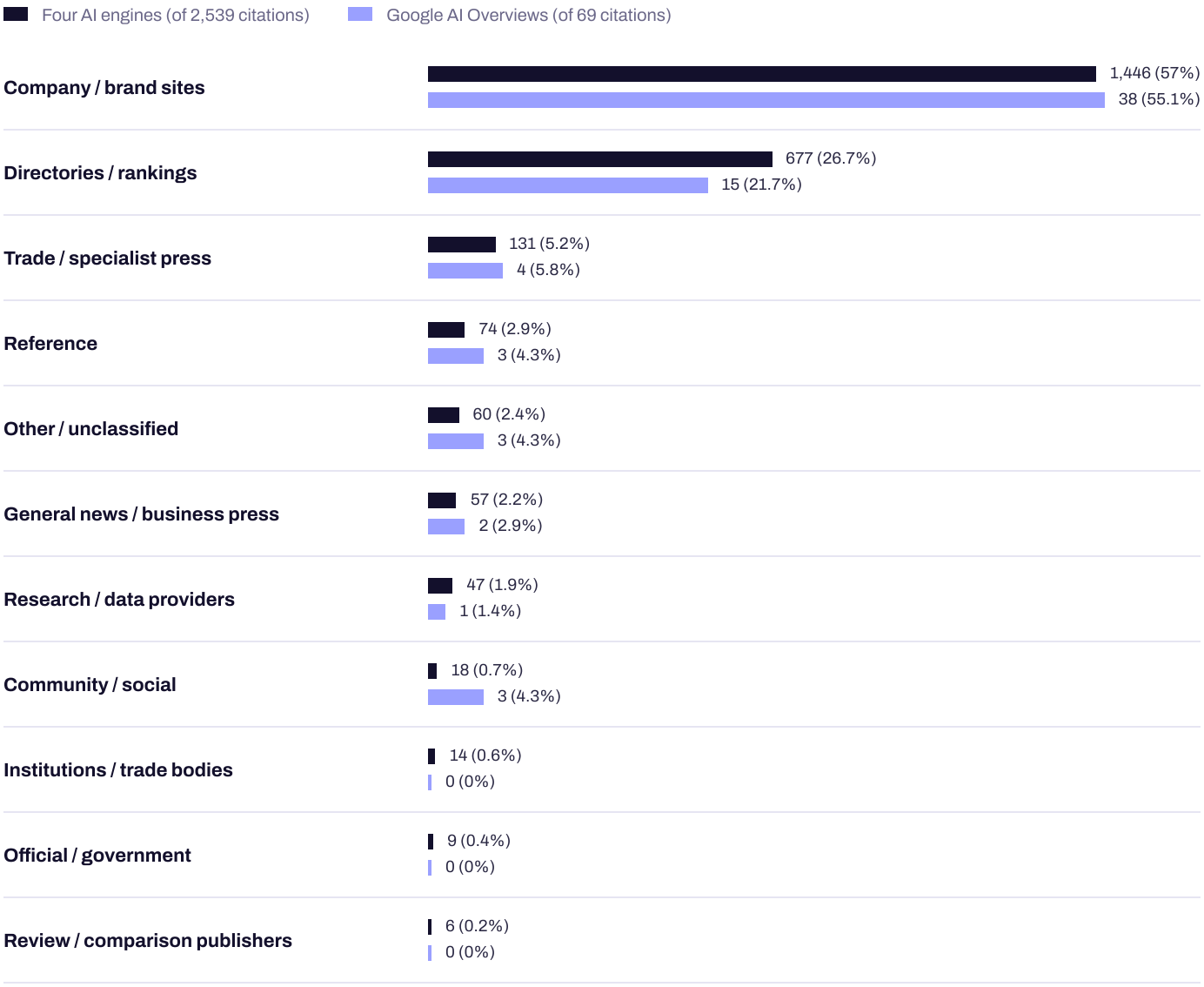
GOOGLE AI OVERVIEWS · SHARE OF 35 OVERVIEWS

vault.com	**20%**
chambers.com	**8.6%**
en.wikipedia.org	**8.6%**
pillsburylaw.com	**8.6%**
pro.bloomberglaw.com	**8.6%**
reddit.com	**8.6%**
bcgsearch.com	**5.7%**
bestlawyers.com	**5.7%**
lw.com	**5.7%**
skadden.com	**5.7%**

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 law firms 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.	Skadden's own domains were cited in 34.4% of grounded answers, Latham & Watkins' in 27.8% and Gibson Dunn's in 21.5%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were chambers.com (in 52.8% of grounded answers), legal500.com (31.9%), en.wikipedia.org (18.1%), bestlawfirms.com (17.7%) and vault.com (16.7%). Directories and rankings supplied 26.7% of citations and trade and specialist press 5.2%.
Check each engine separately.	Gemini named Paul, Weiss in 72.2% of answers against 30.6% on Perplexity. Gemini named Gibson Dunn in 68.1% of answers against 29.2% on Perplexity.
Do not ignore video and community sites.	Community and social sites supplied 2.2% of Google AI Overview citations against 0.7% in the four chat engines. reddit.com was cited in 8.6% of overviews.
Watch names outside the tracked list.	Holland & Knight LLP (31 answers), Pillsbury Winthrop Shaw Pittman LLP (21 answers), Crowell & Moring LLP (20 answers), Miller & Chevalier Chartered (18 answers), Mayer Brown LLP (18 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.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Which elite law firms appear in these AI answers?

Skadden: 194/288 returned four-engine answers (67.4%; 95% interval 61.7–72.5%). The two leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

Kirkland & Ellis was the first firm named in 60 of 288 answers, with an average first position of 3.4.

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

An overview appeared on 35 of 41 searches (85.4%, CI 71.6–93.1%). Within those 35 overviews, Latham & Watkins and Kirkland & Ellis were named most often, in 22 each (62.9%).

Q4 Which sources do the engines cite?

Across 2,539 four-engine citations, chambers.com was cited most (250 citations, in 152 of 288 grounded answers), followed by skadden.com (116 citations).

Q5 Do the four engines agree?

Only in part. Claude named White & Case in 31 of 72 answers, against 10 to 14 of 72 on the other engines. Claude named Davis Polk in 38 of 72 answers, against 12 to 25 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	41
questions		runs each		AI engines		answers		Google searches · 35 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)	41	35 shown	35

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 43 tracked firms are ranked; results are not an exhaustive market ranking.
- Only the tracked firms were scored. Untracked names that appeared often were not scored, including Holland & Knight LLP (31 answers), Pillsbury Winthrop Shaw Pittman LLP (21 answers), Crowell & Moring LLP (20 answers), Miller & Chevalier Chartered (18 answers), Mayer Brown LLP (18 answers).
- 329 of 360 planned results were returned: 31 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.
- 41 successful Google searches: 35 overviews shown; 6 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- No Core question names a tracked name.
- 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.
- Hogan Lovells and Cadwalader merged as Hogan Lovells Cadwalader on July 1, 2026 (hlc.com). A&O Shearman counts its former names Allen & Overy and Shearman & Sterling. Akin Gump rebranded as Akin in 2023 (akin.com belongs to an unrelated company, so it is not counted as Akin's site); McDermott Will & Emery and Schulte Roth & Zabel combined in 2025 as McDermott Will & Schulte (former names count). The index counts how often names appear and makes no legal 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	**What are the top law firms in the US?**	Overall	CORE QUESTION
02	**Which law firms are best for large M&A transactions?**	M&A	CORE QUESTION
03	**Which law firms are best for white-collar criminal defense?**	White-collar defense	CORE QUESTION
04	**Which firms are leading for SEC enforcement defense?**	SEC enforcement	CORE QUESTION
05	**Which law firms are best for antitrust merger review?**	Antitrust	CORE QUESTION
06	**Which firms handle CFIUS reviews?**	CFIUS and national security	CORE QUESTION
07	**Which law firms are best for trusts and estates for ultra-high-net-worth families?**	Trusts and estates	CORE QUESTION
08	**Which law firms are best for tax planning for large corporations?**	Tax	CORE QUESTION
09	**Which law firms are best for high-stakes commercial litigation?**	Commercial litigation	CORE QUESTION
10	**Which law firms are best for FCPA investigations?**	FCPA and internal investigations	CORE QUESTION
11	**Which law firms are best for private equity fund formation?**	Private equity	CORE QUESTION
12	**Which law firms are best for restructuring and bankruptcy?**	Restructuring and bankruptcy	CORE QUESTION
13	**Which law firms advise on the largest public company mergers?**	M&A	ADDED QUESTION
14	**Which law firms represent boards in hostile takeover defense?**	M&A	ADDED QUESTION
15	**Which law firms represent executives in federal criminal investigations?**	White-collar defense	ADDED QUESTION
16	**Which law firms have former SEC officials in their enforcement practice?**	SEC enforcement	ADDED QUESTION
17	**Which law firms represent companies in DOJ antitrust investigations?**	Antitrust	ADDED QUESTION
18	**Which law firms advise foreign investors on US national security reviews?**	CFIUS and national security	ADDED QUESTION
19	**Which law firms advise family offices on estate planning?**	Trusts and estates	ADDED QUESTION
20	**Which law firms represent companies in IRS tax disputes?**	Tax	ADDED QUESTION
21	**Which law firms are known for bet-the-company trials?**	Commercial litigation	ADDED QUESTION
22	**Which law firms conduct internal investigations for corporate boards?**	FCPA and internal investigations	ADDED QUESTION
23	**Which law firms advise private equity firms on buyouts?**	Private equity	ADDED QUESTION
24	**Which law firms represent debtors in Chapter 11 cases?**	Restructuring and bankruptcy	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Elite Law Firms Index 2.0

Measured November 6 to 7, 2026 · 5W Public Relations

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RESEARCH
5wpr.com/research