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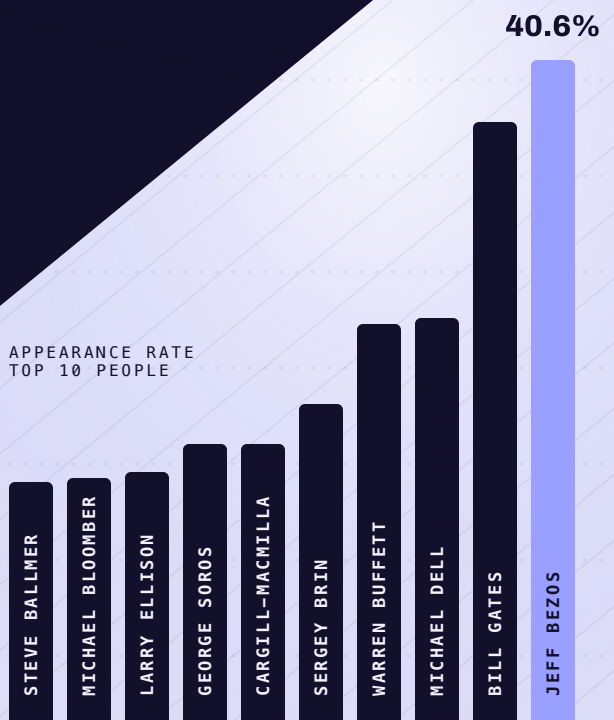
FAMILY OFFICE PRINCIPALS REPUTATION INDEX

Which people AI engines name
288 AI answers · October 26, 2026

Measured :
October 26, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 60 Google AI Overviews

Prepared by :
5W
5wpr.com



AT A GLANCE

Bezos and Gates lead. The two are within the margin of error.

Jeff Bezos was the most-named tracked principal in this study: 117/288 (40.6%; Wilson 95% CI 35.1–46.4%) across ChatGPT, Claude, Gemini and Perplexity. Bill Gates followed at 106/288 (36.8%; Wilson 95% CI 31.4–42.5%). The study asked 24 questions three times per engine on 26 October 2026. These results measure naming frequency, not reputation or conduct; the accompanying original-card leaderboard separates broad card questions from the added questions.

> Version 2. This version replaces the first version of this study, first published July 5, 2026. It uses measured counts, so the two versions are not comparable.

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

40.6%
of answers named Jeff Bezos, the most-named (117 of 288)

23
tracked people named at least once (of 25)

83.3%
of Google searches showed an AI Overview (60 of 72)

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KEY FINDINGS

01 What the data shows

MOST NAMED

117/288 (40.6%)

Jeff Bezos: 117/288 (40.6%; Wilson 95% CI 35.1–46.4%). Bill Gates: 106/288 (36.8%; Wilson 95% CI 31.4–42.5%). The observed count order is descriptive, not proof that adjacent people are statistically different.

NAMED FIRST

60/288 (20.8%)

Jeff Bezos was first among tracked text-resolved names in 60 of 288 answers; mean tracked position when named was 2.

ORIGINAL CARD

9 questions

Jeff Bezos leads the original-card subset at 68/108 (63%; Wilson 95% CI 53.6–71.5%). Compare it with the all-24 leaderboard to assess question balance.

AI OVERVIEWS

60/72 (83.3%)

Google showed an overview in 83.3% of lookups (Wilson 95% CI 73.1–90.2%). Jeff Bezos was most named within shown overviews: 25/60 (41.7%; Wilson 95% CI 30.1–54.3%).

FIVE SURFACES

142/348 (40.8%)

Jeff Bezos had the highest combined count: 142/348 (40.8%; Wilson 95% CI 35.8–46%). Only shown AI Overviews join the four-engine denominator.

AFFILIATED DOMAINS

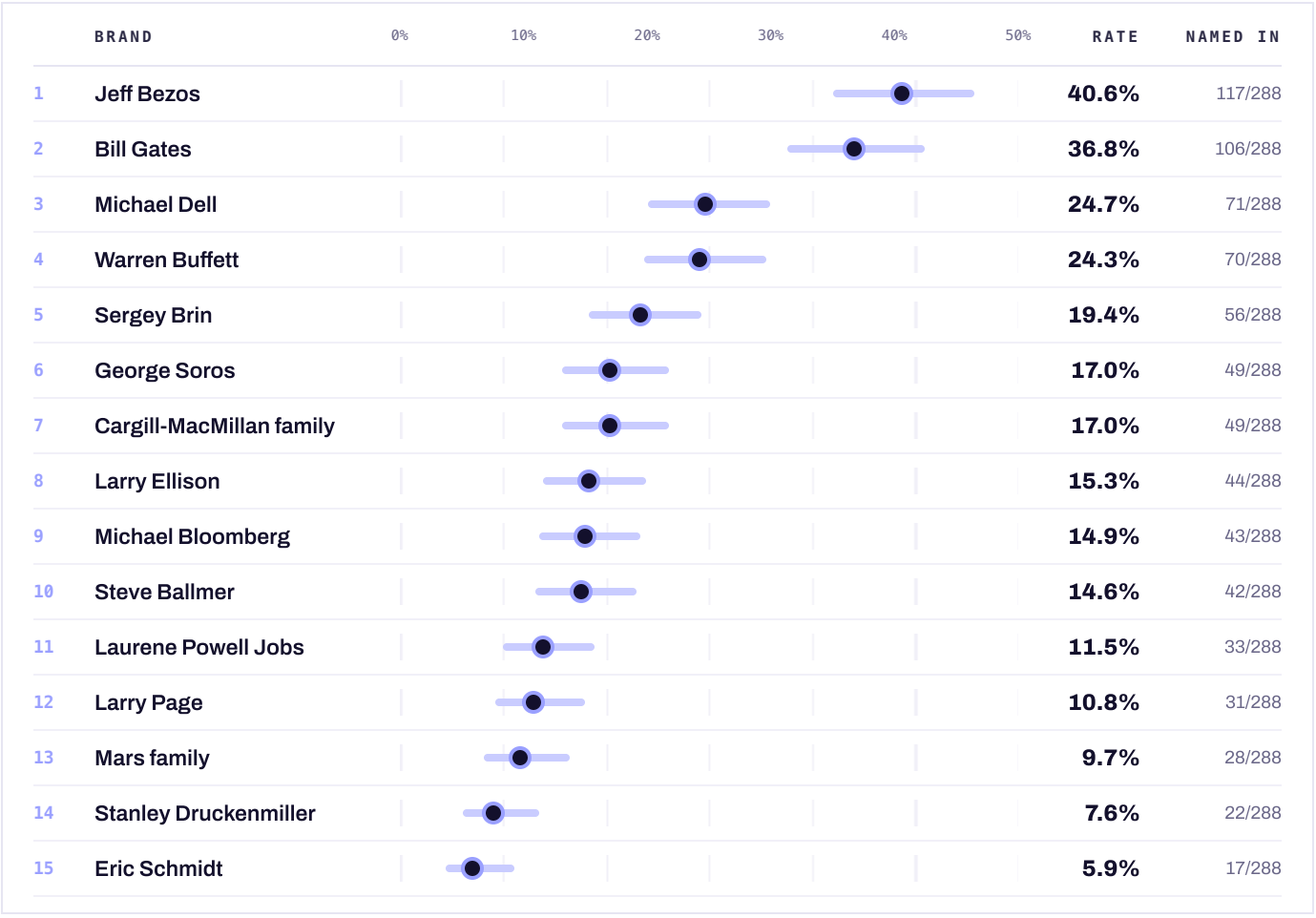
9/285 (3.2%)

Michael Bloomberg had the highest own/affiliated-domain answer count: 9/285 (3.2%). Citation attribution requires that the same answer name the person.

THE LEADERBOARD

02 Which people 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	Jeff Bezos	40.6%	117/288
2	Bill Gates	36.8%	106/288
3	Michael Dell	24.7%	71/288
4	Warren Buffett	24.3%	70/288
5	Sergey Brin	19.4%	56/288
6	George Soros	17.0%	49/288
7	Cargill-MacMillan family	17.0%	49/288
8	Larry Ellison	15.3%	44/288
9	Michael Bloomberg	14.9%	43/288
10	Steve Ballmer	14.6%	42/288
11	Laurene Powell Jobs	11.5%	33/288
12	Larry Page	10.8%	31/288
13	Mars family	9.7%	28/288
14	Stanley Druckenmiller	7.6%	22/288
15	Eric Schmidt	5.9%	17/288

02 THE LEADERBOARD

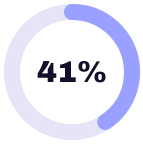
The full list

Own-domain citation is the share of 285 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,378 citations.

#	PERSON	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Jeff Bezos**	117/288	**40.6%**	35.1–46.4%	2	2.5% (7/285)	0.3%
2	**Bill Gates**	106/288	**36.8%**	31.4–42.5%	2.3	1.1% (3/285)	0.1%
3	**Michael Dell**	71/288	**24.7%**	20–29.9%	3.4	0% (0/285)	0%
4	**Warren Buffett**	70/288	**24.3%**	19.7–29.6%	2.7	1.1% (3/285)	0.1%
5	**Sergey Brin**	56/288	**19.4%**	15.3–24.4%	3.9	0% (0/285)	0%
6	**George Soros**	49/288	**17%**	13.1–21.8%	2.5	0% (0/285)	0%
7	**Cargill-MacMillan family**	49/288	**17%**	13.1–21.8%	2.6	0.4% (1/285)	0%
8	**Larry Ellison**	44/288	**15.3%**	11.6–19.9%	3.9	0% (0/285)	0%
9	**Michael Bloomberg**	43/288	**14.9%**	11.3–19.5%	3.3	3.2% (9/285)	0.8%
10	**Steve Ballmer**	42/288	**14.6%**	11–19.1%	4.5	0% (0/285)	0%
11	**Laurene Powell Jobs**	33/288	**11.5%**	8.3–15.7%	3.1	1.1% (3/285)	0.1%
12	**Larry Page**	31/288	**10.8%**	7.7–14.9%	2.6	0% (0/285)	0%
13	**Mars family**	28/288	**9.7%**	6.8–13.7%	2.1	0% (0/285)	0%
14	**Stanley Druckenmiller**	22/288	**7.6%**	5.1–11.3%	2.5	0% (0/285)	0%
15	**Eric Schmidt**	17/288	**5.9%**	3.7–9.2%	2.3	0% (0/285)	0%
16	**Carl Icahn**	16/288	**5.6%**	3.4–8.8%	3.1	0.4% (1/285)	0%
17	**Reid Hoffman**	16/288	**5.6%**	3.4–8.8%	3.3	0% (0/285)	0%
18	**Jim Walton**	11/288	**3.8%**	2.1–6.7%	3.6	0% (0/285)	0%
19	**Pritzker family**	10/288	**3.5%**	1.9–6.3%	3.8	0.7% (2/285)	0.1%
20	**Carrie Walton Penner**	5/288	**1.7%**	0.7–4%	1	0% (0/285)	0%
21	**Charles Koch**	5/288	**1.7%**	0.7–4%	2	0% (0/285)	0%
22	**Phil Knight**	2/288	**0.7%**	0.2–2.5%	6	0% (0/285)	0%
23	**Lauder family**	1/288	**0.3%**	0.1–1.9%	3	0% (0/285)	0%
24	**Charlie Ergen**	0/288	**0%**	0–1.3%	–	0% (0/285)	0%
25	**Shari Redstone**	0/288	**0%**	0–1.3%	–	0% (0/285)	0%

PROFILES

03 The top eight, side by side



RANK 1

Jeff Bezos

117/288 answers · 95% CI 35.1–46.4%

2	2.5%	0.3%
first-mention position	owned-domain citation (7/285)	citation share



RANK 2

Bill Gates

106/288 answers · 95% CI 31.4–42.5%

2.3	1.1%	0.1%
first-mention position	owned-domain citation (3/285)	citation share



RANK 3

Michael Dell

71/288 answers · 95% CI 20–29.9%

3.4	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

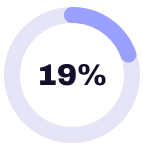


RANK 4

Warren Buffett

70/288 answers · 95% CI 19.7–29.6%

2.7	1.1%	0.1%
first-mention position	owned-domain citation (3/285)	citation share

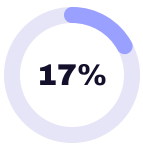


RANK 5

Sergey Brin

56/288 answers · 95% CI 15.3–24.4%

3.9	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

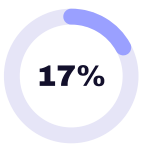


RANK 6

George Soros

49/288 answers · 95% CI 13.1–21.8%

2.5	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

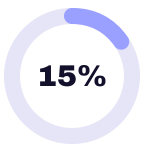


RANK 7

Cargill-MacMillan family

49/288 answers · 95% CI 13.1–21.8%

2.6	0.4%	0%
first-mention position	owned-domain citation (1/285)	citation share



RANK 8

Larry Ellison

44/288 answers · 95% CI 11.6–19.9%

3.9	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

Each engine returned 72 answers. ChatGPT: Bill Gates 31/72 (43.1%); Jeff Bezos 29/72 (40.3%); Michael Dell 17/72 (23.6%); 72/72 grounded. Claude: Jeff Bezos 33/72 (45.8%); Michael Dell 23/72 (31.9%); Bill Gates 22/72 (30.6%); 69/72 grounded. Gemini: Jeff Bezos 28/72 (38.9%); Bill Gates 28/72 (38.9%); Warren Buffett 20/72 (27.8%); 72/72 grounded.

ChatGPT

72 ASKED · 72 RETURNED · 72 GROUNDED

Bill Gates	**43.1%**
Jeff Bezos	**40.3%**
Michael Dell	**23.6%**
Warren Buffett	**23.6%**
George Soros	**22.2%**
Michael Bloomberg	**12.5%**

Claude

72 ASKED · 72 RETURNED · 69 GROUNDED

Jeff Bezos	**45.8%**
Michael Dell	**31.9%**
Bill Gates	**30.6%**
Sergey Brin	**27.8%**
Warren Buffett	**23.6%**
Steve Ballmer	**23.6%**

Gemini

72 ASKED · 72 RETURNED · 72 GROUNDED

Jeff Bezos	**38.9%**
Bill Gates	**38.9%**
Warren Buffett	**27.8%**
Cargill-MacMillan family	**20.8%**
Michael Dell	**18.1%**
Sergey Brin	**16.7%**

Perplexity

72 ASKED · 72 RETURNED · 72 GROUNDED

Jeff Bezos	**37.5%**
Bill Gates	**34.7%**
Michael Dell	**25%**
Warren Buffett	**22.2%**
Sergey Brin	**22.2%**
Larry Ellison	**20.8%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 72 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 60 = 348 answers.



TRIGGER RATE

Google showed 60 of 72 overviews (83.3%); 12 searches showed none and 0 failed. Within shown overviews: Jeff Bezos 25/60 (41.7%; Wilson 95% CI 30.1–54.3%); Bill Gates 19/60 (31.7%; Wilson 95% CI 21.3–44.2%); Warren Buffett 13/60 (21.7%; Wilson 95% CI 13.1–33.6%); Steve Ballmer 12/60 (20%; Wilson 95% CI 11.8–31.8%); George Soros 10/60 (16.7%; Wilson 95% CI 9.3–28%). No-overview searches are not errors or negative person appearances.

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

1	Jeff Bezos	40.8%	=
2	Bill Gates	35.9%	=
3	Warren Buffett	23.9%	▲ 1
4	Michael Dell	23.0%	▼ 1
5	Sergey Brin	18.4%	=
6	George Soros	17.0%	=
7	Cargill-MacMillan family	16.4%	=
8	Steve Ballmer	15.5%	▲ 2

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

Bill Gates 100%

Jeff Bezos	83.3%
Michael Dell	75%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Jeff Bezos 100%

TIED WITH BILL GATES

Bill Gates	100%
Michael Dell	91.7%

AI Overview shown on 1 of 3 searches

Q03 · 12 ANSWERS

Warren Buffett 100%

George Soros	83.3%
Carl Icahn	66.7%

AI Overview shown on 2 of 3 searches

Q04 · 12 ANSWERS

Jeff Bezos 100%

TIED WITH LAURENE POWELL JOBS

Laurene Powell Jobs	100%
Eric Schmidt	50%

AI Overview shown on 1 of 3 searches

Q05 · 12 ANSWERS

Warren Buffett 100%

TIED WITH BILL GATES

Bill Gates	100%
Michael Bloomberg	91.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Cargill-MacMillan family 75%

Mars family	41.7%
Pritzker family	16.7%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,378 citations. Of 2,378 four-engine citations, general news and business press supplied 659 (27.7%), company and brand sites 414 (17.4%), directories and rankings 297 (12.5%) and reference sites 237 (10%). The next most cited were altss.com (61 answers, 21.4%) and finance.yahoo.com (40 answers, 14%).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

forbes.com	**36.5%**
en.wikipedia.org	**36.5%**
altss.com	**21.4%**
wikipedia.org	**16.8%**
andsimple.co	**15.4%**
finance.yahoo.com	**14%**
unbiased.com	**10.5%**
businessinsider.com	**10.2%**
cnbc.com	**9.8%**
youtube.com	**9.5%**

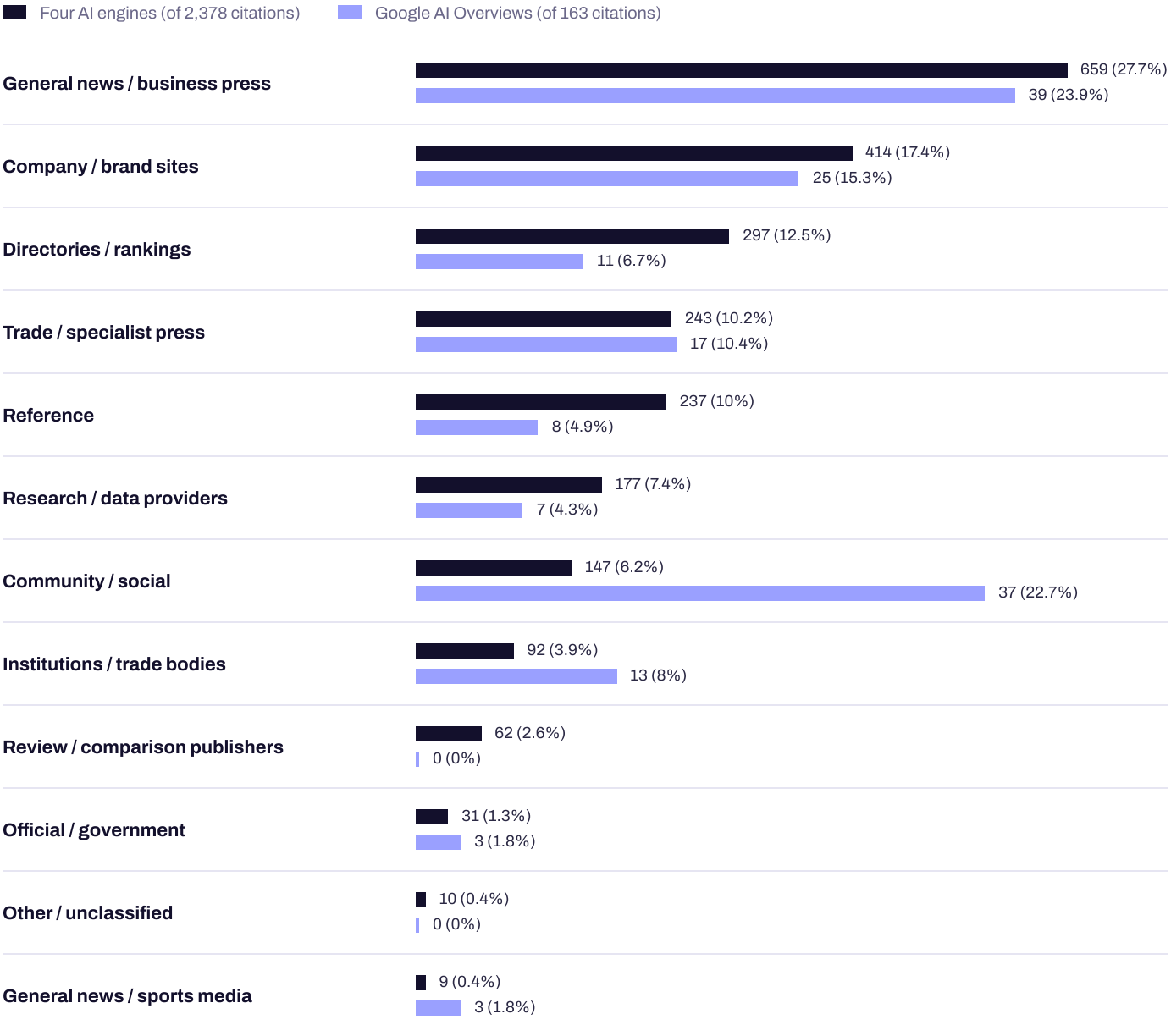
GOOGLE AI OVERVIEWS · SHARE OF 60 OVERVIEWS

linkedin.com	**21.7%**
forbes.com	**16.7%**
youtube.com	**13.3%**
en.wikipedia.org	**13.3%**
facebook.com	**10%**
usatoday.com	**8.3%**
swfinstitute.org	**6.7%**
bloomberg.org	**5%**
givingpledge.org	**5%**
investingintheweb.com	**5%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



07

WHAT THE DATA SUGGESTS

How can people 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.	Michael Bloomberg's affiliated domains were cited in 3.2% of grounded answers, Jeff Bezos's in 2.5% and Warren Buffett's in 1.1%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were forbes.com (in 36.5% of grounded answers), en.wikipedia.org (36.5%), altss.com (21.4%), wikipedia.org (16.8%) and andsimple.co (15.4%). General news and business press supplied 27.7% of citations and directories and rankings 12.5%.
Check each engine separately.	Claude named Steve Ballmer in 23.6% of answers against 5.6% on ChatGPT. Claude named Sergey Brin in 27.8% of answers against 11.1% on ChatGPT.
Do not ignore video and community sites.	Community and social sites supplied 22.7% of Google AI Overview citations against 6.2% in the four chat engines. linkedin.com was cited in 21.7% of overviews, youtube.com in 13.3% and facebook.com in 10.0%.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

08 Frequently asked questions

Q1 Who was most named in this study?

Jeff Bezos: 117/288 (40.6%; Wilson 95% CI 35.1–46.4%). This is visibility in this question set, not a reputation judgment.

Q2 What does the original-card subset show?

Jeff Bezos leads at 68/108 (63%; Wilson 95% CI 53.6–71.5%). The main leaderboard pools all 24 questions (288 four-engine answers). The original-card leaderboard uses 9 questions (108 answers); 15 questions were added. The first-10 comparison includes the 9 card questions plus the first added question (120 answers); that added question is not relabeled as a card question. Added questions include named-firm founder/leader prompts and vehicle or principal-specific prompts, which lift people tied to those firms. Not all added questions name a firm. These are question-set-dependent visibility counts, not neutral population estimates or reputation scores.

Q3 How often did Google show an AI Overview?

Google showed 60 of 72 overviews (83.3%); 12 searches showed none and 0 failed. Within shown overviews: Jeff Bezos 25/60 (41.7%; Wilson 95% CI 30.1–54.3%); Bill Gates 19/60 (31.7%; Wilson 95% CI 21.3–44.2%); Warren Buffett 13/60 (21.7%; Wilson 95% CI 13.1–33.6%); Steve Ballmer 12/60 (20%; Wilson 95% CI 11.8–31.8%); George Soros 10/60 (16.7%; Wilson 95% CI 9.3–28%). No-overview searches are not errors or negative person appearances.

Q4 How are people with middle initials matched?

Person matching requires first and last names with up to three optional middle names or initials, disclosed short/long first-name equivalents, and word boundaries allowing possessives, honorifics and suffixes. Surnames alone are not merged into people. Joint spouse phrases are not treated as middle names. Text determines order; an extracted-entity-only match counts for appearance but has unknown text position and is excluded from first-mention statistics. Family groups retain their disclosed family/company aliases and are not individual people. First-name variants (for example Jeffrey for Jeff and Lawrence for Larry) are also matched, but only together with the tracked last name.

Q5 Do citations to a shared company domain count for everyone?

No. A person must also be named in that answer. An own-domain citation is an affiliated-source measure, not evidence that the person authored or controlled the page.

Q6 Can this establish reputation, causality or changes over time?

No. The study measures mentions, first appearance among tracked names, and citations on one measurement date; it does not score sentiment, conduct, causality or comparable historical change.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	72
questions		runs each		AI engines		answers		Google searches · 60 AI Overviews

Person matching requires first and last names with up to three optional middle names or initials, disclosed short/long first-name equivalents, and word boundaries allowing possessives, honorifics and suffixes. Surnames alone are not merged into people. Joint spouse phrases are not treated as middle names. Text determines order; an extracted-entity-only match counts for appearance but has unknown text position and is excluded from first-mention statistics. Family groups retain their disclosed family/company aliases and are not individual people. First-name variants (for example Jeffrey for Jeff and Lawrence for Larry) are also matched, but only together with the tracked last name. The main leaderboard pools all 24 questions (288 four-engine answers). The original-card leaderboard uses 9 questions (108 answers); 15 questions were added. The first-10 comparison includes the 9 card questions plus the first added question (120 answers); that added question is not relabeled as a card question. Added questions include named-firm founder/leader prompts and vehicle or principal-specific prompts, which lift people tied to those firms. Not all added questions name a firm. These are question-set-dependent visibility counts, not neutral population estimates or reputation scores. 24 questions, each asked 3 times on each engine, measured October 26, 2026. Market: United States, English. The destination site was not mentioned to any engine. Entities count as named when they appear in the answer text or the extracted entity list; products, imprints and research arms roll up to their parent.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	69
Gemini	gemini-3.7-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	72	60 shown	60

Own-domain citations count a domain plus all its subdomains, with the same rule in every table. For people, the domain is their organization's, and a citation counts only in answers that also name that person.

METRIC DEFINITIONS

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

LIMITATIONS

- Measured on one day, October 26, 2026. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- The main leaderboard pools all 24 questions (288 four-engine answers). The original-card leaderboard uses 9 questions (108 answers); 15 questions were added. The first-10 comparison includes the 9 card questions plus the first added question (120 answers); that added question is not relabeled as a card question. Added questions include named-firm founder/leader prompts and vehicle or principal-specific prompts, which lift people tied to those firms. Not all added questions name a firm. These are question-set-dependent visibility counts, not neutral population estimates or reputation scores.
- Each engine contributes only 72 answers; per-engine and AI Overview intervals are wide. Repeated trials are not independent samples of people or public opinion.
- Visibility, not sentiment, accuracy, conduct or reputation, is measured. Marginal Wilson intervals alone are not pairwise significance tests.
- Affiliated domains can be shared by several principals. Same-answer naming gates citation attribution.
- One question, "What is Cascade Investment and who owns it?", names an investment firm, so those counts include up to 12 answers to it. Without it, Jeff Bezos and Bill Gates are still the top two.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.

10

QUESTION BALANCE

All 24 questions versus the original card

The main leaderboard pools all 24 questions (288 four-engine answers). The original-card leaderboard uses 9 questions (108 answers); 15 questions were added. The first-10 comparison includes the 9 card questions plus the first added question (120 answers); that added question is not relabeled as a card question. Added questions include named-firm founder/leader prompts and vehicle or principal-specific prompts, which lift people tied to those firms. Not all added questions name a firm. These are question-set-dependent visibility counts, not neutral population estimates or reputation scores.

NAME	ALL 24	ALL RATE	CARD	CARD RATE	FIRST 10
Jeff Bezos	**117/288**	40.6%	68/108	63%	74/120
Bill Gates	**106/288**	36.8%	50/108	46.3%	62/120
Michael Dell	**71/288**	24.7%	39/108	36.1%	43/120
Warren Buffett	**70/288**	24.3%	36/108	33.3%	36/120
Sergey Brin	**56/288**	19.4%	33/108	30.6%	37/120
George Soros	**49/288**	17%	44/108	40.7%	45/120
Cargill–MacMillan family	**49/288**	17%	19/108	17.6%	27/120
Larry Ellison	**44/288**	15.3%	16/108	14.8%	16/120
Michael Bloomberg	**43/288**	14.9%	14/108	13%	14/120
Steve Ballmer	**42/288**	14.6%	17/108	15.7%	26/120
Laurene Powell Jobs	**33/288**	11.5%	22/108	20.4%	22/120
Larry Page	**31/288**	10.8%	14/108	13%	14/120
Mars family	**28/288**	9.7%	8/108	7.4%	8/120
Stanley Druckenmiller	**22/288**	7.6%	20/108	18.5%	20/120
Eric Schmidt	**17/288**	5.9%	11/108	10.2%	11/120
Carl Icahn	**16/288**	5.6%	16/108	14.8%	16/120
Reid Hoffman	**16/288**	5.6%	5/108	4.6%	5/120
Jim Walton	**11/288**	3.8%	2/108	1.9%	2/120
Pritzker family	**10/288**	3.5%	7/108	6.5%	7/120
Carrie Walton Penner	**5/288**	1.7%	0/108	0%	0/120
Charles Koch	**5/288**	1.7%	0/108	0%	0/120
Phil Knight	**2/288**	0.7%	2/108	1.9%	2/120
Lauder family	**1/288**	0.3%	0/108	0%	0/120
Charlie Ergen	**0/288**	0%	0/108	0%	0/120
Shari Redstone	**0/288**	0%	0/108	0%	0/120

QUESTION BALANCE

10 Original-card leaderboard and intervals

#	NAME	NAMED / ANSWERS	RATE	WILSON 95% CI
1	Jeff Bezos	68/108	63%	53.6–71.5%
2	Bill Gates	50/108	46.3%	37.2–55.7%
3	George Soros	44/108	40.7%	31.9–50.2%
4	Michael Dell	39/108	36.1%	27.7–45.5%
5	Warren Buffett	36/108	33.3%	25.2–42.7%
6	Sergey Brin	33/108	30.6%	22.7–39.8%
7	Laurene Powell Jobs	22/108	20.4%	13.9–28.9%
8	Stanley Druckenmiller	20/108	18.5%	12.3–26.9%
9	Cargill-MacMillan family	19/108	17.6%	11.6–25.8%
10	Steve Ballmer	17/108	15.7%	10.1–23.8%
11	Carl Icahn	16/108	14.8%	9.3–22.7%
12	Larry Ellison	16/108	14.8%	9.3–22.7%
13	Michael Bloomberg	14/108	13%	7.9–20.6%
14	Larry Page	14/108	13%	7.9–20.6%
15	Eric Schmidt	11/108	10.2%	5.8–17.3%
16	Mars family	8/108	7.4%	3.8–13.9%
17	Pritzker family	7/108	6.5%	3.2–12.8%
18	Reid Hoffman	5/108	4.6%	2–10.4%
19	Jim Walton	2/108	1.9%	0.5–6.5%
20	Phil Knight	2/108	1.9%	0.5–6.5%
21	Carrie Walton Penner	0/108	0%	0–3.4%
22	Charles Koch	0/108	0%	0–3.4%
23	Charlie Ergen	0/108	0%	0–3.4%
24	Lauder family	0/108	0%	0–3.4%
25	Shari Redstone	0/108	0%	0–3.4%

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 largest family offices in the US?	Family office principals	CORE QUESTION
02	Which billionaires run the most influential family offices?	Family office principals	CORE QUESTION
03	Who are the most respected billionaire investors?	Family office principals	CORE QUESTION
04	Which family offices invest in venture capital and startups?	Family office principals	CORE QUESTION
05	Who are the most generous billionaire philanthropists?	Family office principals	CORE QUESTION
06	Which American families have the oldest large private fortunes?	Family office principals	CORE QUESTION
07	Which family offices are most active in direct deals?	Family office principals	CORE QUESTION
08	Who are the most influential billionaires in business today?	Family office principals	CORE QUESTION
09	Which billionaires have converted their hedge funds into family offices?	Family office principals	CORE QUESTION
10	Which family offices have the most assets under management?	Family office principals	ADDED QUESTION
11	Who are the richest people in the United States?	Family office principals	ADDED QUESTION
12	What is Cascade Investment and who owns it?	Family office principals	ADDED QUESTION
13	Who runs Bezos Expeditions?	Family office principals	ADDED QUESTION
14	What is Bloomberg Philanthropies?	Family office principals	ADDED QUESTION
15	Which family offices manage the Walton family fortune?	Family office principals	ADDED QUESTION
16	What is MSD Capital?	Family office principals	ADDED QUESTION
17	Which billionaires have signed the Giving Pledge?	Family office principals	ADDED QUESTION
18	Who are the largest family-owned private companies in the US?	Family office principals	ADDED QUESTION
19	Which billionaire families own sports teams?	Family office principals	ADDED QUESTION
20	Which billionaires invest heavily in real estate?	Family office principals	ADDED QUESTION
21	Which family offices invest in artificial intelligence companies?	Family office principals	ADDED QUESTION
22	Who are the most influential billionaire investors in technology?	Family office principals	ADDED QUESTION
23	Which billionaire foundations are largest by assets?	Family office principals	ADDED QUESTION
24	Which US family fortunes have lasted the most generations?	Family office principals	ADDED QUESTION

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ENGINE COUNTS

All tracked names by engine

NAME	CHATGPT	CLAUDE	GEMINI	PERPLEXITY	AIO
Jeff Bezos	**29/72 (40.3%)**	33/72 (45.8%)	28/72 (38.9%)	27/72 (37.5%)	25/60 (41.7%)
Bill Gates	**31/72 (43.1%)**	22/72 (30.6%)	28/72 (38.9%)	25/72 (34.7%)	19/60 (31.7%)
Michael Dell	**17/72 (23.6%)**	23/72 (31.9%)	13/72 (18.1%)	18/72 (25%)	9/60 (15%)
Warren Buffett	**17/72 (23.6%)**	17/72 (23.6%)	20/72 (27.8%)	16/72 (22.2%)	13/60 (21.7%)
Sergey Brin	**8/72 (11.1%)**	20/72 (27.8%)	12/72 (16.7%)	16/72 (22.2%)	8/60 (13.3%)
George Soros	**16/72 (22.2%)**	13/72 (18.1%)	10/72 (13.9%)	10/72 (13.9%)	10/60 (16.7%)
Cargill–MacMillan family	**7/72 (9.7%)**	15/72 (20.8%)	15/72 (20.8%)	12/72 (16.7%)	8/60 (13.3%)
Larry Ellison	**4/72 (5.6%)**	15/72 (20.8%)	10/72 (13.9%)	15/72 (20.8%)	7/60 (11.7%)
Michael Bloomberg	**9/72 (12.5%)**	9/72 (12.5%)	12/72 (16.7%)	13/72 (18.1%)	6/60 (10%)
Steve Ballmer	**5/72 (6.9%)**	17/72 (23.6%)	10/72 (13.9%)	10/72 (13.9%)	12/60 (20%)
Laurene Powell Jobs	**6/72 (8.3%)**	9/72 (12.5%)	12/72 (16.7%)	6/72 (8.3%)	6/60 (10%)
Larry Page	**3/72 (4.2%)**	11/72 (15.3%)	6/72 (8.3%)	11/72 (15.3%)	7/60 (11.7%)
Mars family	**3/72 (4.2%)**	8/72 (11.1%)	7/72 (9.7%)	10/72 (13.9%)	2/60 (3.3%)
Stanley Druckenmiller	**4/72 (5.6%)**	7/72 (9.7%)	7/72 (9.7%)	4/72 (5.6%)	4/60 (6.7%)
Eric Schmidt	**5/72 (6.9%)**	3/72 (4.2%)	4/72 (5.6%)	5/72 (6.9%)	5/60 (8.3%)
Carl Icahn	**4/72 (5.6%)**	4/72 (5.6%)	5/72 (6.9%)	3/72 (4.2%)	3/60 (5%)
Reid Hoffman	**1/72 (1.4%)**	2/72 (2.8%)	11/72 (15.3%)	2/72 (2.8%)	0/60 (0%)
Jim Walton	**1/72 (1.4%)**	2/72 (2.8%)	4/72 (5.6%)	4/72 (5.6%)	0/60 (0%)
Pritzker family	**4/72 (5.6%)**	2/72 (2.8%)	0/72 (0%)	4/72 (5.6%)	0/60 (0%)
Carrie Walton Penner	**0/72 (0%)**	0/72 (0%)	3/72 (4.2%)	2/72 (2.8%)	1/60 (1.7%)
Charles Koch	**0/72 (0%)**	3/72 (4.2%)	2/72 (2.8%)	0/72 (0%)	1/60 (1.7%)
Phil Knight	**0/72 (0%)**	0/72 (0%)	2/72 (2.8%)	0/72 (0%)	0/60 (0%)
Lauder family	**0/72 (0%)**	0/72 (0%)	0/72 (0%)	1/72 (1.4%)	0/60 (0%)
Charlie Ergen	**0/72 (0%)**	0/72 (0%)	0/72 (0%)	0/72 (0%)	0/60 (0%)
Shari Redstone	**0/72 (0%)**	0/72 (0%)	0/72 (0%)	0/72 (0%)	0/60 (0%)

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LEADERS BY QUESTION

All 24 question leaders

#	QUESTION	MOST NAMED	FIRST MOST OFTEN	AIO SHOWN
1	**What are the largest family offices in the US?**	Bill Gates: 12/12; Jeff Bezos: 10/12; Michael Dell: 9/12	Bill Gates: 8/12	3/3
2	**Which billionaires run the most influential family offices?**	Jeff Bezos: 12/12; Bill Gates: 12/12; Michael Dell: 11/12	Bill Gates: 8/12	1/3
3	**Who are the most respected billionaire investors?**	Warren Buffett: 12/12; George Soros: 10/12; Carl Icahn: 8/12	Warren Buffett: 12/12	2/3
4	**Which family offices invest in venture capital and startups?**	Jeff Bezos: 12/12; Laurene Powell Jobs: 12/12; Eric Schmidt: 6/12	Jeff Bezos: 7/12	1/3
5	**Who are the most generous billionaire philanthropists?**	Warren Buffett: 12/12; Bill Gates: 12/12; Michael Bloomberg: 11/12	Warren Buffett: 10/12	3/3
6	**Which American families have the oldest large private fortunes?**	Cargill-MacMillan family: 9/12; Mars family: 5/12; Pritzker family: 2/12	Cargill-MacMillan family: 7/12	3/3
7	**Which family offices are most active in direct deals?**	Jeff Bezos: 9/12; Laurene Powell Jobs: 7/12; Stanley Druckenmiller: 6/12	Jeff Bezos: 4/12	3/3
8	**Who are the most influential billionaires in business today?**	Warren Buffett: 12/12; Jeff Bezos: 12/12; Larry Page: 10/12	Jeff Bezos: 11/12	2/3
9	**Which billionaires have converted their hedge funds into family offices?**	George Soros: 12/12; Stanley Druckenmiller: 12/12; Carl Icahn: 6/12	George Soros: 9/12	2/3
10	**Which family offices have the most assets under management?**	Bill Gates: 12/12; Steve Ballmer: 9/12; Cargill-MacMillan family: 8/12	Bill Gates: 12/12	3/3
11	**Who are the richest people in the United States?**	Warren Buffett: 12/12; Jeff Bezos: 12/12; Sergey Brin: 12/12	Jeff Bezos: 11/12	3/3
12	**What is Cascade Investment and who owns it?**	Bill Gates: 12/12; Warren Buffett: 4/12	Bill Gates: 12/12	3/3
13	**Who runs Bezos Expeditions?**	Jeff Bezos: 12/12	Jeff Bezos: 12/12	3/3
14	**What is Bloomberg Philanthropies?**	Michael Bloomberg: 12/12	Michael Bloomberg: 12/12	3/3
15	**Which family offices manage the Walton family fortune?**	Jim Walton: 5/12	Jim Walton: 5/12	3/3
16	**What is MSD Capital?**	Michael Dell: 12/12; George Soros: 3/12	Michael Dell: 12/12	3/3
17	**Which billionaires have signed the Giving Pledge?**	Warren Buffett: 12/12; Bill Gates: 12/12; Michael Bloomberg: 10/12	Warren Buffett: 8/12	3/3
18	**Who are the largest family-owned private companies in the US?**	Mars family: 12/12; Cargill-MacMillan family: 12/12; Charles Koch: 5/12	Cargill-MacMillan family: 11/12	2/3
19	**Which billionaire families own sports teams?**	Carrie Walton Penner: 5/12; Steve Ballmer: 3/12	Carrie Walton Penner: 5/12	3/3
20	**Which billionaires invest heavily in real estate?**	Larry Ellison: 3/12; Warren Buffett: 2/12; Jeff Bezos: 1/12	Warren Buffett: 2/12	3/3
21	**Which family offices invest in artificial intelligence companies?**	Laurene Powell Jobs: 11/12; Jeff Bezos: 9/12; Eric Schmidt: 6/12	Eric Schmidt: 5/12	3/3
22	**Who are the most influential billionaire investors in technology?**	Jeff Bezos: 9/12; Bill Gates: 8/12; Larry Page: 7/12	Jeff Bezos: 6/12	2/3
23	**Which billionaire foundations are largest by assets?**	Bill Gates: 5/12; Michael Bloomberg: 4/12; Warren Buffett: 3/12	Bill Gates: 5/12	1/3
24	**Which US family fortunes have lasted the most generations?**	Cargill-MacMillan family: 10/12; Mars family: 8/12; Pritzker family: 2/12	Cargill-MacMillan family: 6/12	2/3

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POSITIONS AND AIO

First naming, AI Overviews and five surfaces

NAME	FIRST / 288	MEAN POSITION	AIO (95% CI)	FIVE (95% CI)
Jeff Bezos	60/288	2	25/60; 30.1–54.3%	142/348; 35.8–46%
Bill Gates	52/288	2.3	19/60; 21.3–44.2%	125/348; 31.1–41.1%
Michael Dell	13/288	3.4	9/60; 8.1–26.1%	80/348; 18.9–27.7%
Warren Buffett	32/288	2.7	13/60; 13.1–33.6%	83/348; 19.7–28.6%
Sergey Brin	0/288	3.9	8/60; 6.9–24.2%	64/348; 14.7–22.8%
George Soros	10/288	2.5	10/60; 9.3–28%	59/348; 13.4–21.3%
Cargill–MacMillan family	24/288	2.6	8/60; 6.9–24.2%	57/348; 12.9–20.6%
Larry Ellison	2/288	3.9	7/60; 5.8–22.2%	51/348; 11.3–18.8%
Michael Bloomberg	14/288	3.3	6/60; 4.7–20.1%	49/348; 10.8–18.1%
Steve Ballmer	3/288	4.5	12/60; 11.8–31.8%	54/348; 12.1–19.7%
Laurene Powell Jobs	3/288	3.1	6/60; 4.7–20.1%	39/348; 8.3–15%
Larry Page	4/288	2.6	7/60; 5.8–22.2%	38/348; 8.1–14.6%
Mars family	8/288	2.1	2/60; 0.9–11.4%	30/348; 6.1–12%
Stanley Druckenmiller	5/288	2.5	4/60; 2.6–15.9%	26/348; 5.1–10.7%
Eric Schmidt	10/288	2.3	5/60; 3.6–18.1%	22/348; 4.2–9.4%
Carl Icahn	0/288	3.1	3/60; 1.7–13.7%	19/348; 3.5–8.4%
Reid Hoffman	5/288	3.3	0/60; 0–6%	16/348; 2.8–7.3%
Jim Walton	6/288	3.6	0/60; 0–6%	11/348; 1.8–5.6%
Pritzker family	0/288	3.8	0/60; 0–6%	10/348; 1.6–5.2%
Carrie Walton Penner	5/288	1	1/60; 0.3–8.9%	6/348; 0.8–3.7%
Charles Koch	0/288	2	1/60; 0.3–8.9%	6/348; 0.8–3.7%
Phil Knight	0/288	6	0/60; 0–6%	2/348; 0.2–2.1%
Lauder family	0/288	3	0/60; 0–6%	1/348; 0.1–1.6%
Charlie Ergen	0/288	Not positioned	0/60; 0–6%	0/348; 0–1.1%
Shari Redstone	0/288	Not positioned	0/60; 0–6%	0/348; 0–1.1%

5W

5W PUBLIC RELATIONS · RESEARCH

Reputation Index: Family Office Principals 2026

Measured October 26, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

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