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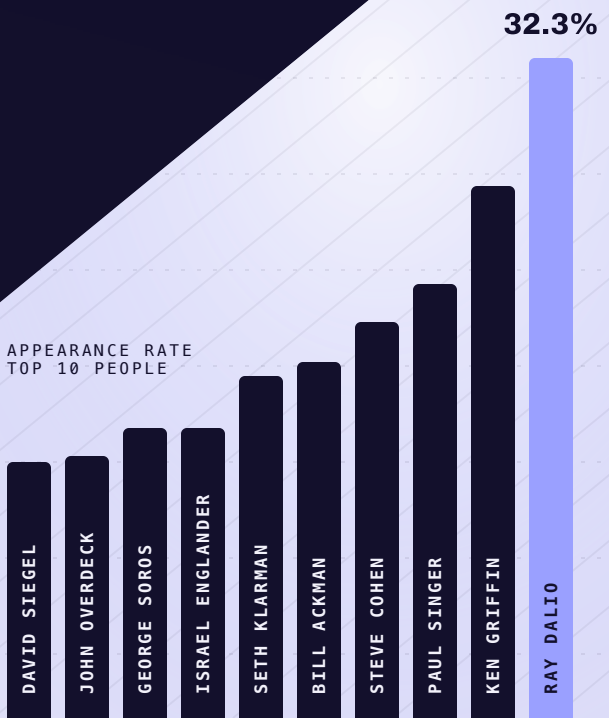
HEDGE FUND PRINCIPALS REPUTATION INDEX

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 68 Google AI Overviews

Prepared by :
5W
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AT A GLANCE

Dalio and Griffin lead. The two are within the margin of error.

Ray Dalio was the most-named tracked principal in this study: 93/288 (32.3%; Wilson 95% CI 27.2–37.9%) across ChatGPT, Claude, Gemini and Perplexity. Ken Griffin followed at 75/288 (26%; Wilson 95% CI 21.3–31.4%). 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

32.3%
of answers named Ray Dalio, the most-named (93 of 288)

25
tracked people named at least once (of 26)

94.4%
of Google searches showed an AI Overview (68 of 72)

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KEY FINDINGS

01 What the data shows

MOST NAMED

93/288 (32.3%)

Ray Dalio: 93/288 (32.3%; Wilson 95% CI 27.2–37.9%). Ken Griffin: 75/288 (26%; Wilson 95% CI 21.3–31.4%). The observed count order is descriptive, not proof that adjacent people are statistically different.

NAMED FIRST

45/288 (15.6%)

Ken Griffin was first among tracked text-resolved names in 45 of 288 answers; mean tracked position when named was 2.2.

ORIGINAL CARD

10 questions

Ray Dalio leads the original-card subset at 75/120 (62.5%; Wilson 95% CI 53.6–70.6%). Compare it with the all-24 leaderboard to assess question balance.

AI OVERVIEWS

68/72 (94.4%)

Google showed an overview in 94.4% of lookups (Wilson 95% CI 86.6–97.8%). Ray Dalio was most named within shown overviews: 18/68 (26.5%; Wilson 95% CI 17.4–38%).

FIVE SURFACES

111/356 (31.2%)

Ray Dalio had the highest combined count: 111/356 (31.2%; Wilson 95% CI 26.6–36.2%). Only shown AI Overviews join the four-engine denominator.

AFFILIATED DOMAINS

16/263 (6.1%)

Ken Griffin had the highest own/affiliated-domain answer count: 16/263 (6.1%). 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	Ray Dalio	32.3%	93/288
2	Ken Griffin	26.0%	75/288
3	Paul Singer	21.2%	61/288
4	Steve Cohen	19.4%	56/288
5	Bill Ackman	17.4%	50/288
6	Seth Klarman	16.7%	48/288
7	George Soros	14.2%	41/288
8	Israel Englander	14.2%	41/288
9	John Overdeck	12.8%	37/288
10	David Siegel	12.5%	36/288
11	David Tepper	12.2%	35/288
12	Chris Hohn	11.5%	33/288
13	Cliff Asness	11.1%	32/288
14	James Simons	11.1%	32/288
15	Daniel Loeb	10.8%	31/288

02 THE LEADERBOARD

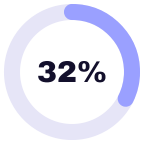
The full list

Own-domain citation is the share of 263 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,172 citations.

#	PERSON	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Ray Dalio	93/288	32.3%	27.2–37.9%	2.1	2.7% (7/263)	0.4%
2	Ken Griffin	75/288	26%	21.3–31.4%	2.2	6.1% (16/263)	1%
3	Paul Singer	61/288	21.2%	16.9–26.3%	3.2	1.9% (5/263)	0.2%
4	Steve Cohen	56/288	19.4%	15.3–24.4%	3.3	3.8% (10/263)	0.7%
5	Bill Ackman	50/288	17.4%	13.4–22.2%	3.6	1.1% (3/263)	0.1%
6	Seth Klarman	48/288	16.7%	12.8–21.4%	3.5	2.7% (7/263)	0.3%
7	George Soros	41/288	14.2%	10.7–18.7%	3.1	0.4% (1/263)	0%
8	Israel Englander	41/288	14.2%	10.7–18.7%	3	1.5% (4/263)	0.2%
9	John Overdeck	37/288	12.8%	9.5–17.2%	3.2	5.3% (14/263)	0.8%
10	David Siegel	36/288	12.5%	9.2–16.8%	3.8	5.3% (14/263)	0.8%
11	David Tepper	35/288	12.2%	8.9–16.4%	4.3	0% (0/263)	0%
12	Chris Hohn	33/288	11.5%	8.3–15.7%	5.7	0% (0/263)	0%
13	Cliff Asness	32/288	11.1%	8–15.3%	3.5	1.9% (5/263)	0.2%
14	James Simons	32/288	11.1%	8–15.3%	3.6	0% (0/263)	0%
15	Daniel Loeb	31/288	10.8%	7.7–14.9%	3.2	0% (0/263)	0%
16	Paul Tudor Jones	30/288	10.4%	7.4–14.5%	4.7	0% (0/263)	0%
17	Stanley Druckenmiller	23/288	8%	5.4–11.7%	3.4	0% (0/263)	0%
18	John Paulson	16/288	5.6%	3.4–8.8%	4.8	0% (0/263)	0%
19	Michael Platt	16/288	5.6%	3.4–8.8%	4.4	0% (0/263)	0%
20	Carl Icahn	14/288	4.9%	2.9–8%	1.8	0.4% (1/263)	0%
21	Bruce Kovner	11/288	3.8%	2.1–6.7%	5.8	0% (0/263)	0%
22	Bill Hwang	10/288	3.5%	1.9–6.3%	2.9	0% (0/263)	0%
23	Chase Coleman	5/288	1.7%	0.7–4%	6.4	0% (0/263)	0%
24	Philippe Laffont	4/288	1.4%	0.5–3.5%	6.3	0% (0/263)	0%
25	Ole Andreas Halvorsen	1/288	0.3%	0.1–1.9%	7	0% (0/263)	0%

PROFILES

03 The top eight, side by side

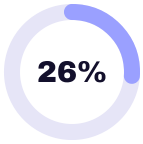


RANK 1

Ray Dalio

93/288 answers · 95% CI 27.2–37.9%

2.1	2.7%	0.4%
first-mention position	owned-domain citation (7/263)	citation share

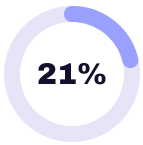


RANK 2

Ken Griffin

75/288 answers · 95% CI 21.3–31.4%

2.2	6.1%	1%
first-mention position	owned-domain citation (16/263)	citation share

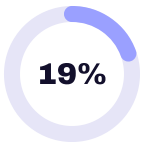


RANK 3

Paul Singer

61/288 answers · 95% CI 16.9–26.3%

3.2	1.9%	0.2%
first-mention position	owned-domain citation (5/263)	citation share

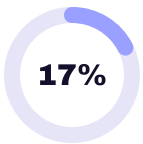


RANK 4

Steve Cohen

56/288 answers · 95% CI 15.3–24.4%

3.3	3.8%	0.7%
first-mention position	owned-domain citation (10/263)	citation share

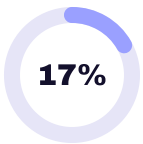


RANK 5

Bill Ackman

50/288 answers · 95% CI 13.4–22.2%

3.6	1.1%	0.1%
first-mention position	owned-domain citation (3/263)	citation share

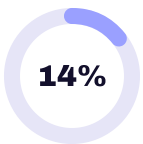


RANK 6

Seth Klarman

48/288 answers · 95% CI 12.8–21.4%

3.5	2.7%	0.3%
first-mention position	owned-domain citation (7/263)	citation share

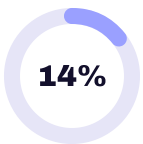


RANK 7

George Soros

41/288 answers · 95% CI 10.7–18.7%

3.1	0.4%	0%
first-mention position	owned-domain citation (1/263)	citation share



RANK 8

Israel Englander

41/288 answers · 95% CI 10.7–18.7%

3	1.5%	0.2%
first-mention position	owned-domain citation (4/263)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

Each engine returned 72 answers. ChatGPT: Ray Dalio 23/72 (31.9%); Seth Klarman 16/72 (22.2%); Steve Cohen 14/72 (19.4%); 72/72 grounded. Claude: Ray Dalio 25/72 (34.7%); Ken Griffin 21/72 (29.2%); Steve Cohen 19/72 (26.4%); 47/72 grounded. Gemini: Ray Dalio 24/72 (33.3%); Ken Griffin 20/72 (27.8%); Paul Singer 20/72 (27.8%); 72/72 grounded.

ChatGPT

72 ASKED · 72 RETURNED · 72 GROUNDED

Ray Dalio	**31.9%**
Seth Klarman	**22.2%**
Steve Cohen	**19.4%**
Ken Griffin	**16.7%**
Paul Singer	**16.7%**
Bill Ackman	**16.7%**

Claude

72 ASKED · 72 RETURNED · 47 GROUNDED

Ray Dalio	**34.7%**
Ken Griffin	**29.2%**
Steve Cohen	**26.4%**
Bill Ackman	**26.4%**
Paul Singer	**20.8%**
Cliff Asness	**18.1%**

Gemini

72 ASKED · 72 RETURNED · 72 GROUNDED

Ray Dalio	**33.3%**
Ken Griffin	**27.8%**
Paul Singer	**27.8%**
Seth Klarman	**19.4%**
George Soros	**16.7%**
Israel Englander	**15.3%**

Perplexity

72 ASKED · 72 RETURNED · 72 GROUNDED

Ken Griffin	**30.6%**
Ray Dalio	**29.2%**
Paul Singer	**19.4%**
Steve Cohen	**19.4%**
George Soros	**19.4%**
David Tepper	**19.4%**

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 + 68 = 356 answers.



TRIGGER RATE

Google showed 68 of 72 overviews (94.4%); 4 searches showed none and 0 failed. Within shown overviews: Ray Dalio 18/68 (26.5%; Wilson 95% CI 17.4–38%); Ken Griffin 17/68 (25%; Wilson 95% CI 16.2–36.4%); Bill Ackman 13/68 (19.1%; Wilson 95% CI 11.5–30%); Steve Cohen 12/68 (17.6%; Wilson 95% CI 10.4–28.4%); Paul Singer 10/68 (14.7%; Wilson 95% CI 8.2–25%). No-overview searches are not errors or negative person appearances.

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

1	Ray Dalio	31.2%	=
2	Ken Griffin	25.8%	=
3	Paul Singer	19.9%	=
4	Steve Cohen	19.1%	=
5	Bill Ackman	17.7%	=
6	Seth Klarman	14.6%	=
7	George Soros	14.3%	=
8	Israel Englander	13.5%	=

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

George Soros — 100%

Ray Dalio	91.7%
Ken Griffin	91.7%

AI Overview shown on 1 of 3 searches

Q02 · 12 ANSWERS

Ray Dalio — 66.7%

TIED WITH KEN GRIFFIN, PAUL SINGER

Ken Griffin	66.7%
Paul Singer	66.7%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Daniel Loeb — 100%

TIED WITH CARL ICAHN, PAUL SINGER

Carl Icahn	100%
Paul Singer	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

David Siegel — 100%

TIED WITH JOHN OVERDECK

John Overdeck	100%
Ken Griffin	75%

AI Overview shown on 2 of 3 searches

Q05 · 12 ANSWERS

Ray Dalio — 75%

TIED WITH PAUL TUDOR JONES

Paul Tudor Jones	75%
Bruce Kovner	66.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Ray Dalio — 100%

Seth Klarman	91.7%
George Soros	91.7%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,172 citations. Of 2,172 four-engine citations, company and brand sites supplied 516 (23.8%), trade and specialist press 388 (17.9%), reference sites 361 (16.6%) and general news and business press 352 (16.2%). Reference sources followed with 306 (14.1%), then general news and business press with 259 (11.9%) and trade and specialist press with 108 (5%). en.wikipedia.org led the domains with 218 occurrences in 111 answers.

FOUR AI ENGINES · SHARE OF 263 GROUNDED ANSWERS

en.wikipedia.org	**42.2%**
forbes.com	**20.5%**
institutionalinvestor.c...	**18.6%**
wikipedia.org	**18.3%**
hedgethink.com	**17.1%**
businessinsider.com	**15.6%**
hedgefundalpha.com	**14.1%**
finance.yahoo.com	**11.8%**
quantt.co.uk	**11.4%**
investopedia.com	**10.3%**

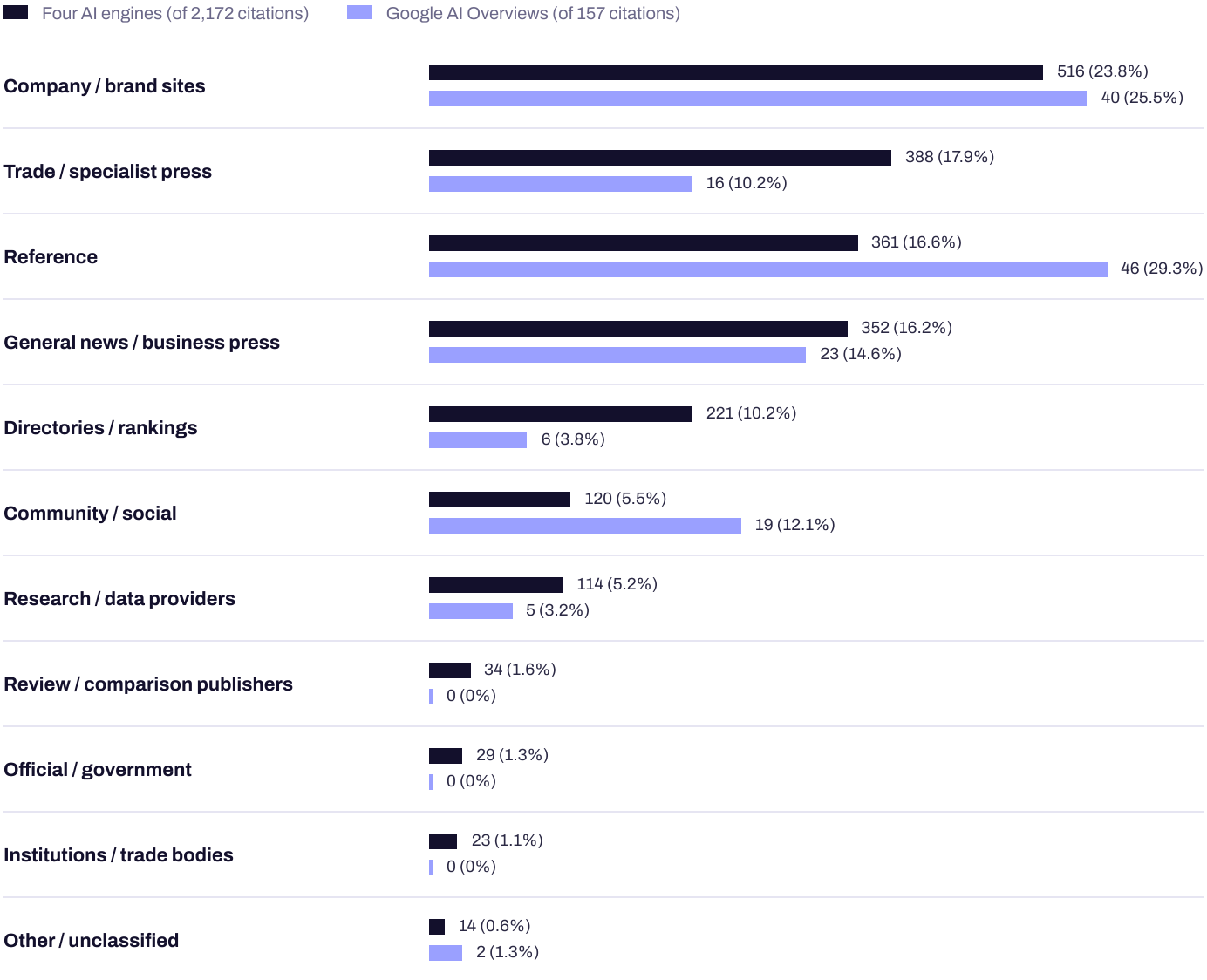
GOOGLE AI OVERVIEWS · SHARE OF 68 OVERVIEWS

en.wikipedia.org	**50%**
investopedia.com	**10.3%**
institutionalinvestor.c...	**7.4%**
finance.yahoo.com	**7.4%**
youtube.com	**7.4%**
elliottmgmt.com	**5.9%**
mlp.com	**5.9%**
aqr.com	**4.4%**
point72.com	**4.4%**
corpgov.law.harvard.edu	**4.4%**

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.	Ken Griffin's affiliated domains were cited in 6.1% of grounded answers, John Overdeck's in 5.3% and David Siegel's in 5.3%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 42.2% of grounded answers), forbes.com (20.5%), institutionalinvestor.com (18.6%), wikipedia.org (18.3%) and hedgethink.com (17.1%). Trade and specialist press supplied 17.9% of citations and reference sites 16.6%.
Check each engine separately.	Claude named Ken Griffin in 29.2% of answers against 11.1% on Perplexity. Gemini named Paul Singer in 27.8% of answers against 12.5% on ChatGPT.
Do not ignore video and community sites.	Community and social sites supplied 12.1% of Google AI Overview citations against 5.5% in the four chat engines. youtube.com was cited in 7.4% of overviews, linkedin.com in 2.9% and x.com in 2.9%.
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?

Ray Dalio: 93/288 (32.3%; Wilson 95% CI 27.2–37.9%). This is visibility in this question set, not a reputation judgment.

Q2 What does the original-card subset show?

Ray Dalio leads at 75/120 (62.5%; Wilson 95% CI 53.6–70.6%). The main leaderboard pools all 24 questions (288 four-engine answers). The original-card leaderboard uses 10 questions (120 answers); 14 questions were added. The first 10 questions are the 10 card questions. 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 68 of 72 overviews (94.4%); 4 searches showed none and 0 failed. Within shown overviews: Ray Dalio 18/68 (26.5%; Wilson 95% CI 17.4–38%); Ken Griffin 17/68 (25%; Wilson 95% CI 16.2–36.4%); Bill Ackman 13/68 (19.1%; Wilson 95% CI 11.5–30%); Steve Cohen 12/68 (17.6%; Wilson 95% CI 10.4–28.4%); Paul Singer 10/68 (14.7%; Wilson 95% CI 8.2–25%). 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.

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 · 68 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. The main leaderboard pools all 24 questions (288 four-engine answers). The original-card leaderboard uses 10 questions (120 answers); 14 questions were added. The first 10 questions are the 10 card questions. 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	47
Gemini	gemini-3.7-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	72	68 shown	68

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 10 questions (120 answers); 14 questions were added. The first 10 questions are the 10 card questions. 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.
- 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 10 questions (120 answers); 14 questions were added. The first 10 questions are the 10 card questions. 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
Ray Dalio	**93/288**	32.3%	75/120	62.5%	75/120
Ken Griffin	**75/288**	26%	62/120	51.7%	62/120
Paul Singer	**61/288**	21.2%	41/120	34.2%	41/120
Steve Cohen	**56/288**	19.4%	33/120	27.5%	33/120
Bill Ackman	**50/288**	17.4%	35/120	29.2%	35/120
Seth Klarman	**48/288**	16.7%	30/120	25%	30/120
George Soros	**41/288**	14.2%	33/120	27.5%	33/120
Israel Englander	**41/288**	14.2%	32/120	26.7%	32/120
John Overdeck	**37/288**	12.8%	24/120	20%	24/120
David Siegel	**36/288**	12.5%	23/120	19.2%	23/120
David Tepper	**35/288**	12.2%	27/120	22.5%	27/120
Chris Hohn	**33/288**	11.5%	33/120	27.5%	33/120
Cliff Asness	**32/288**	11.1%	23/120	19.2%	23/120
James Simons	**32/288**	11.1%	23/120	19.2%	23/120
Daniel Loeb	**31/288**	10.8%	20/120	16.7%	20/120
Paul Tudor Jones	**30/288**	10.4%	26/120	21.7%	26/120
Stanley Druckenmiller	**23/288**	8%	18/120	15%	18/120
John Paulson	**16/288**	5.6%	6/120	5%	6/120
Michael Platt	**16/288**	5.6%	8/120	6.7%	8/120
Carl Icahn	**14/288**	4.9%	12/120	10%	12/120
Bruce Kovner	**11/288**	3.8%	11/120	9.2%	11/120
Bill Hwang	**10/288**	3.5%	6/120	5%	6/120
Chase Coleman	**5/288**	1.7%	4/120	3.3%	4/120
Philippe Laffont	**4/288**	1.4%	4/120	3.3%	4/120
Ole Andreas Halvorsen	**1/288**	0.3%	1/120	0.8%	1/120
Crispin Odey	**0/288**	0%	0/120	0%	0/120

10

QUESTION BALANCE

Original-card leaderboard and intervals

#	NAME	NAMED / ANSWERS	RATE	WILSON 95% CI
1	Ray Dalio	75/120	62.5%	53.6–70.6%
2	Ken Griffin	62/120	51.7%	42.8–60.4%
3	Paul Singer	41/120	34.2%	26.3–43%
4	Bill Ackman	35/120	29.2%	21.8–37.8%
5	Chris Hohn	33/120	27.5%	20.3–36.1%
6	Steve Cohen	33/120	27.5%	20.3–36.1%
7	George Soros	33/120	27.5%	20.3–36.1%
8	Israel Englander	32/120	26.7%	19.6–35.2%
9	Seth Klarman	30/120	25%	18.1–33.4%
10	David Tepper	27/120	22.5%	15.9–30.8%
11	Paul Tudor Jones	26/120	21.7%	15.2–29.9%
12	John Overdeck	24/120	20%	13.8–28%
13	Cliff Asness	23/120	19.2%	13.1–27.1%
14	James Simons	23/120	19.2%	13.1–27.1%
15	David Siegel	23/120	19.2%	13.1–27.1%
16	Daniel Loeb	20/120	16.7%	11.1–24.3%
17	Stanley Druckenmiller	18/120	15%	9.7–22.5%
18	Carl Icahn	12/120	10%	5.8–16.7%
19	Bruce Kovner	11/120	9.2%	5.2–15.7%
20	Michael Platt	8/120	6.7%	3.4–12.6%
21	Bill Hwang	6/120	5%	2.3–10.5%
22	John Paulson	6/120	5%	2.3–10.5%
23	Chase Coleman	4/120	3.3%	1.3–8.3%
24	Philippe Laffont	4/120	3.3%	1.3–8.3%
25	Ole Andreas Halvorsen	1/120	0.8%	0.1–4.6%
26	Crispin Odey	0/120	0%	0–3.1%

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	Who are the most successful hedge fund managers of all time?	Hedge funds	CORE QUESTION
02	Who are the best hedge fund managers today?	Hedge funds	CORE QUESTION
03	Who are the most famous activist investors?	Hedge funds	CORE QUESTION
04	Which quant hedge funds are most successful and who founded them?	Hedge funds	CORE QUESTION
05	Who are the most influential global macro investors?	Hedge funds	CORE QUESTION
06	Which hedge fund managers have written books worth reading?	Hedge funds	CORE QUESTION
07	Who are the richest hedge fund managers?	Hedge funds	CORE QUESTION
08	Which hedge fund managers are worth following for market commentary?	Hedge funds	CORE QUESTION
09	What are the biggest hedge fund collapses in history?	Hedge funds	CORE QUESTION
10	Who owns the largest hedge funds?	Hedge funds	CORE QUESTION
11	Who founded Renaissance Technologies?	Hedge funds	ADDED QUESTION
12	Who founded Bridgewater Associates?	Hedge funds	ADDED QUESTION
13	Who founded Citadel?	Hedge funds	ADDED QUESTION
14	Who founded Point72?	Hedge funds	ADDED QUESTION
15	Who founded AQR Capital Management?	Hedge funds	ADDED QUESTION
16	Who founded Elliott Management?	Hedge funds	ADDED QUESTION
17	Who founded Pershing Square?	Hedge funds	ADDED QUESTION
18	Who founded Baupost Group?	Hedge funds	ADDED QUESTION
19	Who founded Two Sigma?	Hedge funds	ADDED QUESTION
20	Who founded Millennium Management?	Hedge funds	ADDED QUESTION
21	Who are the best-known short sellers?	Hedge funds	ADDED QUESTION
22	Which hedge fund managers publish investor letters?	Hedge funds	ADDED QUESTION
23	Who are the largest hedge funds by assets under management?	Hedge funds	ADDED QUESTION
24	Which hedge funds have returned outside capital and become family offices?	Hedge funds	ADDED QUESTION

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ENGINE COUNTS

All tracked names by engine

NAME	CHATGPT	CLAUDE	GEMINI	PERPLEXITY	AIO
Ray Dalio	**23/72 (31.9%)**	25/72 (34.7%)	24/72 (33.3%)	21/72 (29.2%)	18/68 (26.5%)
Ken Griffin	**12/72 (16.7%)**	21/72 (29.2%)	20/72 (27.8%)	22/72 (30.6%)	17/68 (25%)
Paul Singer	**12/72 (16.7%)**	15/72 (20.8%)	20/72 (27.8%)	14/72 (19.4%)	10/68 (14.7%)
Steve Cohen	**14/72 (19.4%)**	19/72 (26.4%)	9/72 (12.5%)	14/72 (19.4%)	12/68 (17.6%)
Bill Ackman	**12/72 (16.7%)**	19/72 (26.4%)	8/72 (11.1%)	11/72 (15.3%)	13/68 (19.1%)
Seth Klarman	**16/72 (22.2%)**	10/72 (13.9%)	14/72 (19.4%)	8/72 (11.1%)	4/68 (5.9%)
George Soros	**9/72 (12.5%)**	6/72 (8.3%)	12/72 (16.7%)	14/72 (19.4%)	10/68 (14.7%)
Israel Englander	**5/72 (6.9%)**	12/72 (16.7%)	11/72 (15.3%)	13/72 (18.1%)	7/68 (10.3%)
John Overdeck	**7/72 (9.7%)**	12/72 (16.7%)	9/72 (12.5%)	9/72 (12.5%)	5/68 (7.4%)
David Siegel	**7/72 (9.7%)**	11/72 (15.3%)	9/72 (12.5%)	9/72 (12.5%)	5/68 (7.4%)
David Tepper	**7/72 (9.7%)**	8/72 (11.1%)	6/72 (8.3%)	14/72 (19.4%)	10/68 (14.7%)
Chris Hohn	**1/72 (1.4%)**	8/72 (11.1%)	10/72 (13.9%)	14/72 (19.4%)	7/68 (10.3%)
Cliff Asness	**3/72 (4.2%)**	13/72 (18.1%)	7/72 (9.7%)	9/72 (12.5%)	7/68 (10.3%)
James Simons	**5/72 (6.9%)**	11/72 (15.3%)	7/72 (9.7%)	9/72 (12.5%)	6/68 (8.8%)
Daniel Loeb	**8/72 (11.1%)**	8/72 (11.1%)	9/72 (12.5%)	6/72 (8.3%)	6/68 (8.8%)
Paul Tudor Jones	**9/72 (12.5%)**	10/72 (13.9%)	3/72 (4.2%)	8/72 (11.1%)	5/68 (7.4%)
Stanley Druckenmiller	**6/72 (8.3%)**	2/72 (2.8%)	8/72 (11.1%)	7/72 (9.7%)	10/68 (14.7%)
John Paulson	**8/72 (11.1%)**	5/72 (6.9%)	3/72 (4.2%)	0/72 (0%)	1/68 (1.5%)
Michael Platt	**3/72 (4.2%)**	3/72 (4.2%)	5/72 (6.9%)	5/72 (6.9%)	1/68 (1.5%)
Carl Icahn	**3/72 (4.2%)**	3/72 (4.2%)	5/72 (6.9%)	3/72 (4.2%)	5/68 (7.4%)
Bruce Kovner	**0/72 (0%)**	5/72 (6.9%)	3/72 (4.2%)	3/72 (4.2%)	1/68 (1.5%)
Bill Hwang	**4/72 (5.6%)**	3/72 (4.2%)	2/72 (2.8%)	1/72 (1.4%)	2/68 (2.9%)
Chase Coleman	**1/72 (1.4%)**	0/72 (0%)	1/72 (1.4%)	3/72 (4.2%)	0/68 (0%)
Philippe Laffont	**0/72 (0%)**	1/72 (1.4%)	0/72 (0%)	3/72 (4.2%)	0/68 (0%)
Ole Andreas Halvorsen	**0/72 (0%)**	0/72 (0%)	1/72 (1.4%)	0/72 (0%)	0/68 (0%)
Crispin Odey	**0/72 (0%)**	0/72 (0%)	0/72 (0%)	0/72 (0%)	0/68 (0%)

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LEADERS BY QUESTION

All 24 question leaders

#	QUESTION	MOST NAMED	FIRST MOST OFTEN	AIO SHOWN
1	**Who are the most successful hedge fund managers of all time?**	George Soros: 12/12; Ray Dalio: 11/12; Ken Griffin: 11/12	Ken Griffin: 8/12	1/3
2	**Who are the best hedge fund managers today?**	Ray Dalio: 8/12; Ken Griffin: 8/12; Paul Singer: 8/12	Ken Griffin: 8/12	3/3
3	**Who are the most famous activist investors?**	Daniel Loeb: 12/12; Carl Icahn: 12/12; Paul Singer: 12/12	Paul Singer: 6/12	3/3
4	**Which quant hedge funds are most successful and who founded them?**	David Siegel: 12/12; John Overdeck: 12/12; Ken Griffin: 9/12	James Simons: 5/12	2/3
5	**Who are the most influential global macro investors?**	Ray Dalio: 9/12; Paul Tudor Jones: 9/12; Bruce Kovner: 8/12	Ray Dalio: 6/12	3/3
6	**Which hedge fund managers have written books worth reading?**	Ray Dalio: 12/12; Seth Klarman: 11/12; George Soros: 11/12	Ray Dalio: 9/12	3/3
7	**Who are the richest hedge fund managers?**	Ken Griffin: 12/12; Steve Cohen: 12/12; David Tepper: 12/12	Ken Griffin: 12/12	3/3
8	**Which hedge fund managers are worth following for market commentary?**	Bill Ackman: 11/12; Ray Dalio: 9/12; Ken Griffin: 8/12	Ray Dalio: 8/12	3/3
9	**What are the biggest hedge fund collapses in history?**	Bill Hwang: 6/12	Bill Hwang: 6/12	2/3
10	**Who owns the largest hedge funds?**	Ray Dalio: 11/12; Ken Griffin: 10/12; Paul Singer: 9/12	Ray Dalio: 6/12	3/3
11	**Who founded Renaissance Technologies?**	James Simons: 8/12	James Simons: 8/12	3/3
12	**Who founded Bridgewater Associates?**	Ray Dalio: 12/12; James Simons: 1/12; Ken Griffin: 1/12	Ray Dalio: 12/12	3/3
13	**Who founded Citadel?**	Ken Griffin: 10/12	Ken Griffin: 10/12	3/3
14	**Who founded Point72?**	Steve Cohen: 12/12	Steve Cohen: 12/12	3/3
15	**Who founded AQR Capital Management?**	Cliff Asness: 7/12	Cliff Asness: 7/12	3/3
16	**Who founded Elliott Management?**	Paul Singer: 12/12	Paul Singer: 12/12	3/3
17	**Who founded Pershing Square?**	Bill Ackman: 6/12; Carl Icahn: 2/12	Bill Ackman: 6/12	3/3
18	**Who founded Baupost Group?**	Seth Klarman: 12/12	Seth Klarman: 12/12	3/3
19	**Who founded Two Sigma?**	David Siegel: 12/12; John Overdeck: 12/12; Paul Tudor Jones: 3/12	John Overdeck: 8/12	3/3
20	**Who founded Millennium Management?**	Israel Englander: 7/12; Ray Dalio: 1/12; Ken Griffin: 1/12	Israel Englander: 7/12	3/3
21	**Who are the best-known short sellers?**	Bill Ackman: 5/12	Bill Ackman: 5/12	3/3
22	**Which hedge fund managers publish investor letters?**	Daniel Loeb: 11/12; Seth Klarman: 6/12; Paul Singer: 6/12	Daniel Loeb: 6/12	3/3
23	**Who are the largest hedge funds by assets under management?**	Ray Dalio: 1/12; Ken Griffin: 1/12; Steve Cohen: 1/12	Ray Dalio: 1/12	3/3
24	**Which hedge funds have returned outside capital and become family offices?**	Steve Cohen: 9/12; John Paulson: 9/12; David Tepper: 8/12	George Soros: 6/12	3/3

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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)
Ray Dalio	44/288	2.1	18/68; 17.4–38%	111/356; 26.6–36.2%
Ken Griffin	45/288	2.2	17/68; 16.2–36.4%	92/356; 21.6–30.6%
Paul Singer	18/288	3.2	10/68; 8.2–25%	71/356; 16.1–24.4%
Steve Cohen	17/288	3.3	12/68; 10.4–28.4%	68/356; 15.4–23.5%
Bill Ackman	16/288	3.6	13/68; 11.5–30%	63/356; 14.1–22%
Seth Klarman	17/288	3.5	4/68; 2.3–14.2%	52/356; 11.3–18.7%
George Soros	9/288	3.1	10/68; 8.2–25%	51/356; 11.1–18.3%
Israel Englander	8/288	3	7/68; 5.1–19.8%	48/356; 10.3–17.4%
John Overdeck	11/288	3.2	5/68; 3.2–16.1%	42/356; 8.8–15.6%
David Siegel	4/288	3.8	5/68; 3.2–16.1%	41/356; 8.6–15.3%
David Tepper	0/288	4.3	10/68; 8.2–25%	45/356; 9.6–16.5%
Chris Hohn	1/288	5.7	7/68; 5.1–19.8%	40/356; 8.4–14.9%
Cliff Asness	9/288	3.5	7/68; 5.1–19.8%	39/356; 8.1–14.6%
James Simons	15/288	3.6	6/68; 4.1–17.9%	38/356; 7.9–14.3%
Daniel Loeb	6/288	3.2	6/68; 4.1–17.9%	37/356; 7.6–14%
Paul Tudor Jones	0/288	4.7	5/68; 3.2–16.1%	35/356; 7.2–13.4%
Stanley Druckenmiller	5/288	3.4	10/68; 8.2–25%	33/356; 6.7–12.7%
John Paulson	0/288	4.8	1/68; 0.3–7.9%	17/356; 3–7.5%
Michael Platt	0/288	4.4	1/68; 0.3–7.9%	17/356; 3–7.5%
Carl Icahn	7/288	1.8	5/68; 3.2–16.1%	19/356; 3.4–8.2%
Bruce Kovner	0/288	5.8	1/68; 0.3–7.9%	12/356; 1.9–5.8%
Bill Hwang	6/288	2.9	2/68; 0.8–10.1%	12/356; 1.9–5.8%
Chase Coleman	0/288	6.4	0/68; 0–5.3%	5/356; 0.6–3.2%
Philippe Laffont	0/288	6.3	0/68; 0–5.3%	4/356; 0.4–2.9%
Ole Andreas Halvorsen	0/288	7	0/68; 0–5.3%	1/356; 0–1.6%
Crispin Odey	0/288	Not positioned	0/68; 0–5.3%	0/356; 0–1.1%

5W

5W PUBLIC RELATIONS · RESEARCH

Reputation Index: Hedge Fund Principals 2026

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

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