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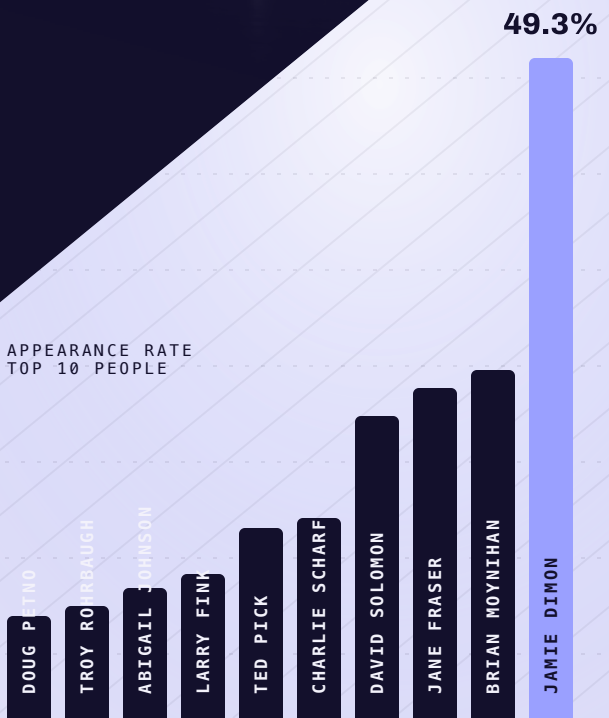
BANK CEOS & ASSET MANAGERS REPUTATION INDEX

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 62 Google AI Overviews

Prepared by :
5W
5wpr.com



AT A GLANCE

Jamie Dimon is most named. 142 of 288 answers

Jamie Dimon was the most-named tracked executive in this study: 142/288 (49.3%; Wilson 95% CI 43.6–55.1%) across ChatGPT, Claude, Gemini and Perplexity. Brian Moynihan 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 June 30, 2026. It uses measured counts, so the two versions are not comparable.

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

49.3%
of answers named Jamie Dimon, the most-named (142 of 288)

16
tracked people named at least once (of 16)

86.1%
of Google searches showed an AI Overview (62 of 72)

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KEY FINDINGS

01 What the data shows

MOST NAMED

142/288 (49.3%)

Jamie Dimon: 142/288 (49.3%; Wilson 95% CI 43.6–55.1%). Brian Moynihan: 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

130/288 (45.1%)

Jamie Dimon was first among tracked text-resolved names in 130 of 288 answers; mean tracked position when named was 1.1.

ORIGINAL CARD

9 questions

Jamie Dimon leads the original-card subset at 87/108 (80.6%; Wilson 95% CI 72.1–86.9%). Compare it with the all-24 leaderboard to assess question balance.

AI OVERVIEWS

62/72 (86.1%)

Google showed an overview in 86.1% of lookups (Wilson 95% CI 76.3–92.3%). Jamie Dimon was most named within shown overviews: 33/62 (53.2%; Wilson 95% CI 41–65.1%).

FIVE SURFACES

175/350 (50.0%)

Jamie Dimon had the highest combined count: 175/350 (50%; Wilson 95% CI 44.8–55.2%). Only shown AI Overviews join the four-engine denominator.

AFFILIATED DOMAINS

54/285 (18.9%)

Jamie Dimon had the highest own/affiliated-domain answer count: 54/285 (18.9%). Citation attribution requires that the same answer name the person.

02 THE LEADERBOARD

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	Jamie Dimon	49.3%	142/288
2	Brian Moynihan	26.0%	75/288
3	Jane Fraser	24.7%	71/288
4	David Solomon	22.6%	65/288
5	Charlie Scharf	14.9%	43/288
6	Ted Pick	14.2%	41/288
7	Larry Fink	10.8%	31/288
8	Abigail Johnson	9.7%	28/288
9	Troy Rohrbaugh	8.3%	24/288
10	Doug Petno	7.6%	22/288
11	Marianne Lake	6.9%	20/288
12	Salim Ramji	6.6%	19/288
13	Christian Sewing	6.3%	18/288
14	Sergio Ermotti	5.2%	15/288
15	Georges Elhedery	3.8%	11/288

02

THE LEADERBOARD

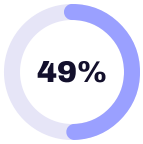
The full list

Own-domain citation is the share of 285 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,352 citations.

#	PERSON	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Jamie Dimon	142/288	49.3%	43.6–55.1%	1.1	18.9% (54/285)	5.7%
2	Brian Moynihan	75/288	26%	21.3–31.4%	2.6	7% (20/285)	1.2%
3	Jane Fraser	71/288	24.7%	20–29.9%	3.3	7% (20/285)	1.6%
4	David Solomon	65/288	22.6%	18.1–27.7%	3.3	7.7% (22/285)	1.3%
5	Charlie Scharf	43/288	14.9%	11.3–19.5%	4.6	2.8% (8/285)	0.5%
6	Ted Pick	41/288	14.2%	10.7–18.7%	3.6	4.6% (13/285)	1.6%
7	Larry Fink	31/288	10.8%	7.7–14.9%	1.9	3.5% (10/285)	1.1%
8	Abigail Johnson	28/288	9.7%	6.8–13.7%	2.3	2.8% (8/285)	0.6%
9	Troy Rohrbaugh	24/288	8.3%	5.7–12.1%	2.2	5.3% (15/285)	1.7%
10	Doug Petno	22/288	7.6%	5.1–11.3%	2.4	4.6% (13/285)	1.6%
11	Marianne Lake	20/288	6.9%	4.5–10.5%	3.6	3.9% (11/285)	1.6%
12	Salim Ramji	19/288	6.6%	4.3–10.1%	1.2	3.5% (10/285)	0.8%
13	Christian Sewing	18/288	6.3%	4–9.7%	4.2	0.7% (2/285)	0.1%
14	Sergio Ermotti	15/288	5.2%	3.2–8.4%	3.8	1.1% (3/285)	0.1%
15	Georges Elhedery	11/288	3.8%	2.1–6.7%	2.4	1.1% (3/285)	0.1%
16	C.S. Venkatakrishnan	5/288	1.7%	0.7–4%	3.4	0% (0/285)	0%

PROFILES

03 The top eight, side by side

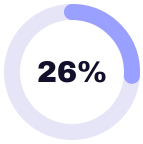


RANK 1

Jamie Dimon

142/288 answers · 95% CI 43.6–55.1%

1.1	18.9%	5.7%
first-mention position	owned-domain citation (54/285)	citation share



RANK 2

Brian Moynihan

75/288 answers · 95% CI 21.3–31.4%

2.6	7%	1.2%
first-mention position	owned-domain citation (20/285)	citation share

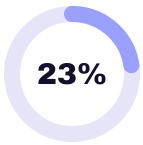


RANK 3

Jane Fraser

71/288 answers · 95% CI 20–29.9%

3.3	7%	1.6%
first-mention position	owned-domain citation (20/285)	citation share

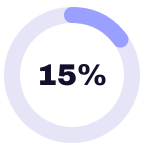


RANK 4

David Solomon

65/288 answers · 95% CI 18.1–27.7%

3.3	7.7%	1.3%
first-mention position	owned-domain citation (22/285)	citation share

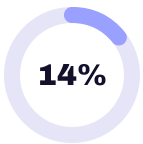


RANK 5

Charlie Scharf

43/288 answers · 95% CI 11.3–19.5%

4.6	2.8%	0.5%
first-mention position	owned-domain citation (8/285)	citation share

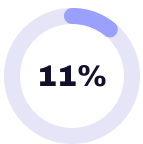


RANK 6

Ted Pick

41/288 answers · 95% CI 10.7–18.7%

3.6	4.6%	1.6%
first-mention position	owned-domain citation (13/285)	citation share



RANK 7

Larry Fink

31/288 answers · 95% CI 7.7–14.9%

1.9	3.5%	1.1%
first-mention position	owned-domain citation (10/285)	citation share



RANK 8

Abigail Johnson

28/288 answers · 95% CI 6.8–13.7%

2.3	2.8%	0.6%
first-mention position	owned-domain citation (8/285)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

Each engine returned 72 answers. ChatGPT: Jamie Dimon 33/72 (45.8%); Brian Moynihan 19/72 (26.4%); Jane Fraser 19/72 (26.4%); 72/72 grounded. Claude: Jamie Dimon 34/72 (47.2%); Brian Moynihan 16/72 (22.2%); Jane Fraser 16/72 (22.2%); 69/72 grounded. Gemini: Jamie Dimon 39/72 (54.2%); Brian Moynihan 22/72 (30.6%); Jane Fraser 18/72 (25%); 72/72 grounded.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Jamie Dimon	**45.8%**
Brian Moynihan	**26.4%**
Jane Fraser	**26.4%**
David Solomon	**26.4%**
Abigail Johnson	**12.5%**
Ted Pick	**11.1%**

Claude

72 ASKED | 72 RETURNED | 69 GROUNDED

Jamie Dimon	**47.2%**
Brian Moynihan	**22.2%**
Jane Fraser	**22.2%**
David Solomon	**18.1%**
Charlie Scharf	**13.9%**
Abigail Johnson	**13.9%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Jamie Dimon	**54.2%**
Brian Moynihan	**30.6%**
Jane Fraser	**25%**
David Solomon	**25%**
Ted Pick	**19.4%**
Charlie Scharf	**18.1%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Jamie Dimon	**50%**
Brian Moynihan	**25%**
Jane Fraser	**25%**
David Solomon	**20.8%**
Charlie Scharf	**19.4%**
Ted Pick	**16.7%**

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 + 62 = 350 answers.

TRIGGER RATE



Google showed 62 of 72 overviews (86.1%); 10 searches showed none and 0 failed. Within shown overviews: Jamie Dimon 33/62 (53.2%; Wilson 95% CI 41–65.1%); Brian Moynihan 14/62 (22.6%; Wilson 95% CI 14–34.4%); Jane Fraser 12/62 (19.4%; Wilson 95% CI 11.4–30.9%); Ted Pick 6/62 (9.7%; Wilson 95% CI 4.5–19.5%); David Solomon 5/62 (8.1%; Wilson 95% CI 3.5–17.5%). No-overview searches are not errors or negative person appearances.

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

1	Jamie Dimon	50.0%	=
2	Brian Moynihan	25.4%	=
3	Jane Fraser	23.7%	=
4	David Solomon	20.0%	=
5	Charlie Scharf	13.7%	=
6	Ted Pick	13.4%	=
7	Larry Fink	10.3%	=
8	Abigail Johnson	9.1%	=

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

Jamie Dimon 100%

Brian Moynihan	83.3%
David Solomon	75%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Jamie Dimon 100%

TIED WITH LARRY FINK

Larry Fink	100%
David Solomon	50%

AI Overview shown on 2 of 3 searches

Q03 · 12 ANSWERS

Jamie Dimon 100%

TIED WITH DAVID SOLOMON, JANE FRASER

David Solomon	100%
Jane Fraser	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Jamie Dimon 100%

TIED WITH JANE FRASER, BRIAN MOYNIHAN

Jane Fraser	100%
Brian Moynihan	100%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Marianne Lake 100%

TIED WITH DOUG PETNO, TROY ROHRBAUGH

Doug Petno	100%
Troy Rohrbaugh	100%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Jamie Dimon 33.3%

Jane Fraser	25%
Brian Moynihan	25%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,352 citations. Of 2,352 four-engine citations, company and brand sites supplied 777 (33%), general news and business press 537 (22.8%) and reference sites 257 (10.9%). The most cited domain was en.wikipedia.org, with 133 citations across 84 answers (29.5%).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

en.wikipedia.org	**29.5%**
jpmorganchase.com	**20.4%**
bankdirector.com	**16.1%**
finance.yahoo.com	**14%**
fortune.com	**13.3%**
wikipedia.org	**13%**
forbes.com	**12.6%**
sec.gov	**12.3%**
citigroup.com	**7%**
morganstanley.com	**6.3%**

GOOGLE AI OVERVIEWS · SHARE OF 62 OVERVIEWS

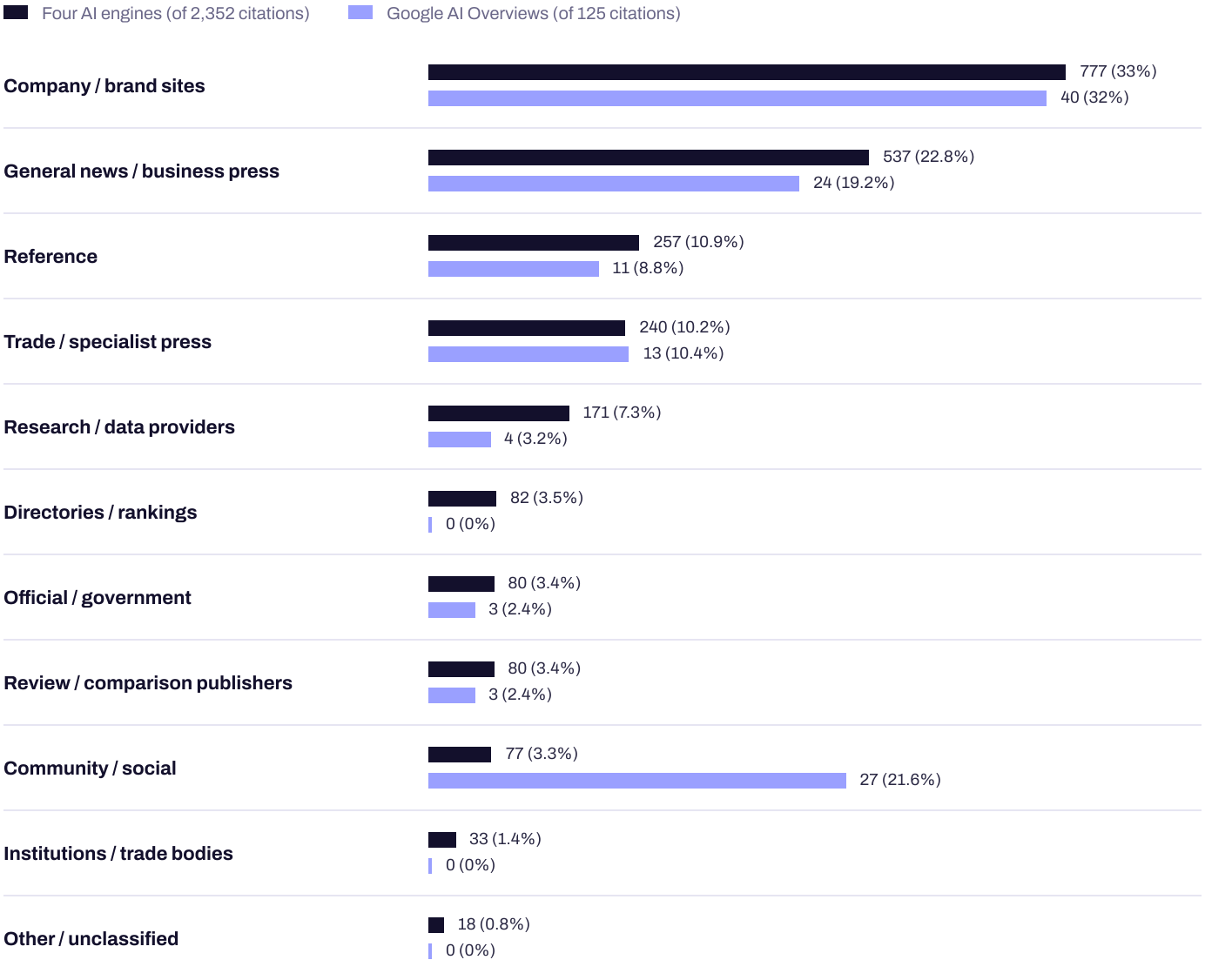
linkedin.com	**22.6%**
jpmorganchase.com	**11.3%**
en.wikipedia.org	**11.3%**
facebook.com	**8.1%**
corporate.vanguard.com	**6.5%**
investopedia.com	**4.8%**
youtube.com	**4.8%**
instagram.com	**4.8%**
forbes.com	**4.8%**
business-standard.com	**3.2%**

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.	Jamie Dimon's affiliated domains were cited in 18.9% of grounded answers, David Solomon's in 7.7% and Jane Fraser's in 7.0%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 29.5% of grounded answers), bankdirector.com (16.1%), finance.yahoo.com (14.0%), fortune.com (13.3%) and wikipedia.org (13.0%). General news and business press supplied 22.8% of citations and reference sites 10.9%.
Check each engine separately.	Gemini named Brian Moynihan in 27.8% of answers against 6.9% on ChatGPT. Gemini named Charlie Scharf in 15.3% of answers against 1.4% on ChatGPT.
Do not ignore video and community sites.	Community and social sites supplied 21.6% of Google AI Overview citations against 3.3% in the four chat engines. linkedin.com was cited in 22.6% of overviews, facebook.com in 8.1% and youtube.com in 4.8%.
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?

Jamie Dimon: 142/288 (49.3%; Wilson 95% CI 43.6–55.1%). This is visibility in this question set, not a reputation judgment.

Q2 What does the original-card subset show?

Jamie Dimon leads at 87/108 (80.6%; Wilson 95% CI 72.1–86.9%). 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 62 of 72 overviews (86.1%); 10 searches showed none and 0 failed. Within shown overviews: Jamie Dimon 33/62 (53.2%; Wilson 95% CI 41–65.1%); Brian Moynihan 14/62 (22.6%; Wilson 95% CI 14–34.4%); Jane Fraser 12/62 (19.4%; Wilson 95% CI 11.4–30.9%); Ted Pick 6/62 (9.7%; Wilson 95% CI 4.5–19.5%); David Solomon 5/62 (8.1%; Wilson 95% CI 3.5–17.5%). 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 · 62 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 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	62 shown	62

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.
- 3 questions name Jamie Dimon (questions listed in the appendix), so those counts include up to 12 answers to each. Without them, Jamie Dimon is still the most-named CEO.
- 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
Jamie Dimon	**142/288**	49.3%	87/108	80.6%	99/120
Brian Moynihan	**75/288**	26%	53/108	49.1%	53/120
Jane Fraser	**71/288**	24.7%	53/108	49.1%	53/120
David Solomon	**65/288**	22.6%	47/108	43.5%	47/120
Charlie Scharf	**43/288**	14.9%	34/108	31.5%	34/120
Ted Pick	**41/288**	14.2%	29/108	26.9%	29/120
Larry Fink	**31/288**	10.8%	24/108	22.2%	24/120
Abigail Johnson	**28/288**	9.7%	16/108	14.8%	16/120
Troy Rohrbaugh	**24/288**	8.3%	12/108	11.1%	12/120
Doug Petno	**22/288**	7.6%	12/108	11.1%	12/120
Marianne Lake	**20/288**	6.9%	12/108	11.1%	12/120
Salim Ramji	**19/288**	6.6%	7/108	6.5%	7/120
Christian Sewing	**18/288**	6.3%	6/108	5.6%	6/120
Sergio Ermotti	**15/288**	5.2%	8/108	7.4%	8/120
Georges Elhedery	**11/288**	3.8%	3/108	2.8%	3/120
C.S. Venkatakrishnan	**5/288**	1.7%	1/108	0.9%	1/120

10

QUESTION BALANCE

Original-card leaderboard and intervals

#	NAME	NAMED / ANSWERS	RATE	WILSON 95% CI
1	Jamie Dimon	87/108	80.6%	72.1–86.9%
2	Brian Moynihan	53/108	49.1%	39.8–58.4%
3	Jane Fraser	53/108	49.1%	39.8–58.4%
4	David Solomon	47/108	43.5%	34.5–52.9%
5	Charlie Scharf	34/108	31.5%	23.5–40.7%
6	Ted Pick	29/108	26.9%	19.4–35.9%
7	Larry Fink	24/108	22.2%	15.4–30.9%
8	Abigail Johnson	16/108	14.8%	9.3–22.7%
9	Doug Petno	12/108	11.1%	6.5–18.4%
10	Marianne Lake	12/108	11.1%	6.5–18.4%
11	Troy Rohrbaugh	12/108	11.1%	6.5–18.4%
12	Sergio Ermotti	8/108	7.4%	3.8–13.9%
13	Salim Ramji	7/108	6.5%	3.2–12.8%
14	Christian Sewing	6/108	5.6%	2.6–11.6%
15	Georges Elhedery	3/108	2.8%	0.9–7.9%
16	C.S. Venkatakrishnan	1/108	0.9%	0.2–5.1%

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 is the most respected bank CEO in America?	Bank CEOs	CORE QUESTION
02	Who are the most influential people on Wall Street today?	Bank CEOs	CORE QUESTION
03	Which big bank CEOs have the best track record?	Bank CEOs	CORE QUESTION
04	Who are the best CEOs in financial services?	Bank CEOs	CORE QUESTION
05	Who is likely to succeed Jamie Dimon at JPMorgan?	Bank CEOs	CORE QUESTION
06	Which big US bank is best run?	Bank CEOs	CORE QUESTION
07	Which bank CEOs are most quoted on the economy?	Bank CEOs	CORE QUESTION
08	Who leads the largest asset managers?	Bank CEOs	CORE QUESTION
09	Which banking leaders handled the 2008 financial crisis best?	Bank CEOs	CORE QUESTION
10	Who is the CEO of JPMorgan Chase?	Bank CEOs	ADDED QUESTION
11	Who is the CEO of Goldman Sachs?	Bank CEOs	ADDED QUESTION
12	Who is the CEO of Morgan Stanley?	Bank CEOs	ADDED QUESTION
13	Who is the CEO of Citigroup?	Bank CEOs	ADDED QUESTION
14	Who is the CEO of Bank of America?	Bank CEOs	ADDED QUESTION
15	Who is the CEO of Wells Fargo?	Bank CEOs	ADDED QUESTION
16	Who is the CEO of BlackRock?	Bank CEOs	ADDED QUESTION
17	Who leads Fidelity Investments?	Bank CEOs	ADDED QUESTION
18	Who is the CEO of Vanguard?	Bank CEOs	ADDED QUESTION
19	What does Jamie Dimon's annual shareholder letter cover?	Bank CEOs	ADDED QUESTION
20	How long has Jamie Dimon been CEO of JPMorgan Chase?	Bank CEOs	ADDED QUESTION
21	What are the largest banks in the United States?	Bank CEOs	ADDED QUESTION
22	Who leads the largest European banks?	Bank CEOs	ADDED QUESTION
23	Which bank CEOs have the longest tenure?	Bank CEOs	ADDED QUESTION
24	Who are the senior executives at JPMorgan Chase?	Bank CEOs	ADDED QUESTION

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ENGINE COUNTS

All tracked names by engine

NAME	CHATGPT	CLAUDE	GEMINI	PERPLEXITY	AIO
Jamie Dimon	**33/72 (45.8%)**	34/72 (47.2%)	39/72 (54.2%)	36/72 (50%)	33/62 (53.2%)
Brian Moynihan	**19/72 (26.4%)**	16/72 (22.2%)	22/72 (30.6%)	18/72 (25%)	14/62 (22.6%)
Jane Fraser	**19/72 (26.4%)**	16/72 (22.2%)	18/72 (25%)	18/72 (25%)	12/62 (19.4%)
David Solomon	**19/72 (26.4%)**	13/72 (18.1%)	18/72 (25%)	15/72 (20.8%)	5/62 (8.1%)
Charlie Scharf	**6/72 (8.3%)**	10/72 (13.9%)	13/72 (18.1%)	14/72 (19.4%)	5/62 (8.1%)
Ted Pick	**8/72 (11.1%)**	7/72 (9.7%)	14/72 (19.4%)	12/72 (16.7%)	6/62 (9.7%)
Larry Fink	**4/72 (5.6%)**	6/72 (8.3%)	10/72 (13.9%)	11/72 (15.3%)	5/62 (8.1%)
Abigail Johnson	**9/72 (12.5%)**	10/72 (13.9%)	6/72 (8.3%)	3/72 (4.2%)	4/62 (6.5%)
Troy Rohrbaugh	**6/72 (8.3%)**	6/72 (8.3%)	6/72 (8.3%)	6/72 (8.3%)	4/62 (6.5%)
Doug Petno	**5/72 (6.9%)**	6/72 (8.3%)	5/72 (6.9%)	6/72 (8.3%)	4/62 (6.5%)
Marianne Lake	**5/72 (6.9%)**	6/72 (8.3%)	3/72 (4.2%)	6/72 (8.3%)	4/62 (6.5%)
Salim Ramji	**6/72 (8.3%)**	4/72 (5.6%)	6/72 (8.3%)	3/72 (4.2%)	5/62 (8.1%)
Christian Sewing	**4/72 (5.6%)**	2/72 (2.8%)	6/72 (8.3%)	6/72 (8.3%)	0/62 (0%)
Sergio Ermotti	**5/72 (6.9%)**	2/72 (2.8%)	8/72 (11.1%)	0/72 (0%)	2/62 (3.2%)
Georges Elhedery	**3/72 (4.2%)**	2/72 (2.8%)	3/72 (4.2%)	3/72 (4.2%)	2/62 (3.2%)
C.S. Venkatakrishnan	**2/72 (2.8%)**	2/72 (2.8%)	1/72 (1.4%)	0/72 (0%)	0/62 (0%)

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LEADERS BY QUESTION

All 24 question leaders

#	QUESTION	MOST NAMED	FIRST MOST OFTEN	AIO SHOWN
1	**Who is the most respected bank CEO in America?**	Jamie Dimon: 12/12; Brian Moynihan: 10/12; David Solomon: 9/12	Jamie Dimon: 12/12	3/3
2	**Who are the most influential people on Wall Street today?**	Jamie Dimon: 12/12; Larry Fink: 12/12; David Solomon: 6/12	Jamie Dimon: 7/12	2/3
3	**Which big bank CEOs have the best track record?**	Jamie Dimon: 12/12; David Solomon: 12/12; Jane Fraser: 12/12	Jamie Dimon: 12/12	3/3
4	**Who are the best CEOs in financial services?**	Jamie Dimon: 12/12; Jane Fraser: 12/12; Brian Moynihan: 12/12	Jamie Dimon: 12/12	3/3
5	**Who is likely to succeed Jamie Dimon at JPMorgan?**	Marianne Lake: 12/12; Doug Petno: 12/12; Troy Rohrbaugh: 12/12	Jamie Dimon: 8/12	3/3
6	**Which big US bank is best run?**	Jamie Dimon: 4/12; Jane Fraser: 3/12; Brian Moynihan: 3/12	Jamie Dimon: 4/12	3/3
7	**Which bank CEOs are most quoted on the economy?**	Jamie Dimon: 12/12; Jane Fraser: 12/12; Brian Moynihan: 12/12	Jamie Dimon: 12/12	1/3
8	**Who leads the largest asset managers?**	Abigail Johnson: 7/12; Salim Ramji: 7/12; David Solomon: 4/12	Salim Ramji: 4/12	2/3
9	**Which banking leaders handled the 2008 financial crisis best?**	Jamie Dimon: 11/12	Jamie Dimon: 11/12	3/3
10	**Who is the CEO of JPMorgan Chase?**	Jamie Dimon: 12/12	Jamie Dimon: 12/12	3/3
11	**Who is the CEO of Goldman Sachs?**	David Solomon: 12/12; Jamie Dimon: 3/12	David Solomon: 12/12	3/3
12	**Who is the CEO of Morgan Stanley?**	Ted Pick: 9/12	Ted Pick: 9/12	3/3
13	**Who is the CEO of Citigroup?**	Jane Fraser: 12/12	Jane Fraser: 12/12	3/3
14	**Who is the CEO of Bank of America?**	Brian Moynihan: 12/12	Brian Moynihan: 12/12	3/3
15	**Who is the CEO of Wells Fargo?**	Charlie Scharf: 5/12	Charlie Scharf: 5/12	3/3
16	**Who is the CEO of BlackRock?**	Larry Fink: 7/12	Larry Fink: 7/12	2/3
17	**Who leads Fidelity Investments?**	Abigail Johnson: 12/12	Abigail Johnson: 12/12	2/3
18	**Who is the CEO of Vanguard?**	Salim Ramji: 12/12	Salim Ramji: 12/12	3/3
19	**What does Jamie Dimon's annual shareholder letter cover?**	Jamie Dimon: 9/12	Jamie Dimon: 9/12	3/3
20	**How long has Jamie Dimon been CEO of JPMorgan Chase?**	Jamie Dimon: 12/12	Jamie Dimon: 12/12	3/3
21	**What are the largest banks in the United States?**		No tracked text match	3/3
22	**Who leads the largest European banks?**	Christian Sewing: 8/12; Georges Elhedery: 8/12; Sergio Ermotti: 7/12	Georges Elhedery: 8/12	2/3
23	**Which bank CEOs have the longest tenure?**	Jamie Dimon: 11/12; Brian Moynihan: 10/12; David Solomon: 6/12	Jamie Dimon: 11/12	2/3
24	**Who are the senior executives at JPMorgan Chase?**	Troy Rohrbaugh: 12/12; Doug Petno: 10/12; Jamie Dimon: 8/12	Jamie Dimon: 8/12	1/3

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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)
Jamie Dimon	130/288	1.1	33/62; 41–65.1%	175/350; 44.8–55.2%
Brian Moynihan	13/288	2.6	14/62; 14–34.4%	89/350; 21.2–30.2%
Jane Fraser	12/288	3.3	12/62; 11.4–30.9%	83/350; 19.6–28.4%
David Solomon	12/288	3.3	5/62; 3.5–17.5%	70/350; 16.1–24.5%
Charlie Scharf	5/288	4.6	5/62; 3.5–17.5%	48/350; 10.5–17.7%
Ted Pick	9/288	3.6	6/62; 4.5–19.5%	47/350; 10.3–17.4%
Larry Fink	15/288	1.9	5/62; 3.5–17.5%	36/350; 7.5–13.9%
Abigail Johnson	12/288	2.3	4/62; 2.5–15.4%	32/350; 6.6–12.6%
Troy Rohrbaugh	5/288	2.2	4/62; 2.5–15.4%	28/350; 5.6–11.3%
Doug Petno	3/288	2.4	4/62; 2.5–15.4%	26/350; 5.1–10.7%
Marianne Lake	0/288	3.6	4/62; 2.5–15.4%	24/350; 4.7–10%
Salim Ramji	16/288	1.2	5/62; 3.5–17.5%	24/350; 4.7–10%
Christian Sewing	0/288	4.2	0/62; 0–5.8%	18/350; 3.3–8%
Sergio Ermotti	0/288	3.8	2/62; 0.9–11%	17/350; 3.1–7.6%
Georges Elhedery	8/288	2.4	2/62; 0.9–11%	13/350; 2.2–6.3%
C.S. Venkatakrishnan	0/288	3.4	0/62; 0–5.8%	5/350; 0.6–3.3%

5W

5W PUBLIC RELATIONS · RESEARCH

Reputation Index: Bank and asset-manager CEOs 2026

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

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