



5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

BANKRUPTCY LAWYERS AI DISCOVERY INDEX

Which bankruptcy firms AI names
288 AI answers · October 26 and 28, 2026

Measured :

October 26 and 28, 2026

24 questions × 3 runs · 288 AI answers

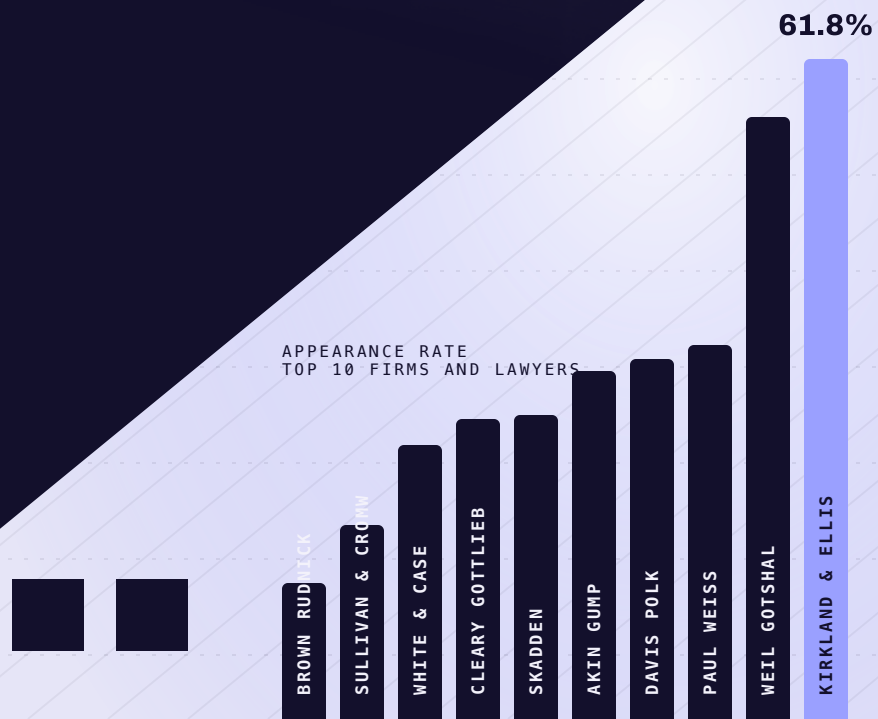
Engines :

ChatGPT · Claude · Gemini · Perplexity
plus 31 Google AI Overviews

Prepared by :

5W Public Relations
5wpr.com

APPEARANCE RATE
TOP 10 FIRMS AND LAWYERS



AT A GLANCE

Kirkland and Weil lead. The two are within the margin of error.

Kirkland & Ellis was the firm or lawyer that ChatGPT, Claude, Gemini and Perplexity named most often. Kirkland & Ellis appeared in 178 of 288 answers (61.8%) measured October 26 and 28, 2026. Weil Gotshal came next at 162 of 288 (56.3%). The two confidence intervals overlap, so the data cannot confirm that Kirkland & Ellis is ahead. Kirkland & Ellis was named first more often than any other firm or lawyer, in 123 of 288 answers. Google AI Overviews appeared on 31 of 66 searches (47%).

Version 2. This version replaces the first version of this study, first published June 19, 2026. It uses measured counts, so the two versions are not comparable.

288

AI answers analyzed across
ChatGPT, Claude, Gemini
and Perplexity

61.8%

of answers named Kirkland
& Ellis, the most-named
(178 of 288)

14

tracked firms and lawyers
named at least once (of 14)

47%

of Google searches showed
an AI Overview (31 of 66)

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01

What the data shows

KEY FINDINGS

MOST NAMED

178/288
(61.8%)

Kirkland & Ellis appeared in 178 of 288 four-engine answers (CI 56.1–67.2%). Weil Gotshal appeared in 162 of 288 (56.3%, CI 50.5–61.9%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

123/288
(42.7%)

Kirkland & Ellis was the first firm or lawyer named in 123 of 288 answers, more than any other tracked firm or lawyer. Average first position: 1.5.

CHATGPT SKEW

32/72
(44.4%)

ChatGPT named Skadden in 32 of 72 answers. The other engines did so in 13 to 19 of 72.

GEMINI SKEW

39/72
(54.2%)

Gemini named Paul Weiss in 39 of 72 answers. The other engines did so in 12 to 27 of 72.

OWN-SITE CITATIONS

81/288
(28.1%)

Kirkland & Ellis's own domains were cited in 81 of 288 grounded answers, the most of any tracked firm. James Sprayregen also shows 81, because a lawyer's own domain is the firm's site (kirkland.com). Every tracked firm and lawyer had at least one.

AIO TRIGGER

31/66 (47%)

Google AI Overviews appeared on 31 of 66 searches (CI 35.4–58.8%). On the other 35, no overview was shown.

AIO LEADER

20/31
(64.5%)

Davis Polk was the firm or lawyer named most often in AI Overviews, at 20 of 31, followed by Kirkland & Ellis at 16 of 31 (51.6%). In the four-engine set, Davis Polk was named in 97 of 288 answers (33.7%).

TOP DOMAIN

110/288
(38.2%)

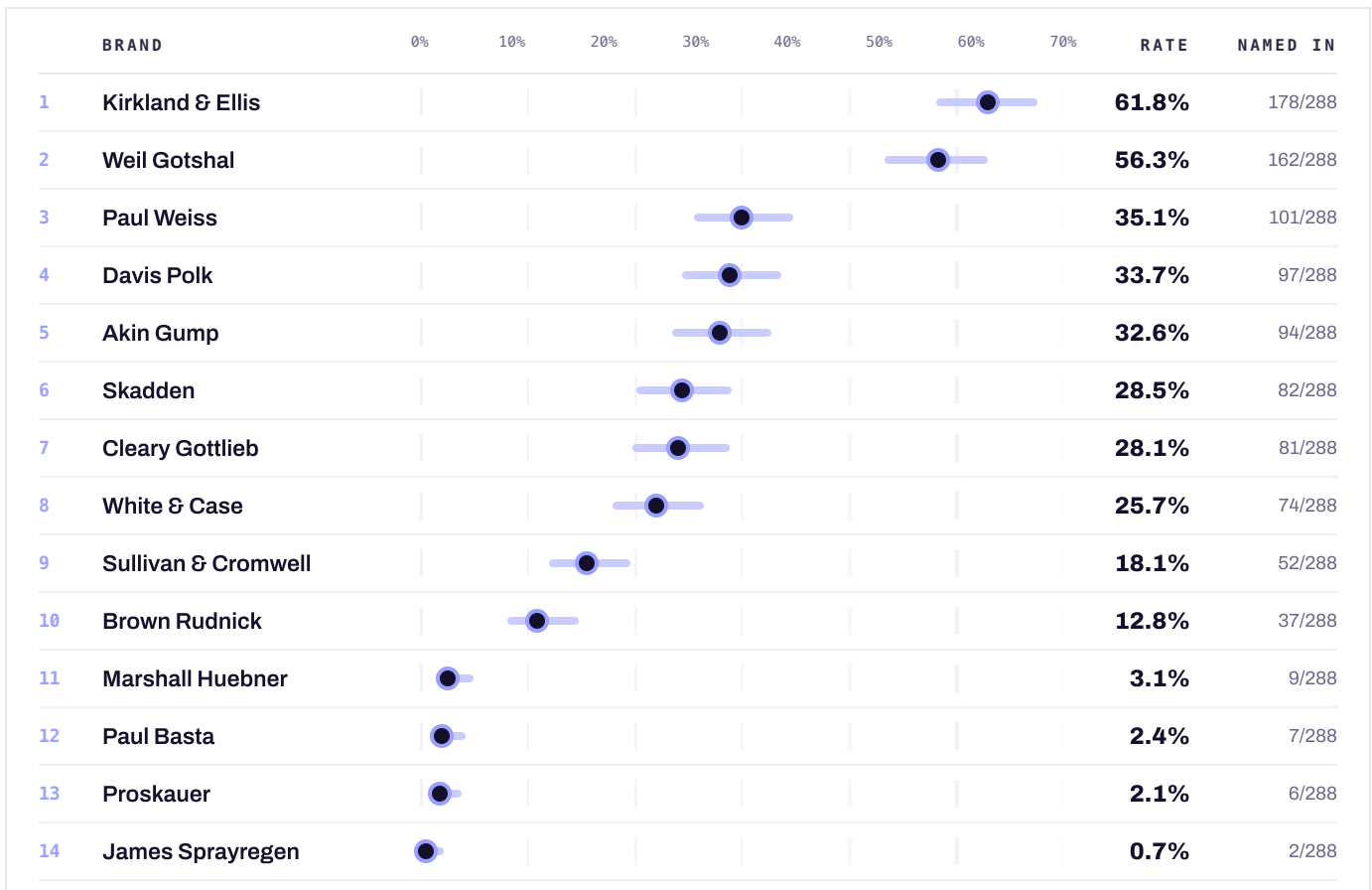
chambers.com was cited in 110 of 288 grounded four-engine answers, with 217 of 2,650 citations (8.2%). kirkland.com came second with 96 citations in 81 answers (28.1%).

02

THE LEADERBOARD

Which firms and lawyers 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.



02

THE LEADERBOARD

The full list

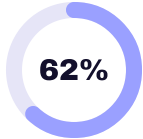
Own-domain citation is the share of 288 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,650 citations.

#	FIRM OR LAWYER	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Kirkland & Ellis	178/288	<div><div></div></div> 61.8%	56.1–67.2%	1.5	28.1% (81/288)	3.6%
2	Weil Gotshal	162/288	<div><div></div></div> 56.3%	50.5–61.9%	2.4	23.3% (67/288)	2.6%
3	Paul Weiss	101/288	<div><div></div></div> 35.1%	29.8–40.7%	3.5	10.1% (29/288)	1.1%
4	Davis Polk	97/288	<div><div></div></div> 33.7%	28.5–39.3%	3.2	11.5% (33/288)	1.3%
5	Akin Gump	94/288	<div><div></div></div> 32.6%	27.5–38.3%	3.7	9% (26/288)	1%
6	Skadden	82/288	<div><div></div></div> 28.5%	23.6–33.9%	2.9	18.1% (52/288)	2.2%
7	Cleary Gottlieb	81/288	<div><div></div></div> 28.1%	23.2–33.6%	3.4	16.3% (47/288)	2%
8	White & Case	74/288	<div><div></div></div> 25.7%	21–31%	3.4	10.1% (29/288)	1.4%
9	Sullivan & Cromwell	52/288	<div><div></div></div> 18.1%	14–22.9%	3.4	6.3% (18/288)	0.7%
10	Brown Rudnick	37/288	<div><div></div></div> 12.8%	9.5–17.2%	3.3	4.9% (14/288)	0.5%
11	Marshall Huebner	9/288	<div><div></div></div> 3.1%	1.7–5.8%	2.2	11.5% (33/288)	1.3%
12	Paul Basta	7/288	<div><div></div></div> 2.4%	1.2–4.9%	5.1	10.1% (29/288)	1.1%
13	Proskauer	6/288	<div><div></div></div> 2.1%	1–4.5%	5	1.4% (4/288)	0.2%
14	James Sprayregen	2/288	<div><div></div></div> 0.7%	0.2–2.5%	4.5	28.1% (81/288)	3.6%

03

PROFILES

The top eight, side by side



RANK 1

Kirkland & Ellis

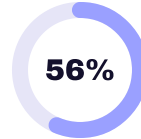
178/288 answers · 95% CI 56.1–67.2%

1.5

first-mention position

28.1%owned-domain citation
(81/288)**3.6%**

citation share



RANK 2

Weil Gotshal

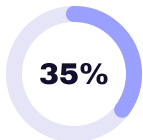
162/288 answers · 95% CI 50.5–61.9%

2.4

first-mention position

23.3%owned-domain citation
(67/288)**2.6%**

citation share



RANK 3

Paul Weiss

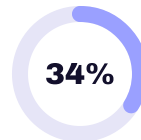
101/288 answers · 95% CI 29.8–40.7%

3.5

first-mention position

10.1%owned-domain citation
(29/288)**1.1%**

citation share



RANK 4

Davis Polk

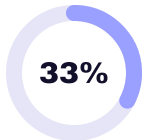
97/288 answers · 95% CI 28.5–39.3%

3.2

first-mention position

11.5%owned-domain citation
(33/288)**1.3%**

citation share



RANK 5

Akin Gump

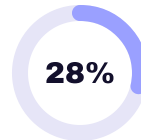
94/288 answers · 95% CI 27.5–38.3%

3.7

first-mention position

9%owned-domain citation
(26/288)**1%**

citation share



RANK 6

Skadden

82/288 answers · 95% CI 23.6–33.9%

2.9

first-mention position

18.1%owned-domain citation
(52/288)**2.2%**

citation share



RANK 7

Cleary Gottlieb

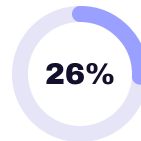
81/288 answers · 95% CI 23.2–33.6%

3.4

first-mention position

16.3%owned-domain citation
(47/288)**2%**

citation share



RANK 8

White & Case

74/288 answers · 95% CI 21–31%

3.4

first-mention position

10.1%owned-domain citation
(29/288)**1.4%**

citation share

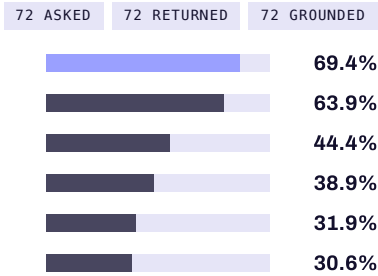
04

HOW THE ENGINES DIFFER

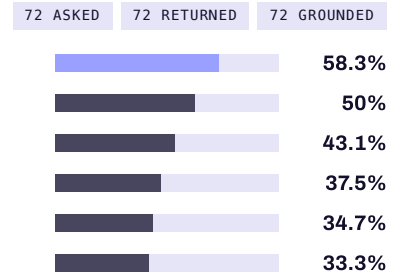
Same questions, different answers

ChatGPT named Skadden in 32 of 72 answers. The other engines did so in 13 to 19 of 72. Gemini named Paul Weiss in 39 of 72 answers. The other engines did so in 12 to 27 of 72.

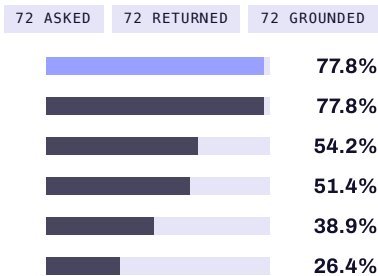
ChatGPT



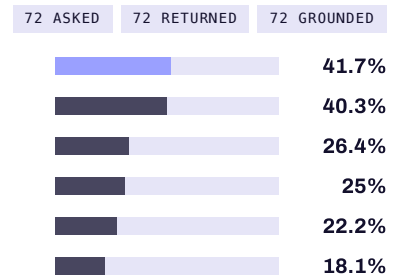
Claude



Gemini



Perplexity



05 The fifth engine

GOOGLE AI OVERVIEWS

Google AI Overviews were captured through 66 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use $288 + 31 = 319$ answers.

TRIGGER RATE



Google AI Overviews appeared on 31 of 66 searches (47%, CI 35.4–58.8%). The other 35 searches showed no overview. Within the 31 overviews, Davis Polk was named in 20 (64.5%), Kirkland & Ellis was named in 16 (51.6%), Paul Weiss was named in 14 (45.2%), Akin Gump was named in 13 (41.9%). chambers.com was the most-cited source, with 5 citations and an appearance in 5 of 31 overviews.

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

1	Kirkland & Ellis	<div><div></div></div>	60.8%	=
2	Weil Gotshal	<div><div></div></div>	54.5%	=
3	Davis Polk	<div><div></div></div>	36.7%	▲ 1
4	Paul Weiss	<div><div></div></div>	36.1%	▼ 1
5	Akin Gump	<div><div></div></div>	33.5%	=
6	Skadden	<div><div></div></div>	27.0%	=
7	Cleary Gottlieb	<div><div></div></div>	27.0%	=
8	White & Case	<div><div></div></div>	26.0%	=
9	Sullivan & Cromwell	<div><div></div></div>	17.2%	=
10	Brown Rudnick	<div><div></div></div>	11.6%	=

06

LEADERS BY QUESTION

Who each question surfaces first

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

Q01 • 12 ANSWERS

Kirkland & Ellis**100%**

Weil Gotshal	<div><div></div></div>	83.3%
Paul Weiss	<div><div></div></div>	75%

AI Overview shown on 0 of 3 searches

Q02 • 12 ANSWERS

Kirkland & Ellis**100%**

Davis Polk	<div><div></div></div>	83.3%
Paul Weiss	<div><div></div></div>	83.3%

AI Overview shown on 0 of 3 searches

Q03 • 12 ANSWERS

Akin Gump**75%**

Brown Rudnick	<div><div></div></div>	50%
Paul Weiss	<div><div></div></div>	25%

AI Overview shown on 0 of 3 searches

Q04 • 12 ANSWERS

Kirkland & Ellis**83.3%**

TIED WITH SKADDEN

Skadden	<div><div></div></div>	83.3%
Weil Gotshal	<div><div></div></div>	75%

AI Overview shown on 1 of 1 searches

Q05 • 12 ANSWERS

Kirkland & Ellis**100%**

TIED WITH PAUL WEISS

Paul Weiss	<div><div></div></div>	100%
Davis Polk	<div><div></div></div>	83.3%

AI Overview shown on 1 of 1 searches

Q06 • 12 ANSWERS

Kirkland & Ellis**83.3%**

Weil Gotshal	<div><div></div></div>	58.3%
Paul Weiss	<div><div></div></div>	41.7%

AI Overview shown on 0 of 3 searches

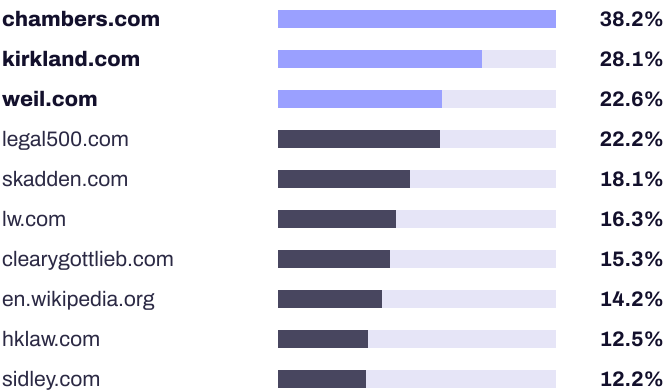
07

WHO THE ENGINES CITE

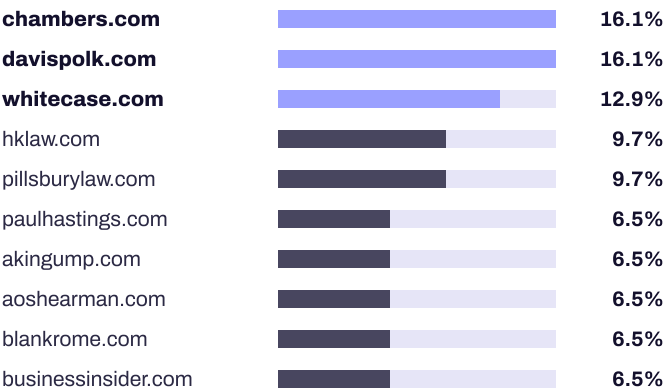
Most-cited domains

The four engines produced 2,650 citations in total. chambers.com was cited most often, with 217 citations (8.2%) across 110 answers. Next came kirkland.com (96), legal500.com (71), weil.com (68), skadden.com (58), en.wikipedia.org (53).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS



GOOGLE AI OVERVIEWS · SHARE OF 31 OVERVIEWS

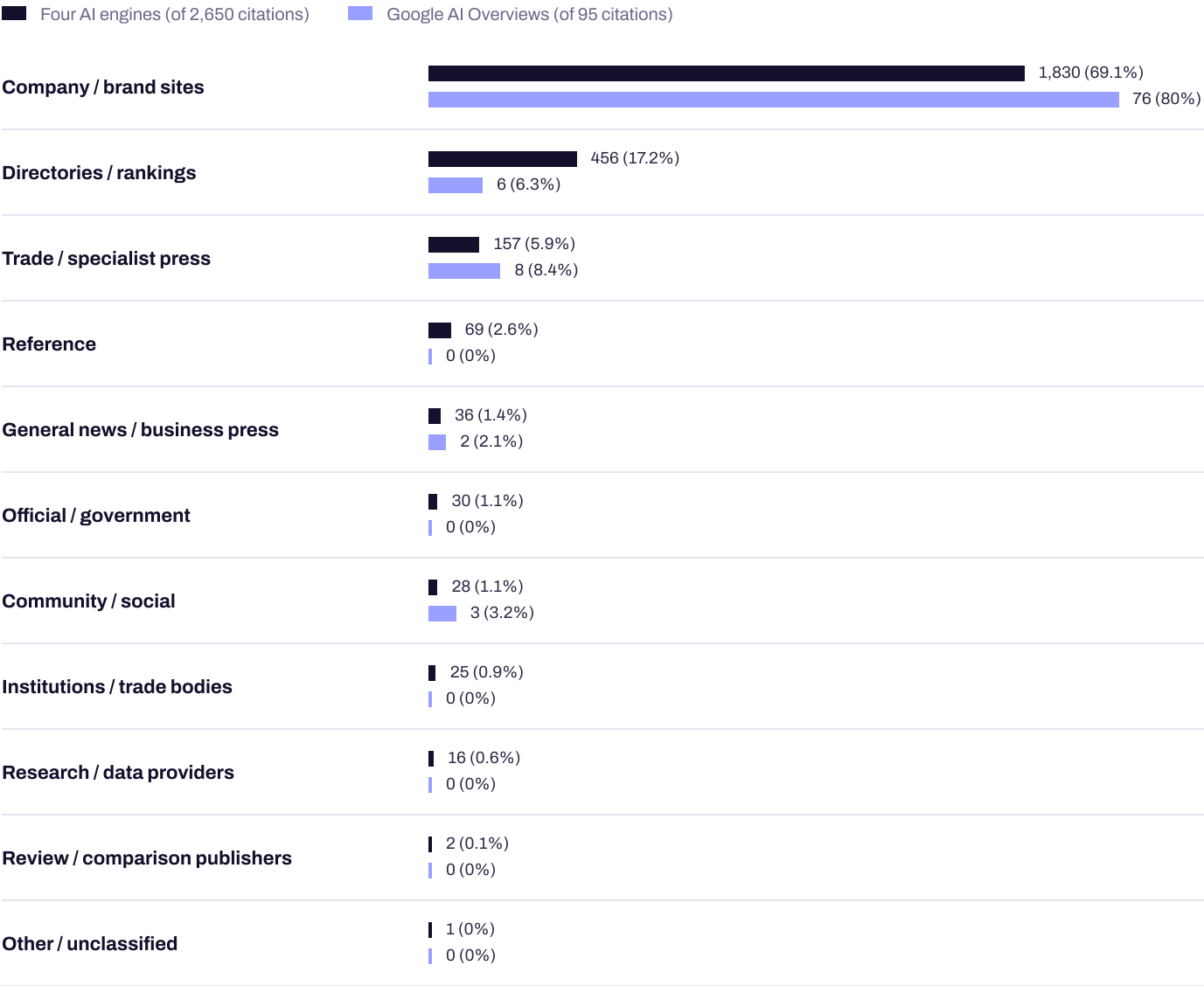


07

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 firms and lawyers 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.	Kirkland & Ellis's own domains were cited in 28.1% of grounded answers, James Sprayregen's in 28.1% and Weil Gotshal's in 23.3%. James Sprayregen was named in only 0.7% of answers, yet its own domains were cited in 28.1%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were chambers.com (in 38.2% of grounded answers), legal500.com (22.2%), lw.com (16.3%), en.wikipedia.org (14.2%) and hklaw.com (12.5%). Directories and rankings supplied 17.2% of citations and trade and specialist press 5.9%.
Check each engine separately.	Gemini named Akin Gump in 51.4% of answers against 12.5% on Perplexity. Gemini named Weil Gotshal in 77.8% of answers against 40.3% on Perplexity.
Do not ignore video and community sites.	Community and social sites supplied 3.2% of Google AI Overview citations against 1.1% in the four chat engines. reddit.com was cited in 6.5% of overviews.
Watch names outside the tracked list.	Latham & Watkins LLP (89), Gibson, Dunn & Crutcher LLP (64), Milbank LLP (52), Pachulski Stang Ziehl & Jones LLP (42), Sidley Austin LLP (36) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

08 QUESTIONS PEOPLE ASK Frequently asked questions

Q1 Which firm or lawyer do AI engines name most often?

Kirkland & Ellis, named in 178 of 288 four-engine answers (61.8%, CI 56.1–67.2%). Weil Gotshal was second at 162 of 288 (56.3%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which firm or lawyer is named first most often?

Kirkland & Ellis was the first firm or lawyer named in 123 of 288 answers, with an average first position of 1.5.

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

An overview appeared on 31 of 66 searches (47%, CI 35.4–58.8%). Within those 31 overviews, Davis Polk was named most often, in 20 (64.5%).

Q4 Which sources do the engines cite?

Across 2,650 four-engine citations, chambers.com was cited most (217 citations, in 110 of 288 grounded answers), followed by kirkland.com (96 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named Skadden in 32 of 72 answers, against 13 to 19 of 72 on the other engines. Gemini named Paul Weiss in 39 of 72 answers, against 12 to 27 of 72 on the other engines.

09

METHODOLOGY

How this study was measured



24 questions, each asked 3 times on each engine, measured October 26 and 28, 2026. Market: United States, English. The destination site was not mentioned to any engine. Gemini answers were produced by gemini-3.6-flash; every Gemini answer in this report used that one model. All 72 Gemini answers had search sources. Entities count as named when they appear in the answer text; products and name variants roll up to the tracked name, and people are matched with middle names or initials, nicknames, possessives and suffixes. First-name variants (for example Jeffrey for Jeff, William for Bill) are matched, but only together with the tracked last name.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	66	31 shown	31

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

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 two days, October 26 and 28, 2026. Each engine answered 24 questions 3 times. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 14 tracked firms and lawyers were scored. Untracked names that appeared often were not scored, including Latham & Watkins LLP (89), Gibson, Dunn & Crutcher LLP (64), Milbank LLP (52), Pachulski Stang Ziehl & Jones LLP (42), Sidley Austin LLP (36).
- AI Overview figures are based on only 31 overviews, so estimates for individual firms and lawyers are less precise than the four-engine figures.
- 6 Google searches could not be fetched by DataForSEO after three tries. They are excluded from the AI Overview figures, so the trigger rate uses 66 searches.
- Reports describe what the engines said, attributed to the engines. They make no judgement about the people or organizations named and are not legal or financial advice.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.

A

APPENDIX

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	Law firms that handle Chapter 11 restructurings for portfolio companies.	Bankruptcy and Restructuring Lawyers	CORE QUESTION
02	Which law firms are best for Chapter 11 bankruptcy?	Bankruptcy and Restructuring Lawyers	CORE QUESTION
03	Which law firms represent creditors committees in large bankruptcies?	Bankruptcy and Restructuring Lawyers	CORE QUESTION
04	Which law firms advise on out-of-court debt restructuring?	Bankruptcy and Restructuring Lawyers	CORE QUESTION
05	Who are the top restructuring lawyers in the US?	Bankruptcy and Restructuring Lawyers	CORE QUESTION
06	Which law firms handle retail bankruptcies?	Bankruptcy and Restructuring Lawyers	CORE QUESTION
07	Which law firms advise on sovereign debt restructuring?	Bankruptcy and Restructuring Lawyers	CORE QUESTION
08	Which law firms represent lenders in DIP financing?	Bankruptcy and Restructuring Lawyers	CORE QUESTION
09	Which law firms represent debtors in Delaware bankruptcy cases?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION
10	Which law firms represent debtors in Texas bankruptcy cases?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION
11	Which law firms handle Chapter 15 cross-border cases?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION
12	Which law firms handle healthcare bankruptcies?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION
13	Which law firms handle energy company restructurings?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION
14	Which law firms handle real estate restructurings?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION
15	Which law firms handled crypto company bankruptcies?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION
16	Which law firms advise on liability management transactions?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION
17	Which law firms represent bondholder groups?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION
18	Which law firms advise on prepackaged Chapter 11 cases?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION
19	Which law firms handle mass tort bankruptcies?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION
20	Which law firms advise on airline restructurings?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION
21	Which law firms have the largest restructuring practices?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION
22	Which restructuring lawyers are most often quoted in the press?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION
23	Which law firms act as conflicts counsel in large bankruptcies?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION
24	Which law firms handle Chapter 7 liquidations for companies?	Bankruptcy and Restructuring Lawyers	ADDED QUESTION



5W PUBLIC RELATIONS • RESEARCH

Legal AI Discovery: Bankruptcy 2026

Measured October 26 and 28, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

WEB

5wpr.com

RESEARCH

5wpr.com/research

