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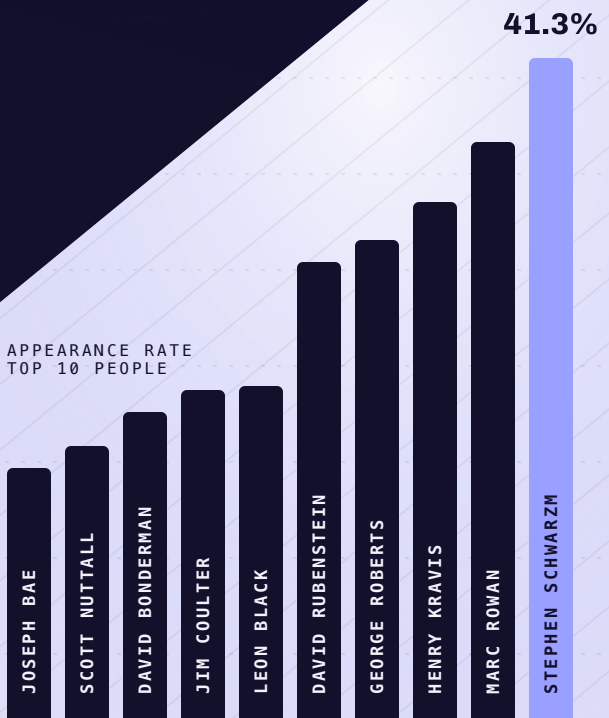
# PRIVATE EQUITY FOUNDERS REPUTATION INDEX

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 :**
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AT A GLANCE

# Schwarzman, Rowan lead. Kravis is also close.

Stephen Schwarzman was the most-named tracked principal in this study: 119/288 (41.3%; Wilson 95% CI 35.8–47.1%) across ChatGPT, Claude, Gemini and Perplexity. Marc Rowan followed at 104/288 (36.1%; Wilson 95% CI 30.8–41.8%). 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

**41.3%**
of answers named Stephen Schwarzman, the most-named (119 of 288)

**24**
tracked people named at least once (of 24)

**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

## 119/288 (41.3%)

Stephen Schwarzman: 119/288 (41.3%; Wilson 95% CI 35.8–47.1%). Marc Rowan: 104/288 (36.1%; Wilson 95% CI 30.8–41.8%). The observed count order is descriptive, not proof that adjacent people are statistically different.

NAMED FIRST

## 80/288 (27.8%)

Stephen Schwarzman was first among tracked text-resolved names in 80 of 288 answers; mean tracked position when named was 1.9.

ORIGINAL CARD

## 10 questions

Stephen Schwarzman leads the original-card subset at 83/120 (69.2%; Wilson 95% CI 60.4–76.7%). 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%). Stephen Schwarzman was most named within shown overviews: 24/60 (40%; Wilson 95% CI 28.6–52.6%).

FIVE SURFACES

## 143/348 (41.1%)

Stephen Schwarzman had the highest combined count: 143/348 (41.1%; Wilson 95% CI 36–46.3%). Only shown AI Overviews join the four-engine denominator.

AFFILIATED DOMAINS

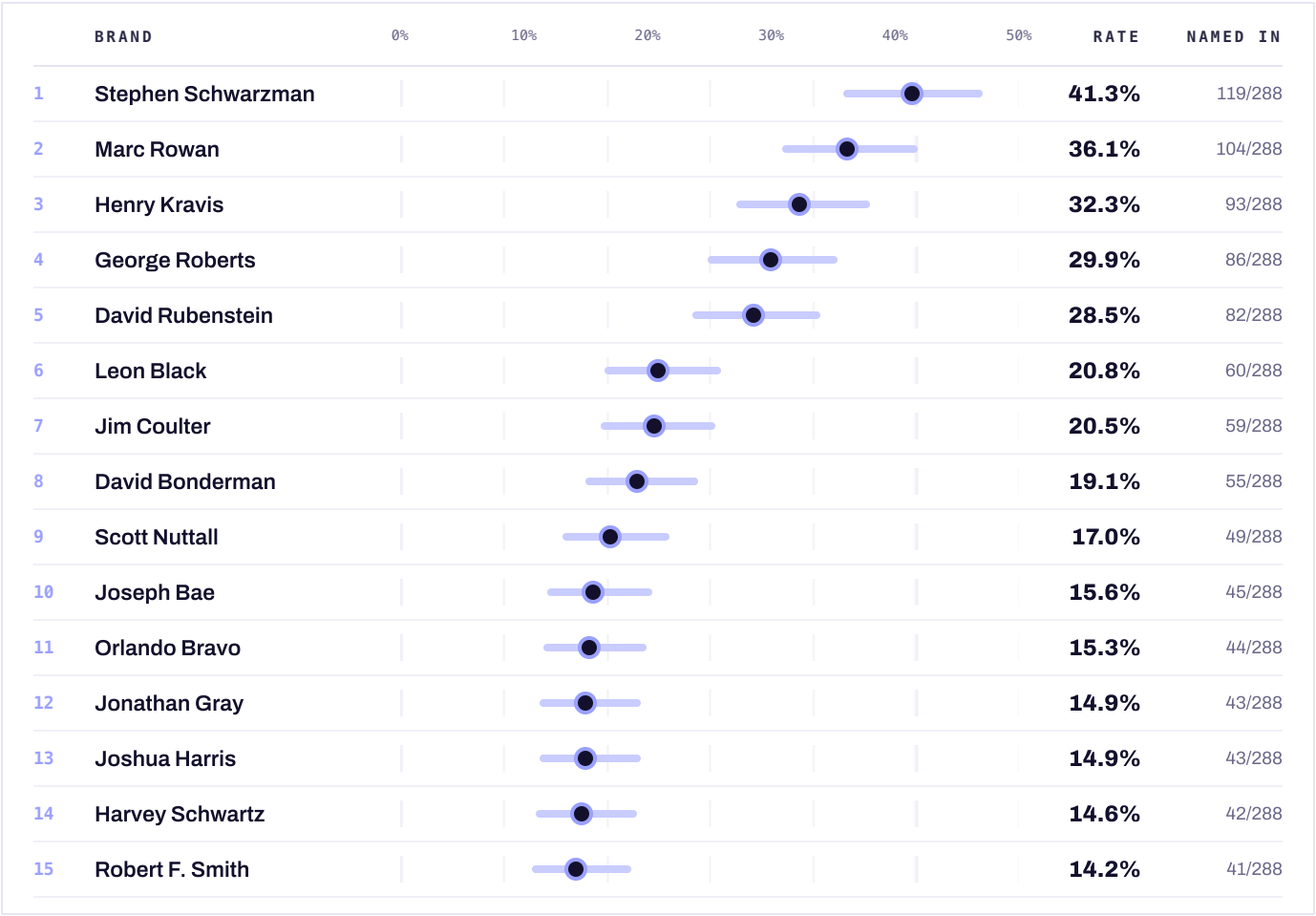
## 34/278 (12.2%)

Stephen Schwarzman had the highest own/affiliated-domain answer count: 34/278 (12.2%). 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 | Stephen Schwarzman | 41.3% | 119/288 |
| 2 | Marc Rowan | 36.1% | 104/288 |
| 3 | Henry Kravis | 32.3% | 93/288 |
| 4 | George Roberts | 29.9% | 86/288 |
| 5 | David Rubenstein | 28.5% | 82/288 |
| 6 | Leon Black | 20.8% | 60/288 |
| 7 | Jim Coulter | 20.5% | 59/288 |
| 8 | David Bonderman | 19.1% | 55/288 |
| 9 | Scott Nuttall | 17.0% | 49/288 |
| 10 | Joseph Bae | 15.6% | 45/288 |
| 11 | Orlando Bravo | 15.3% | 44/288 |
| 12 | Jonathan Gray | 14.9% | 43/288 |
| 13 | Joshua Harris | 14.9% | 43/288 |
| 14 | Harvey Schwartz | 14.6% | 42/288 |
| 15 | Robert F. Smith | 14.2% | 41/288 |

02 THE LEADERBOARD

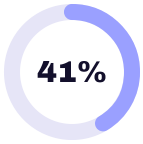
# The full list

Own-domain citation is the share of 278 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,407 citations.

| # | PERSON | NAMED IN | APPEARANCE RATE | 95% INTERVAL | FIRST MENTION | OWN-DOMAIN CITATION | CITATION SHARE |
|---|---|---|---|---|---|---|---|
| 1 | Stephen Schwarzman | 119/288 | 41.3% | 35.8–47.1% | 1.9 | 12.2% (34/278) | 1.7% |
| 2 | Marc Rowan | 104/288 | 36.1% | 30.8–41.8% | 5.4 | 7.6% (21/278) | 0.9% |
| 3 | Henry Kravis | 93/288 | 32.3% | 27.2–37.9% | 2.9 | 9.7% (27/278) | 1.6% |
| 4 | George Roberts | 86/288 | 29.9% | 24.9–35.4% | 3.7 | 7.9% (22/278) | 1.4% |
| 5 | David Rubenstein | 82/288 | 28.5% | 23.6–33.9% | 4.4 | 5.4% (15/278) | 0.9% |
| 6 | Leon Black | 60/288 | 20.8% | 16.5–25.9% | 5.4 | 4% (11/278) | 0.5% |
| 7 | Jim Coulter | 59/288 | 20.5% | 16.2–25.5% | 7.8 | 2.2% (6/278) | 0.3% |
| 8 | David Bonderman | 55/288 | 19.1% | 15–24% | 6.4 | 4.3% (12/278) | 0.8% |
| 9 | Scott Nuttall | 49/288 | 17% | 13.1–21.8% | 4.8 | 3.2% (9/278) | 0.4% |
| 10 | Joseph Bae | 45/288 | 15.6% | 11.9–20.3% | 4.2 | 2.5% (7/278) | 0.3% |
| 11 | Orlando Bravo | 44/288 | 15.3% | 11.6–19.9% | 6.6 | 4.3% (12/278) | 1.6% |
| 12 | Jonathan Gray | 43/288 | 14.9% | 11.3–19.5% | 3.2 | 3.6% (10/278) | 0.5% |
| 13 | Joshua Harris | 43/288 | 14.9% | 11.3–19.5% | 6.5 | 0% (0/278) | 0% |
| 14 | Harvey Schwartz | 42/288 | 14.6% | 11–19.1% | 7.1 | 2.2% (6/278) | 0.2% |
| 15 | Robert F. Smith | 41/288 | 14.2% | 10.7–18.7% | 5.4 | 4.7% (13/278) | 1.2% |
| 16 | Bill Conway | 38/288 | 13.2% | 9.8–17.6% | 5.3 | 3.6% (10/278) | 0.7% |
| 17 | Howard Marks | 35/288 | 12.2% | 8.9–16.4% | 3 | 5.4% (15/278) | 0.7% |
| 18 | Daniel D'Aniello | 33/288 | 11.5% | 8.3–15.7% | 6.6 | 3.2% (9/278) | 0.6% |
| 19 | Bruce Flatt | 30/288 | 10.4% | 7.4–14.5% | 4.3 | 6.1% (17/278) | 2.2% |
| 20 | Egon Durban | 18/288 | 6.3% | 4–9.7% | 3.6 | 4.3% (12/278) | 1.2% |
| 21 | Glenn Hutchins | 16/288 | 5.6% | 3.4–8.8% | 7.8 | 1.1% (3/278) | 0.1% |
| 22 | Brian Sheth | 6/288 | 2.1% | 1–4.5% | 2 | 0% (0/278) | 0% |
| 23 | Tony James | 2/288 | 0.7% | 0.2–2.5% | 5.5 | 0.4% (1/278) | 0% |
| 24 | Stephen Feinberg | 1/288 | 0.3% | 0.1–1.9% | 7 | 0% (0/278) | 0% |

PROFILES

# 03 The top eight, side by side

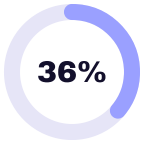



RANK 1

## Stephen Schwarzman

119/288 answers · 95% CI 35.8–47.1%

| 1.9 | 12.2% | 1.7% |
|---|---|---|
| first-mention position | owned-domain citation (34/278) | citation share |

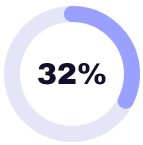



RANK 2

## Marc Rowan

104/288 answers · 95% CI 30.8–41.8%

| 5.4 | 7.6% | 0.9% |
|---|---|---|
| first-mention position | owned-domain citation (21/278) | citation share |




RANK 3

## Henry Kravis

93/288 answers · 95% CI 27.2–37.9%

| 2.9 | 9.7% | 1.6% |
|---|---|---|
| first-mention position | owned-domain citation (27/278) | citation share |




RANK 4

## George Roberts

86/288 answers · 95% CI 24.9–35.4%

| 3.7 | 7.9% | 1.4% |
|---|---|---|
| first-mention position | owned-domain citation (22/278) | citation share |

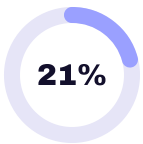



RANK 5

## David Rubenstein

82/288 answers · 95% CI 23.6–33.9%

| 4.4 | 5.4% | 0.9% |
|---|---|---|
| first-mention position | owned-domain citation (15/278) | citation share |




RANK 6

## Leon Black

60/288 answers · 95% CI 16.5–25.9%

| 5.4 | 4% | 0.5% |
|---|---|---|
| first-mention position | owned-domain citation (11/278) | citation share |

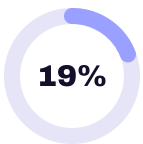



RANK 7

## Jim Coulter

59/288 answers · 95% CI 16.2–25.5%

| 7.8 | 2.2% | 0.3% |
|---|---|---|
| first-mention position | owned-domain citation (6/278) | citation share |




RANK 8

## David Bonderman

55/288 answers · 95% CI 15–24%

| 6.4 | 4.3% | 0.8% |
|---|---|---|
| first-mention position | owned-domain citation (12/278) | citation share |

04

HOW THE ENGINES DIFFER

# Same questions, different answers

Each engine returned 72 answers. ChatGPT: Stephen Schwarzman 28/72 (38.9%); Marc Rowan 23/72 (31.9%); Henry Kravis 22/72 (30.6%); 72/72 grounded. Claude: Stephen Schwarzman 31/72 (43.1%); Marc Rowan 25/72 (34.7%); Henry Kravis 24/72 (33.3%); 62/72 grounded. Gemini: Stephen Schwarzman 32/72 (44.4%); Marc Rowan 30/72 (41.7%); Henry Kravis 29/72 (40.3%); 72/72 grounded.

## ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

| | |
|---|---|
| **Stephen Schwarzman** | **38.9%** |
| Marc Rowan | **31.9%** |
| Henry Kravis | **30.6%** |
| David Rubenstein | **30.6%** |
| George Roberts | **22.2%** |
| David Bonderman | **20.8%** |

## Claude

72 ASKED | 72 RETURNED | 62 GROUNDED

| | |
|---|---|
| **Stephen Schwarzman** | **43.1%** |
| Marc Rowan | **34.7%** |
| Henry Kravis | **33.3%** |
| George Roberts | **33.3%** |
| Jim Coulter | **30.6%** |
| David Rubenstein | **25%** |

## Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

| | |
|---|---|
| **Stephen Schwarzman** | **44.4%** |
| Marc Rowan | **41.7%** |
| Henry Kravis | **40.3%** |
| George Roberts | **36.1%** |
| David Rubenstein | **33.3%** |
| Jim Coulter | **26.4%** |

## Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

| | |
|---|---|
| **Stephen Schwarzman** | **38.9%** |
| Marc Rowan | **36.1%** |
| George Roberts | **27.8%** |
| Henry Kravis | **25%** |
| David Rubenstein | **25%** |
| Leon Black | **22.2%** |

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: Stephen Schwarzman 24/60 (40%; Wilson 95% CI 28.6–52.6%); Henry Kravis 19/60 (31.7%; Wilson 95% CI 21.3–44.2%); David Rubenstein 18/60 (30%; Wilson 95% CI 19.9–42.5%); Marc Rowan 15/60 (25%; Wilson 95% CI 15.8–37.2%); George Roberts 15/60 (25%; Wilson 95% CI 15.8–37.2%). No-overview searches are not errors or negative person appearances.

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

| | | | |
|---|---|---|---|
| 1 | Stephen Schwarzman | 41.1% | = |
| 2 | Marc Rowan | 34.2% | = |
| 3 | Henry Kravis | 32.2% | = |
| 4 | George Roberts | 29.0% | = |
| 5 | David Rubenstein | 28.7% | = |
| 6 | Leon Black | 20.1% | = |
| 7 | Jim Coulter | 18.1% | = |
| 8 | David Bonderman | 17.5% | = |

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

**Stephen Schwarzman** 100%

| | |
|---|---|
| Marc Rowan | 91.7% |
| Henry Kravis | 75% |

AI Overview shown on 2 of 3 searches

Q02 · 12 ANSWERS

**Stephen Schwarzman** 100%

TIED WITH HENRY KRAVIS, GEORGE ROBERTS

| | |
|---|---|
| Henry Kravis | 100% |
| George Roberts | 100% |

AI Overview shown on 2 of 3 searches

Q03 · 12 ANSWERS

**Stephen Schwarzman** 16.7%

TIED WITH HENRY KRAVIS, GEORGE ROBERTS

| | |
|---|---|
| Henry Kravis | 16.7% |
| George Roberts | 16.7% |

AI Overview shown on 2 of 3 searches

Q04 · 12 ANSWERS

**Stephen Schwarzman** 100%

TIED WITH MARC ROWAN, SCOTT NUTTALL

| | |
|---|---|
| Marc Rowan | 100% |
| Scott Nuttall | 100% |

AI Overview shown on 2 of 3 searches

Q05 · 12 ANSWERS

**David Rubenstein** 100%

TIED WITH STEPHEN SCHWARZMAN, GEORGE ROBERTS

| | |
|---|---|
| Stephen Schwarzman | 100% |
| George Roberts | 100% |

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

**David Rubenstein** 91.7%

TIED WITH HOWARD MARKS

| | |
|---|---|
| Howard Marks | 91.7% |
| Stephen Schwarzman | 83.3% |

AI Overview shown on 2 of 3 searches

07

WHO THE ENGINES CITE

# Most-cited domains

The four engines cited 2,407 sources. Of 2,407 four-engine citations, company and brand sites supplied 876 (36.4%), reference sites 419 (17.4%) and general news and business press 304 (12.6%).

FOUR AI ENGINES · SHARE OF 278 GROUNDED ANSWERS

| | |
|---|---|
| **en.wikipedia.org** | **49.6%** |
| **forbes.com** | **19.4%** |
| **wikipedia.org** | **18.7%** |
| privateequityinternational... | **18.3%** |
| privateequitylist.com | **14%** |
| blackstone.com | **13.3%** |
| fortune.com | **12.9%** |
| sec.gov | **12.2%** |
| kkr.com | **11.5%** |
| thomabravo.com | **5.4%** |

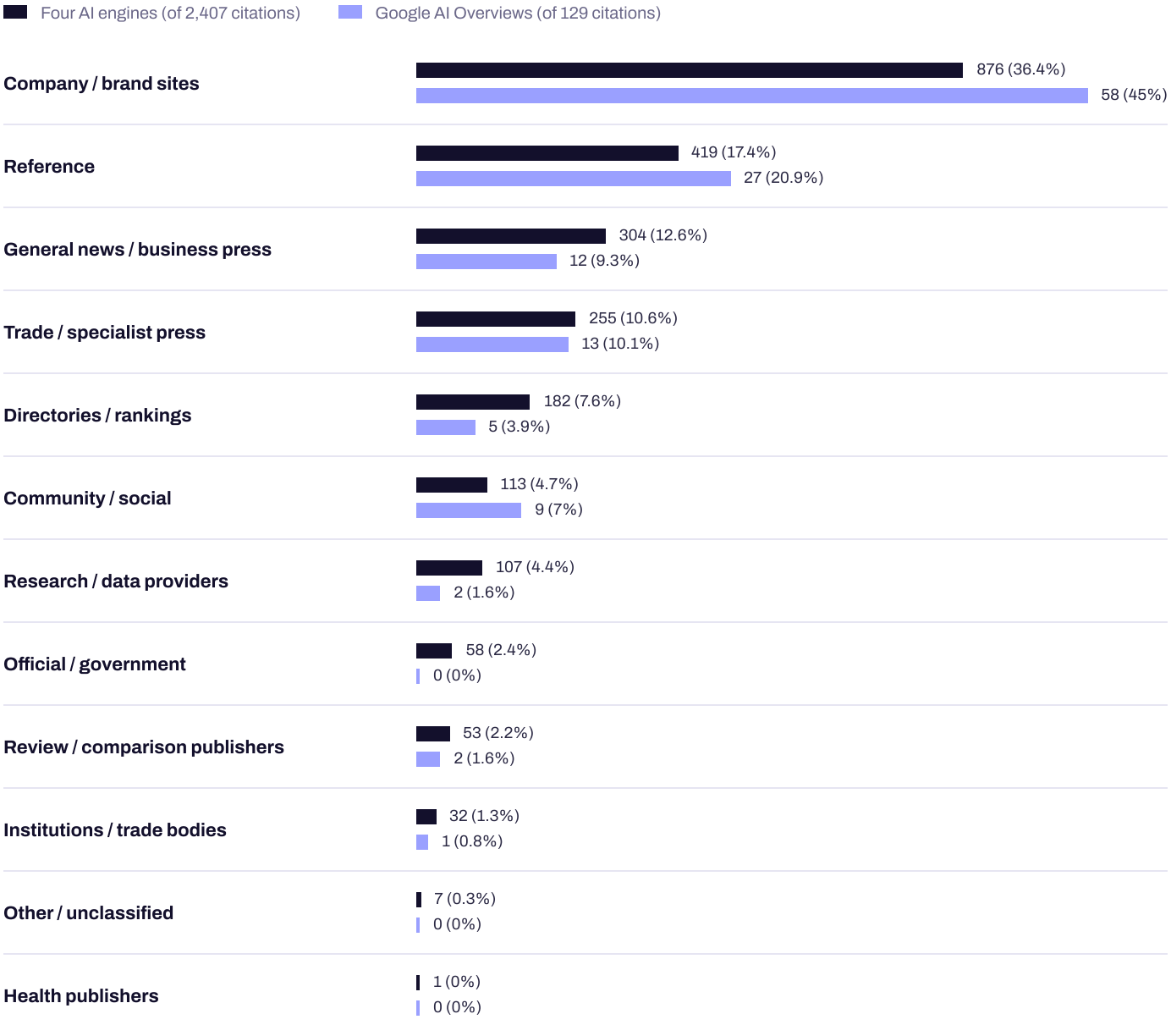
GOOGLE AI OVERVIEWS · SHARE OF 60 OVERVIEWS

| | |
|---|---|
| **en.wikipedia.org** | **33.3%** |
| **alpha-sense.com** | **13.3%** |
| **kkr.com** | **6.7%** |
| blackstone.com | **6.7%** |
| carlyle.com | **6.7%** |
| privateequitylist.com | **6.7%** |
| praxisrock.com | **6.7%** |
| insidephilanthropy.com | **5%** |
| youtube.com | **5%** |
| silverlake.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. | Stephen Schwarzman's affiliated domains were cited in 12.2% of grounded answers, Henry Kravis's in 9.7% and George Roberts's in 7.9%. |
| Keep your facts accurate on the sites engines cite. | The most-cited sites other than the tracked names' own were en.wikipedia.org (in 49.6% of grounded answers), forbes.com (19.4%), wikipedia.org (18.7%), privateequityinternational.com (18.3%) and privateequitylist.com (14.0%). Reference sites supplied 17.4% of citations and general news and business press 12.6%. |
| Check each engine separately. | Gemini named Henry Kravis in 36.1% of answers against 4.2% on ChatGPT. Claude named Stephen Schwarzman in 29.2% of answers against 2.8% on ChatGPT. |
| Do not ignore video and community sites. | Community and social sites supplied 7.0% of Google AI Overview citations against 4.7% in the four chat engines. youtube.com was cited in 5.0% of overviews and instagram.com in 3.3%. |
| 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?

Stephen Schwarzman: 119/288 (41.3%; Wilson 95% CI 35.8–47.1%). This is visibility in this question set, not a reputation judgment.

## Q2 What does the original-card subset show?

Stephen Schwarzman leads at 83/120 (69.2%; Wilson 95% CI 60.4–76.7%). 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 60 of 72 overviews (83.3%); 12 searches showed none and 0 failed. Within shown overviews: Stephen Schwarzman 24/60 (40%; Wilson 95% CI 28.6–52.6%); Henry Kravis 19/60 (31.7%; Wilson 95% CI 21.3–44.2%); David Rubenstein 18/60 (30%; Wilson 95% CI 19.9–42.5%); Marc Rowan 15/60 (25%; Wilson 95% CI 15.8–37.2%); George Roberts 15/60 (25%; Wilson 95% CI 15.8–37.2%). 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 · 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. 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 | 62 |
| **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 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 |
|---|---|---|---|---|---|
| Stephen Schwarzman | 119/288 | 41.3% | 83/120 | 69.2% | 83/120 |
| Marc Rowan | 104/288 | 36.1% | 69/120 | 57.5% | 69/120 |
| Henry Kravis | 93/288 | 32.3% | 63/120 | 52.5% | 63/120 |
| George Roberts | 86/288 | 29.9% | 58/120 | 48.3% | 58/120 |
| David Rubenstein | 82/288 | 28.5% | 60/120 | 50% | 60/120 |
| Leon Black | 60/288 | 20.8% | 33/120 | 27.5% | 33/120 |
| Jim Coulter | 59/288 | 20.5% | 43/120 | 35.8% | 43/120 |
| David Bonderman | 55/288 | 19.1% | 32/120 | 26.7% | 32/120 |
| Scott Nuttall | 49/288 | 17% | 29/120 | 24.2% | 29/120 |
| Joseph Bae | 45/288 | 15.6% | 26/120 | 21.7% | 26/120 |
| Orlando Bravo | 44/288 | 15.3% | 30/120 | 25% | 30/120 |
| Jonathan Gray | 43/288 | 14.9% | 28/120 | 23.3% | 28/120 |
| Joshua Harris | 43/288 | 14.9% | 24/120 | 20% | 24/120 |
| Harvey Schwartz | 42/288 | 14.6% | 28/120 | 23.3% | 28/120 |
| Robert F. Smith | 41/288 | 14.2% | 28/120 | 23.3% | 28/120 |
| Bill Conway | 38/288 | 13.2% | 20/120 | 16.7% | 20/120 |
| Howard Marks | 35/288 | 12.2% | 21/120 | 17.5% | 21/120 |
| Daniel D'Aniello | 33/288 | 11.5% | 17/120 | 14.2% | 17/120 |
| Bruce Flatt | 30/288 | 10.4% | 12/120 | 10% | 12/120 |
| Egon Durban | 18/288 | 6.3% | 5/120 | 4.2% | 5/120 |
| Glenn Hutchins | 16/288 | 5.6% | 10/120 | 8.3% | 10/120 |
| Brian Sheth | 6/288 | 2.1% | 0/120 | 0% | 0/120 |
| Tony James | 2/288 | 0.7% | 1/120 | 0.8% | 1/120 |
| Stephen Feinberg | 1/288 | 0.3% | 1/120 | 0.8% | 1/120 |

10 QUESTION BALANCE

# Original-card leaderboard and intervals

| # | NAME | NAMED / ANSWERS | RATE | WILSON 95% CI |
|---|---|---|---|---|
| 1 | Stephen Schwarzman | 83/120 | 69.2% | 60.4–76.7% |
| 2 | Marc Rowan | 69/120 | 57.5% | 48.6–66% |
| 3 | Henry Kravis | 63/120 | 52.5% | 43.6–61.2% |
| 4 | David Rubenstein | 60/120 | 50% | 41.2–58.8% |
| 5 | George Roberts | 58/120 | 48.3% | 39.6–57.2% |
| 6 | Jim Coulter | 43/120 | 35.8% | 27.8–44.7% |
| 7 | Leon Black | 33/120 | 27.5% | 20.3–36.1% |
| 8 | David Bonderman | 32/120 | 26.7% | 19.6–35.2% |
| 9 | Orlando Bravo | 30/120 | 25% | 18.1–33.4% |
| 10 | Scott Nuttall | 29/120 | 24.2% | 17.4–32.6% |
| 11 | Jonathan Gray | 28/120 | 23.3% | 16.7–31.7% |
| 12 | Robert F. Smith | 28/120 | 23.3% | 16.7–31.7% |
| 13 | Harvey Schwartz | 28/120 | 23.3% | 16.7–31.7% |
| 14 | Joseph Bae | 26/120 | 21.7% | 15.2–29.9% |
| 15 | Joshua Harris | 24/120 | 20% | 13.8–28% |
| 16 | Howard Marks | 21/120 | 17.5% | 11.7–25.3% |
| 17 | Bill Conway | 20/120 | 16.7% | 11.1–24.3% |
| 18 | Daniel D'Aniello | 17/120 | 14.2% | 9–21.5% |
| 19 | Bruce Flatt | 12/120 | 10% | 5.8–16.7% |
| 20 | Glenn Hutchins | 10/120 | 8.3% | 4.6–14.7% |
| 21 | Egon Durban | 5/120 | 4.2% | 1.8–9.4% |
| 22 | Stephen Feinberg | 1/120 | 0.8% | 0.1–4.6% |
| 23 | Tony James | 1/120 | 0.8% | 0.1–4.6% |
| 24 | Brian Sheth | 0/120 | 0% | 0–3.1% |

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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 | Who are the most influential people in private equity? | Private equity | CORE QUESTION |
| 02 | Who founded the largest private equity firms? | Private equity | CORE QUESTION |
| 03 | Who are the most respected private equity leaders today? | Private equity | CORE QUESTION |
| 04 | Who runs Blackstone, KKR, Apollo, Carlyle and TPG today? | Private equity | CORE QUESTION |
| 05 | Which private equity founders are best known for philanthropy? | Private equity | CORE QUESTION |
| 06 | Which private equity investors write books or memos worth reading? | Private equity | CORE QUESTION |
| 07 | Who are the leading private equity investors in software companies? | Private equity | CORE QUESTION |
| 08 | Who are the most influential figures in private credit? | Private equity | CORE QUESTION |
| 09 | Which private equity leaders are most quoted on the economy and markets? | Private equity | CORE QUESTION |
| 10 | Who are the best-known dealmakers in private equity history? | Private equity | CORE QUESTION |
| 11 | Who founded Blackstone? | Private equity | ADDED QUESTION |
| 12 | Who founded KKR? | Private equity | ADDED QUESTION |
| 13 | Who founded Apollo Global Management? | Private equity | ADDED QUESTION |
| 14 | Who founded The Carlyle Group? | Private equity | ADDED QUESTION |
| 15 | Who founded TPG? | Private equity | ADDED QUESTION |
| 16 | Who leads Brookfield Asset Management? | Private equity | ADDED QUESTION |
| 17 | Who founded Vista Equity Partners? | Private equity | ADDED QUESTION |
| 18 | Who founded Thoma Bravo? | Private equity | ADDED QUESTION |
| 19 | Who leads Silver Lake? | Private equity | ADDED QUESTION |
| 20 | Who founded Oaktree Capital Management? | Private equity | ADDED QUESTION |
| 21 | Who founded Bain Capital? | Private equity | ADDED QUESTION |
| 22 | Which private equity leaders have spoken publicly about succession? | Private equity | ADDED QUESTION |
| 23 | Who are the largest private equity firms by assets under management? | Private equity | ADDED QUESTION |
| 24 | Which private equity firms are publicly listed and who leads them? | Private equity | ADDED QUESTION |

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ENGINE COUNTS

# All tracked names by engine

| NAME | CHATGPT | CLAUDE | GEMINI | PERPLEXITY | AIO |
|---|---|---|---|---|---|
| Stephen Schwarzman | **28/72 (38.9%)** | 31/72 (43.1%) | 32/72 (44.4%) | 28/72 (38.9%) | 24/60 (40%) |
| Marc Rowan | **23/72 (31.9%)** | 25/72 (34.7%) | 30/72 (41.7%) | 26/72 (36.1%) | 15/60 (25%) |
| Henry Kravis | **22/72 (30.6%)** | 24/72 (33.3%) | 29/72 (40.3%) | 18/72 (25%) | 19/60 (31.7%) |
| George Roberts | **16/72 (22.2%)** | 24/72 (33.3%) | 26/72 (36.1%) | 20/72 (27.8%) | 15/60 (25%) |
| David Rubenstein | **22/72 (30.6%)** | 18/72 (25%) | 24/72 (33.3%) | 18/72 (25%) | 18/60 (30%) |
| Leon Black | **13/72 (18.1%)** | 17/72 (23.6%) | 14/72 (19.4%) | 16/72 (22.2%) | 10/60 (16.7%) |
| Jim Coulter | **9/72 (12.5%)** | 22/72 (30.6%) | 19/72 (26.4%) | 9/72 (12.5%) | 4/60 (6.7%) |
| David Bonderman | **15/72 (20.8%)** | 11/72 (15.3%) | 19/72 (26.4%) | 10/72 (13.9%) | 6/60 (10%) |
| Scott Nuttall | **7/72 (9.7%)** | 14/72 (19.4%) | 13/72 (18.1%) | 15/72 (20.8%) | 8/60 (13.3%) |
| Joseph Bae | **3/72 (4.2%)** | 14/72 (19.4%) | 13/72 (18.1%) | 15/72 (20.8%) | 9/60 (15%) |
| Orlando Bravo | **5/72 (6.9%)** | 12/72 (16.7%) | 16/72 (22.2%) | 11/72 (15.3%) | 6/60 (10%) |
| Jonathan Gray | **3/72 (4.2%)** | 10/72 (13.9%) | 18/72 (25%) | 12/72 (16.7%) | 12/60 (20%) |
| Joshua Harris | **3/72 (4.2%)** | 16/72 (22.2%) | 13/72 (18.1%) | 11/72 (15.3%) | 6/60 (10%) |
| Harvey Schwartz | **7/72 (9.7%)** | 11/72 (15.3%) | 12/72 (16.7%) | 12/72 (16.7%) | 5/60 (8.3%) |
| Robert F. Smith | **6/72 (8.3%)** | 7/72 (9.7%) | 13/72 (18.1%) | 15/72 (20.8%) | 8/60 (13.3%) |
| Bill Conway | **5/72 (6.9%)** | 8/72 (11.1%) | 15/72 (20.8%) | 10/72 (13.9%) | 13/60 (21.7%) |
| Howard Marks | **8/72 (11.1%)** | 6/72 (8.3%) | 16/72 (22.2%) | 5/72 (6.9%) | 6/60 (10%) |
| Daniel D'Aniello | **4/72 (5.6%)** | 9/72 (12.5%) | 11/72 (15.3%) | 9/72 (12.5%) | 9/60 (15%) |
| Bruce Flatt | **6/72 (8.3%)** | 7/72 (9.7%) | 11/72 (15.3%) | 6/72 (8.3%) | 4/60 (6.7%) |
| Egon Durban | **8/72 (11.1%)** | 4/72 (5.6%) | 3/72 (4.2%) | 3/72 (4.2%) | 3/60 (5%) |
| Glenn Hutchins | **1/72 (1.4%)** | 6/72 (8.3%) | 3/72 (4.2%) | 6/72 (8.3%) | 0/60 (0%) |
| Brian Sheth | **0/72 (0%)** | 0/72 (0%) | 3/72 (4.2%) | 3/72 (4.2%) | 0/60 (0%) |
| Tony James | **0/72 (0%)** | 0/72 (0%) | 2/72 (2.8%) | 0/72 (0%) | 0/60 (0%) |
| Stephen Feinberg | **1/72 (1.4%)** | 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 | **Who are the most influential people in private equity?** | Stephen Schwarzman: 12/12; Marc Rowan: 11/12; Henry Kravis: 9/12 | Stephen Schwarzman: 11/12 | 2/3 |
| 2 | **Who founded the largest private equity firms?** | Stephen Schwarzman: 12/12; Henry Kravis: 12/12; George Roberts: 12/12 | Stephen Schwarzman: 6/12 | 2/3 |
| 3 | **Who are the most respected private equity leaders today?** | Stephen Schwarzman: 2/12; Henry Kravis: 2/12; George Roberts: 2/12 | Henry Kravis: 1/12 | 2/3 |
| 4 | **Who runs Blackstone, KKR, Apollo, Carlyle and TPG today?** | Stephen Schwarzman: 12/12; Marc Rowan: 12/12; Scott Nuttall: 12/12 | Stephen Schwarzman: 10/12 | 2/3 |
| 5 | **Which private equity founders are best known for philanthropy?** | David Rubenstein: 12/12; Stephen Schwarzman: 12/12; George Roberts: 12/12 | Stephen Schwarzman: 7/12 | 3/3 |
| 6 | **Which private equity investors write books or memos worth reading?** | David Rubenstein: 11/12; Howard Marks: 11/12; Stephen Schwarzman: 10/12 | Howard Marks: 9/12 | 2/3 |
| 7 | **Who are the leading private equity investors in software companies?** | Robert F. Smith: 2/12 | Robert F. Smith: 2/12 | 2/3 |
| 8 | **Who are the most influential figures in private credit?** | Marc Rowan: 4/12; Howard Marks: 3/12; Stephen Schwarzman: 2/12 | Marc Rowan: 2/12 | 1/3 |
| 9 | **Which private equity leaders are most quoted on the economy and markets?** | David Rubenstein: 12/12; Stephen Schwarzman: 12/12; Marc Rowan: 12/12 | Stephen Schwarzman: 12/12 | 2/3 |
| 10 | **Who are the best-known dealmakers in private equity history?** | Jim Coulter: 10/12; Stephen Schwarzman: 9/12; David Rubenstein: 8/12 | Henry Kravis: 7/12 | 2/3 |
| 11 | **Who founded Blackstone?** | Stephen Schwarzman: 12/12 | Stephen Schwarzman: 12/12 | 3/3 |
| 12 | **Who founded KKR?** | Henry Kravis: 12/12; George Roberts: 12/12 | Henry Kravis: 12/12 | 3/3 |
| 13 | **Who founded Apollo Global Management?** | Marc Rowan: 12/12; Leon Black: 12/12; Joshua Harris: 10/12 | Leon Black: 12/12 | 3/3 |
| 14 | **Who founded The Carlyle Group?** | David Rubenstein: 12/12; Bill Conway: 12/12; Daniel D'Aniello: 11/12 | Bill Conway: 6/12 | 3/3 |
| 15 | **Who founded TPG?** | David Bonderman: 12/12; Jim Coulter: 5/12 | David Bonderman: 12/12 | 3/3 |
| 16 | **Who leads Brookfield Asset Management?** | Bruce Flatt: 12/12; Howard Marks: 1/12 | Bruce Flatt: 12/12 | 3/3 |
| 17 | **Who founded Vista Equity Partners?** | Robert F. Smith: 12/12; Brian Sheth: 6/12 | Robert F. Smith: 12/12 | 3/3 |
| 18 | **Who founded Thoma Bravo?** | Orlando Bravo: 12/12 | Orlando Bravo: 12/12 | 3/3 |
| 19 | **Who leads Silver Lake?** | Egon Durban: 12/12; Glenn Hutchins: 3/12 | Egon Durban: 12/12 | 3/3 |
| 20 | **Who founded Oaktree Capital Management?** | Howard Marks: 12/12 | Howard Marks: 12/12 | 3/3 |
| 21 | **Who founded Bain Capital?** | | No tracked text match | 3/3 |
| 22 | **Which private equity leaders have spoken publicly about succession?** | Stephen Schwarzman: 12/12; Leon Black: 12/12; Henry Kravis: 11/12 | Henry Kravis: 6/12 | 3/3 |
| 23 | **Who are the largest private equity firms by assets under management?** | Henry Kravis: 1/12; George Roberts: 1/12 | Henry Kravis: 1/12 | 3/3 |
| 24 | **Which private equity firms are publicly listed and who leads them?** | Stephen Schwarzman: 12/12; Marc Rowan: 12/12; Scott Nuttall: 11/12 | Stephen Schwarzman: 12/12 | 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) |
|---|---|---|---|---|
| Stephen Schwarzman | 80/288 | 1.9 | 24/60; 28.6–52.6% | 143/348; 36–46.3% |
| Marc Rowan | 2/288 | 5.4 | 15/60; 15.8–37.2% | 119/348; 29.4–39.3% |
| Henry Kravis | 33/288 | 2.9 | 19/60; 21.3–44.2% | 112/348; 27.5–37.3% |
| George Roberts | 0/288 | 3.7 | 15/60; 15.8–37.2% | 101/348; 24.5–34% |
| David Rubenstein | 14/288 | 4.4 | 18/60; 19.9–42.5% | 100/348; 24.2–33.7% |
| Leon Black | 12/288 | 5.4 | 10/60; 9.3–28% | 70/348; 16.2–24.6% |
| Jim Coulter | 0/288 | 7.8 | 4/60; 2.6–15.9% | 63/348; 14.4–22.5% |
| David Bonderman | 13/288 | 6.4 | 6/60; 4.7–20.1% | 61/348; 13.9–21.9% |
| Scott Nuttall | 0/288 | 4.8 | 8/60; 6.9–24.2% | 57/348; 12.9–20.6% |
| Joseph Bae | 2/288 | 4.2 | 9/60; 8.1–26.1% | 54/348; 12.1–19.7% |
| Orlando Bravo | 12/288 | 6.6 | 6/60; 4.7–20.1% | 50/348; 11.1–18.4% |
| Jonathan Gray | 2/288 | 3.2 | 12/60; 11.8–31.8% | 55/348; 12.3–20% |
| Joshua Harris | 0/288 | 6.5 | 6/60; 4.7–20.1% | 49/348; 10.8–18.1% |
| Harvey Schwartz | 0/288 | 7.1 | 5/60; 3.6–18.1% | 47/348; 10.3–17.5% |
| Robert F. Smith | 15/288 | 5.4 | 8/60; 6.9–24.2% | 49/348; 10.8–18.1% |
| Bill Conway | 6/288 | 5.3 | 13/60; 13.1–33.6% | 51/348; 11.3–18.8% |
| Howard Marks | 21/288 | 3 | 6/60; 4.7–20.1% | 41/348; 8.8–15.6% |
| Daniel D'Aniello | 0/288 | 6.6 | 9/60; 8.1–26.1% | 42/348; 9.1–15.9% |
| Bruce Flatt | 12/288 | 4.3 | 4/60; 2.6–15.9% | 34/348; 7.1–13.3% |
| Egon Durban | 12/288 | 3.6 | 3/60; 1.7–13.7% | 21/348; 4–9% |
| Glenn Hutchins | 0/288 | 7.8 | 0/60; 0–6% | 16/348; 2.8–7.3% |
| Brian Sheth | 0/288 | 2 | 0/60; 0–6% | 6/348; 0.8–3.7% |
| Tony James | 0/288 | 5.5 | 0/60; 0–6% | 2/348; 0.2–2.1% |
| Stephen Feinberg | 0/288 | 7 | 0/60; 0–6% | 1/348; 0.1–1.6% |

5W

5W PUBLIC RELATIONS · RESEARCH

# Reputation Index: PE Founders 2026

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

WEB
5wpr.com

RESEARCH
5wpr.com/research