5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

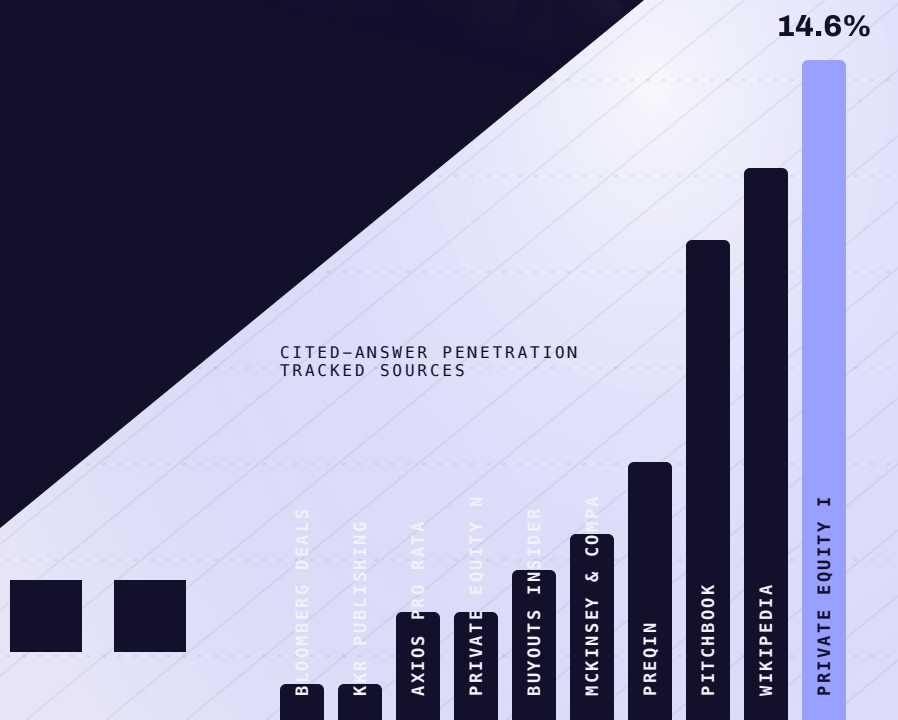
PRIVATE EQUITY SOURCES INDEX 2.0

Which private equity sources AI engines cite
288 AI answers · November 4, 2026

Measured :
November 4, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 25 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Private Equity International tops a close field. Three others are within its margin.

Private Equity International tops a close field: 18/123 (14.6%; 95% interval 9.5–21.9%). 3 others are within its margin (Wikipedia, PitchBook and Preqin), so no sole leader is established. Top untracked domain: mckinsey.com, cited in 15/123 grounded answers (12.2%; 95% interval 7.5–19.1%). It is cited less often than the tracked leader Private Equity International (18/123); compare intervals before interpreting the gap.

> Version 2. This version replaces the first version of this study, first published July 20, 2026. It uses measured counts, so the two versions are not comparable.

144
AI answers to the 12 private equity questions across ChatGPT, Claude, Gemini and Perplexity

14.6%
of 123 grounded answers cited Private Equity International (18/123)

10
tracked sources cited at least once (of 26)

96.2%
of Google searches showed an AI Overview (25 of 26)

INSIDE THIS REPORT

01 Key findings 03
02 The leaderboard 04
03 Newsletters and authors (not ranked) 06
04 Capital markets sources, ranked separately 07
05 Venture capital sources, ranked separately 08
06 Wealth management sources, ranked separately 09
07 Profiles 12
08 How the engines differ 13
09 Google AI Overviews 15
10 Leaders by question 16
11 Who the engines cite 17
12 Citation share by source type 18
13 Improving AI visibility 19

KEY FINDINGS

01 What the data shows

MEASURED LEADER

Private Equity International

Private Equity International tops a close field: 18/123 (14.6%; 95% interval 9.5–21.9%). 3 others are within its margin (Wikipedia, PitchBook and Preqin), so no sole leader is established.

NAMED FIRST

15/144 (10.4%)

Bain & Company was the first tracked source named in 15 of 144 answers, more than any other tracked source. Its average first position was 2.2. Private Equity International was named first in 11 of 144.

OWN-SITE CITATIONS

18/123 (14.6%)

Private Equity International's own domains were cited in 18 of 123 grounded answers, more than any other tracked source. Wikipedia followed at 15 of 123. 16 of 26 tracked sources had 0 of 123.

AIO TRIGGER

25/26 (96.2%)

Google AI Overviews appeared on 25 of 26 searches (CI 81.1–99.3%). On the other search, no overview was shown.

AIO LEADER

4/25 (16%)

PitchBook was named in the text of 4 of 25 AI Overviews, more than any other tracked source, followed by Wikipedia at 3 of 25 (12%). In the four-engine set, PitchBook was named in 33 of 144 answers (22.9%) and cited in 13 of 123 grounded answers (10.6%).

TOP DOMAIN

15/123 (12.2%)

mckinsey.com was cited in 15 of 123 grounded four-engine answers, with 20 of 1,071 citations (1.9%). privateequityinternational.com also had 20 citations and appeared in more answers: 17 of 123 (13.8%).

NO TRACKED NAME

0/12 (0.0%)

For 'How is carried interest taxed?', none of the tracked sources was named in any of 12 four-engine answers.

02 THE LEADERBOARD

Tracked sources by cited-answer penetration

Ranking of tracked sources by citation penetration across 123 grounded answers; not textual mentions.

	BRAND	0% 10% 20% 30%	RATE	NAMED IN
1	Private Equity International		14.6%	18/123
2	Wikipedia		12.2%	15/123
3	PitchBook		10.6%	13/123
4	Preqin		5.7%	7/123
5	McKinsey & Company		4.1%	5/123
6	Buyouts Insider		3.3%	4/123
7	Axios Pro Rata		2.4%	3/123
8	Private Equity News		2.4%	3/123
9	Bloomberg Deals		0.8%	1/123
10	KKR publishing		0.8%	1/123

02 THE LEADERBOARD

The full list

Tracked sources only. Text mention and first-mention data remain separate in the evidence.

#	TRACKED SOURCE	CITED ANSWERS	CITATION PENETRATION	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Private Equity International	18/123	14.6%	9.5–21.9%	1.8	14.6% (18/123)	2%
2	Wikipedia	15/123	12.2%	7.5–19.1%	1.3	12.2% (15/123)	2.3%
3	PitchBook	13/123	10.6%	6.3–17.2%	2	10.6% (13/123)	1.5%
4	Preqin	7/123	5.7%	2.8–11.3%	3.5	5.7% (7/123)	0.7%
5	McKinsey & Company	5/123	4.1%	1.7–9.2%	2	4.1% (5/123)	0.5%
6	Buyouts Insider	4/123	3.3%	1.3–8.1%	4.3	3.3% (4/123)	0.4%
7	Axios Pro Rata	3/123	2.4%	0.8–6.9%	6.5	2.4% (3/123)	0.3%
8	Private Equity News	3/123	2.4%	0.8–6.9%	5.5	2.4% (3/123)	0.3%
9	Bloomberg Deals	1/123	0.8%	0.1–4.5%	4.8	0.8% (1/123)	0.1%
10	KKR publishing	1/123	0.8%	0.1–4.5%	–	0.8% (1/123)	0.1%
11	Apollo Academy	0/123	0%	0–3%	–	0% (0/123)	0%
12	BCG	0/123	0%	0–3%	2.1	0% (0/123)	0%
13	Bain & Company	0/123	0%	0–3%	2.2	0% (0/123)	0%
14	Bain Capital insights	0/123	0%	0–3%	–	0% (0/123)	0%
15	Blackstone Insights	0/123	0%	0–3%	–	0% (0/123)	0%
16	Carlyle perspectives	0/123	0%	0–3%	–	0% (0/123)	0%
17	DealStreetAsia	0/123	0%	0–3%	–	0% (0/123)	0%
18	FT Lex	0/123	0%	0–3%	–	0% (0/123)	0%
19	Mergers & Acquisitions Magazine	0/123	0%	0–3%	5	0% (0/123)	0%
20	PE Hub	0/123	0%	0–3%	3.3	0% (0/123)	0%
21	Private Funds CFO	0/123	0%	0–3%	–	0% (0/123)	0%
22	Reuters Deals	0/123	0%	0–3%	–	0% (0/123)	0%
23	Term Sheet	0/123	0%	0–3%	7.7	0% (0/123)	0%
24	The Information	0/123	0%	0–3%	–	0% (0/123)	0%
25	Vista perspectives	0/123	0%	0–3%	–	0% (0/123)	0%
26	WSJ Deals	0/123	0%	0–3%	5.4	0% (0/123)	0%

03 THE LEADERBOARD

Newsletters and authors (not ranked)

Citation penetration among 254 grounded answers to all 24 questions. Not pooled with the main ranking.

SOURCE	CITED ANSWERS	PENETRATION	95% INTERVAL	NAMED FIRST
Kitces.com	**4/254**	1.6%	0.6–4.0%	10
Newcomer	**3/254**	1.2%	0.4–3.4%	8
Not Boring	**1/254**	0.4%	0.1–2.2%	3
Stratechery	**0/254**	0.0%	0.0–1.5%	0

04 THE LEADERBOARD

Capital markets sources, ranked separately

Citation penetration among 41 grounded answers to the 4 capital markets questions. Not pooled with the main ranking.

#	SOURCE	CITED ANSWERS	PENETRATION	95% INTERVAL	NAMED FIRST
1	**Investopedia**	9/41	22.0%	12.0–36.7%	0
2	**CME Group**	5/41	12.2%	5.3–25.5%	6
3	**Reuters**	3/41	7.3%	2.5–19.4%	12
4	**Yahoo Finance**	3/41	7.3%	2.5–19.4%	0
5	**SEC EDGAR**	1/41	2.4%	0.4–12.6%	0
6	**FINRA**	0/41	0.0%	0.0–8.6%	0
7	**FRED**	0/41	0.0%	0.0–8.6%	0
8	**Financial Times**	0/41	0.0%	0.0–8.6%	0
9	**NYSE**	0/41	0.0%	0.0–8.6%	10
10	**Nasdaq**	0/41	0.0%	0.0–8.6%	1

05

THE LEADERBOARD

Venture capital sources, ranked separately

Citation penetration among 42 grounded answers to the 4 venture capital questions. Not pooled with the main ranking.

#	SOURCE	CITED ANSWERS	PENETRATION	95% INTERVAL	NAMED FIRST
1	**Crunchbase**	10/42	23.8%	13.5–38.5%	7
2	**Y Combinator**	9/42	21.4%	11.7–35.9%	10
3	**Andreessen Horowitz**	4/42	9.5%	3.8–22.1%	6
4	**Carta**	3/42	7.1%	2.5–19.0%	1
5	**TechCrunch**	3/42	7.1%	2.5–19.0%	0
6	**StrictlyVC**	2/42	4.8%	1.3–15.8%	11
7	**Sequoia Capital**	0/42	0.0%	0.0–8.4%	0

06 THE LEADERBOARD

Wealth management sources, ranked separately

Citation penetration among 48 grounded answers to the 4 wealth management questions. Not pooled with the main ranking.

#	SOURCE	CITED ANSWERS	PENETRATION	95% INTERVAL	NAMED FIRST
1	InvestmentNews	15/48	31.3%	19.9–45.3%	12
2	Morningstar	11/48	22.9%	13.3–36.5%	4
3	Fidelity Investments	10/48	20.8%	11.7–34.3%	6
4	UBS	9/48	18.8%	10.2–31.9%	10
5	Vanguard	6/48	12.5%	5.9–24.7%	0
6	WealthManagement.com	6/48	12.5%	5.9–24.7%	0
7	Capgemini	5/48	10.4%	4.5–22.2%	2
8	Charles Schwab	5/48	10.4%	4.5–22.2%	3
9	BlackRock	2/48	4.2%	1.2–14.0%	3
10	Barron's	0/48	0.0%	0.0–7.4%	0
11	Citywire	0/48	0.0%	0.0–7.4%	0
12	Institutional Investor	0/48	0.0%	0.0–7.4%	0
13	Knight Frank	0/48	0.0%	0.0–7.4%	0
14	Pensions & Investments	0/48	0.0%	0.0–7.4%	0

06 UNTRACKED SOURCES

Top untracked domains beside the tracked ranking

The ranking covers tracked sources only. Untracked cited domains include mckinsey.com (15 answers), bain.com (13 answers), bcg.com (13 answers), dealroom.net (13 answers), blackstone.com (11 answers), notveryprivateequity.com (11 answers), onlinelibrary.wiley.com (11 answers), spglobal.com (11 answers), jpmorgan.com (10 answers), sec.gov (10 answers).

DOMAIN	CITED ANSWERS	PENETRATION	CITATION SHARE
mckinsey.com	15/123	12.2%	1.9%
bain.com	13/123	10.6%	1.7%
bcg.com	13/123	10.6%	1.6%
dealroom.net	13/123	10.6%	1.2%
blackstone.com	11/123	8.9%	1.1%
notveryprivateequity.com	11/123	8.9%	1.0%
onlinelibrary.wiley.com	11/123	8.9%	1.0%
spglobal.com	11/123	8.9%	1.6%
jpmorgan.com	10/123	8.1%	0.9%
sec.gov	10/123	8.1%	1.4%
cambridgeassociates.com	9/123	7.3%	1.0%
hamiltonlane.com	9/123	7.3%	0.8%
pipelineroad.com	9/123	7.3%	1.3%
taxpolicycenter.org	9/123	7.3%	0.8%
ares.com	8/123	6.5%	1.0%
pwc.com	8/123	6.5%	0.7%
allenlatta.com	7/123	5.7%	0.9%
altss.com	7/123	5.7%	0.7%
eqtgroup.com	7/123	5.7%	0.7%
investeurope.eu	7/123	5.7%	0.7%

06 TEXT MENTIONS

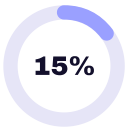
Secondary measure: text mentions

Answers naming each tracked source in text, out of 144 four-engine answers. This is secondary; the main ranking above is citation penetration of grounded answers.

#	TRACKED SOURCE	NAMED ANSWERS	APPEARANCE RATE	NAMED FIRST
1	PitchBook	33/144	22.9%	13
2	Bain & Company	25/144	17.4%	15
3	Preqin	25/144	17.4%	5
4	Private Equity International	20/144	13.9%	11
5	McKinsey & Company	13/144	9.0%	4
6	Bloomberg Deals	12/144	8.3%	3
7	PE Hub	12/144	8.3%	3
8	WSJ Deals	12/144	8.3%	0
9	Axios Pro Rata	11/144	7.6%	0
10	Buyouts Insider	11/144	7.6%	0
11	BCG	9/144	6.3%	3
12	Private Equity News	6/144	4.2%	0
13	Term Sheet	3/144	2.1%	0
14	Wikipedia	3/144	2.1%	2
15	Mergers & Acquisitions Magazine	1/144	0.7%	0
16	Apollo Academy	0/144	0.0%	0
17	Bain Capital insights	0/144	0.0%	0
18	Blackstone Insights	0/144	0.0%	0
19	Carlyle perspectives	0/144	0.0%	0
20	DealStreetAsia	0/144	0.0%	0
21	FT Lex	0/144	0.0%	0
22	KKR publishing	0/144	0.0%	0
23	Private Funds CFO	0/144	0.0%	0
24	Reuters Deals	0/144	0.0%	0
25	The Information	0/144	0.0%	0
26	Vista perspectives	0/144	0.0%	0

PROFILES

07 The top eight, side by side



RANK 1

Private Equity International

Cited in 18/123 grounded answers · 95% interval 9.5–21.9%

1.8	14.6%	2%
first-mention position	owned-domain citation (18/123)	citation share



RANK 2

Wikipedia

Cited in 15/123 grounded answers · 95% interval 7.5–19.1%

1.3	12.2%	2.3%
first-mention position	owned-domain citation (15/123)	citation share

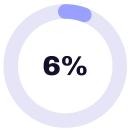


RANK 3

PitchBook

Cited in 13/123 grounded answers · 95% interval 6.3–17.2%

2	10.6%	1.5%
first-mention position	owned-domain citation (13/123)	citation share

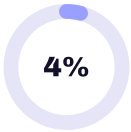


RANK 4

Preqin

Cited in 7/123 grounded answers · 95% interval 2.8–11.3%

3.5	5.7%	0.7%
first-mention position	owned-domain citation (7/123)	citation share



RANK 5

McKinsey & Company

Cited in 5/123 grounded answers · 95% interval 1.7–9.2%

2	4.1%	0.5%
first-mention position	owned-domain citation (5/123)	citation share



RANK 6

Buyouts Insider

Cited in 4/123 grounded answers · 95% interval 1.3–8.1%

4.3	3.3%	0.4%
first-mention position	owned-domain citation (4/123)	citation share



RANK 7

Axios Pro Rata

Cited in 3/123 grounded answers · 95% interval 0.8–6.9%

6.5	2.4%	0.3%
first-mention position	owned-domain citation (3/123)	citation share



RANK 8

Private Equity News

Cited in 3/123 grounded answers · 95% interval 0.8–6.9%

5.5	2.4%	0.3%
first-mention position	owned-domain citation (3/123)	citation share

HOW THE ENGINES DIFFER

08 Same questions, different answers

Cited-answer penetration for tracked sources, using each engine's own grounded-answer denominator.

ChatGPT

36 ASKED | 36 RETURNED | 36 GROUNDED

Private Equity Internat...	**11.1%**
Wikipedia	**8.3%**
Axios Pro Rata	**8.3%**
PitchBook	**5.6%**
McKinsey & Company	**5.6%**
Buyouts Insider	**5.6%**

Claude

36 ASKED | 36 RETURNED | 15 GROUNDED

Private Equity Internat...	**20%**
Wikipedia	**20%**
PitchBook	**20%**
Preqin	**0%**
McKinsey & Company	**0%**
Buyouts Insider	**0%**

Gemini

36 ASKED | 36 RETURNED | 36 GROUNDED

Private Equity Internat...	**22.2%**
PitchBook	**22.2%**
Wikipedia	**16.7%**
Preqin	**11.1%**
Buyouts Insider	**5.6%**
McKinsey & Company	**0%**

Perplexity

36 ASKED | 36 RETURNED | 36 GROUNDED

Private Equity Internat...	**8.3%**
Wikipedia	**8.3%**
Preqin	**8.3%**
McKinsey & Company	**8.3%**
Private Equity News	**8.3%**
PitchBook	**0%**

08

BY QUESTION GROUP

Which sources each question group cites

Up to three tracked sources cited in the most grounded answers for each group of questions, as cited answers / grounded answers. Sources with no citations are left out.

QUESTION GROUP	FOUR CHAT ENGINES: MOST-CITED TRACKED SOURCES	GOOGLE AI OVERVIEWS
M&A data	**Wikipedia (2/12)**	None cited
Private equity allocation	**Buyouts Insider (2/9), Preqin (2/9), Private Equity International (2/9)**	None cited
Private equity data	**PitchBook (8/33), Preqin (5/33), McKinsey & Company (3/33)**	PitchBook (3/9), McKinsey & Company (2/9)
Private equity firms	**Wikipedia (9/12), Private Equity International (7/12)**	None cited
Private equity funds	**Private Equity International (2/30), PitchBook (1/30), Wikipedia (1/30)**	Wikipedia (3/9)
Private equity news	**PitchBook (4/9), Private Equity International (4/9), Axios Pro Rata (3/9)**	Bloomberg Deals (1/1)
Private equity operations	**McKinsey & Company (2/18), Private Equity International (2/18), KKR publishing (1/18)**	None cited

09

GOOGLE AI OVERVIEWS

The fifth engine

AI Overview rankings below use citations to tracked source domains; they are not pooled with text-mention rankings.



TRIGGER RATE

25 of 26 successful searches showed an AI Overview. Wikipedia was cited in 3/25 overviews (12.0%). PitchBook was cited in 3/25 overviews (12.0%). McKinsey & Company was cited in 2/25 overviews (8.0%). Bloomberg Deals was cited in 1/25 overviews (4.0%).

TRACKED PLATFORM RANK IN AI OVERVIEWS (CHAT CITATION RANK IN ARROWS)

1	Wikipedia	12.0%	▲ 1
2	PitchBook	12.0%	▲ 1
3	McKinsey & Company	8.0%	▲ 2
4	Bloomberg Deals	4.0%	▲ 5
5	Private Equity International	0.0%	▼ 4
6	Preqin	0.0%	▼ 2
7	Buyouts Insider	0.0%	▼ 1
8	Axios Pro Rata	0.0%	▼ 1
9	Private Equity News	0.0%	▼ 1
10	KKR publishing	0.0%	=

10

LEADERS BY QUESTION

Who each question surfaces first

Six questions, ranked by cited-domain penetration within each question's grounded answers.

Q01 · 12 GROUNDED ANSWERS

Preqin 25%

PitchBook	8.3%
Wikipedia	8.3%

AI Overview shown on 3 of 3 successful searches

Q02 · 12 GROUNDED ANSWERS

PitchBook 58.3%

McKinsey & Company	25%
Buyouts Insider	16.7%

AI Overview shown on 3 of 3 successful searches

Q03 · 12 GROUNDED ANSWERS

Apollo Academy 0%

TIED WITH AXIOS PRO RATA, BCG

Axios Pro Rata	0%
BCG	0%

AI Overview shown on 3 of 3 successful searches

Q04 · 9 GROUNDED ANSWERS

Private Equity International 11.1%

Apollo Academy	0%
Axios Pro Rata	0%

AI Overview shown on 1 of 1 successful searches

Q05 · 9 GROUNDED ANSWERS

Private Equity International 11.1%

TIED WITH WIKIPEDIA

Wikipedia	11.1%
Apollo Academy	0%

AI Overview shown on 3 of 3 successful searches

Q06 · 12 GROUNDED ANSWERS

Wikipedia 16.7%

Apollo Academy	0%
Axios Pro Rata	0%

AI Overview shown on 1 of 2 successful searches

WHO THE ENGINES CITE

11 Most-cited domains

The four engines produced 1,071 citations in total. mckinsey.com was cited most often, with 20 citations (1.9%) across 15 answers. Next came privateequityinternational.com (20), en.wikipedia.org (19), bain.com (18), bcg.com (17), spglobal.com (17).

FOUR AI ENGINES · SHARE OF 123 GROUNDED ANSWERS

privateequityinternati...	**13.8%**
carta.com	**13%**
mckinsey.com	**12.2%**
bain.com	**10.6%**
bcg.com	**10.6%**
pitchbook.com	**10.6%**
dealroom.net	**10.6%**
spglobal.com	**8.9%**
blackstone.com	**8.9%**
notveryprivateequity.com	**8.9%**

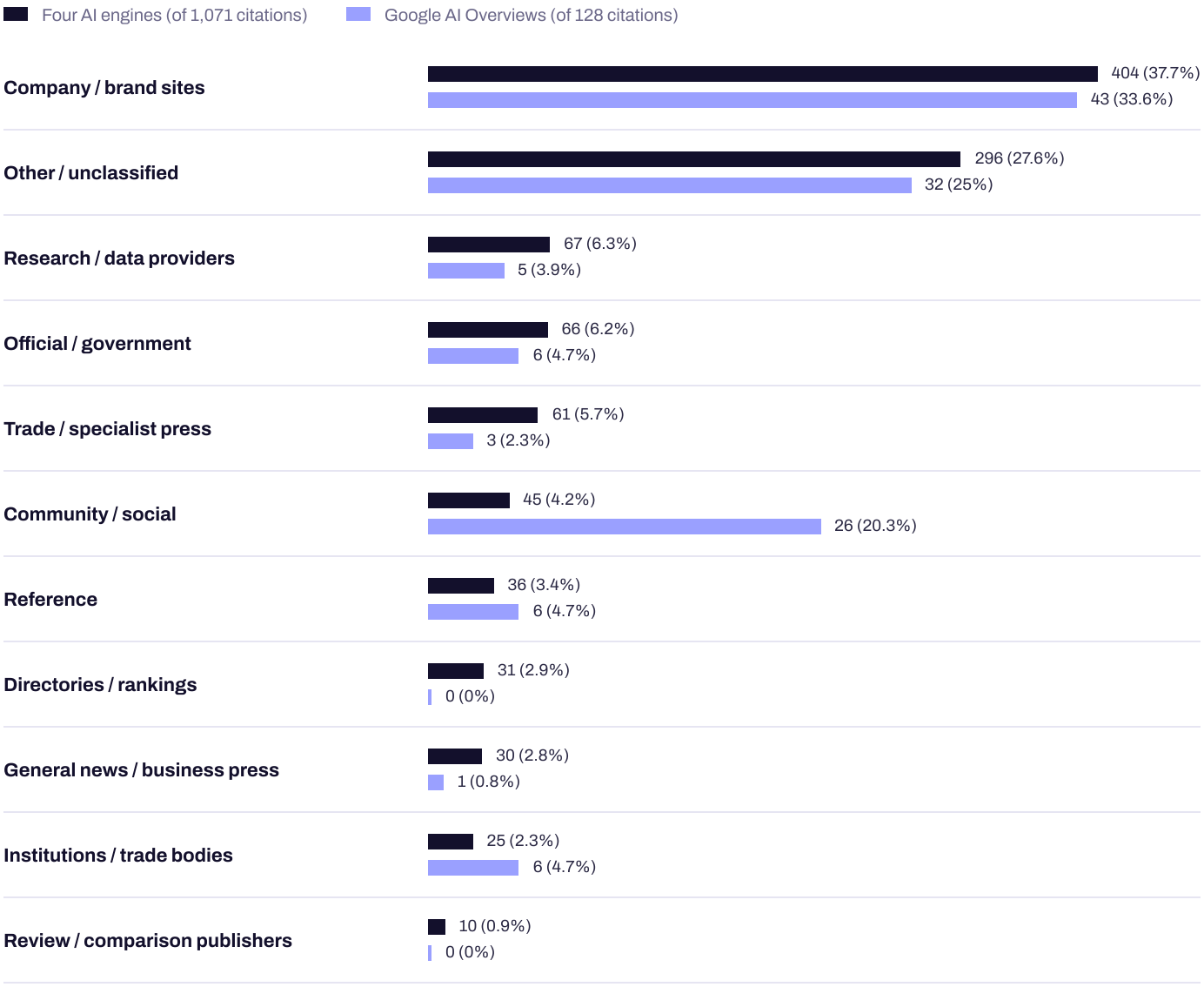
GOOGLE AI OVERVIEWS · SHARE OF 25 OVERVIEWS

carta.com	**48%**
youtube.com	**40%**
linkedin.com	**28%**
hamiltonlane.com	**24%**
meketa.com	**24%**
pitchbook.com	**12%**
apollo.com	**12%**
budgetlab.yale.edu	**12%**
cbo.gov	**12%**
commonfund.org	**12%**

WHO THE ENGINES CITE

12 Citation share by source type

Share of all citations by the type of site cited.



13

WHAT THE DATA SUGGESTS

How can private equity sources 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.	Private Equity International's own domains were cited in 14.6% of grounded answers, Wikipedia's in 12.2% and PitchBook's in 10.6%. Private Equity International was named in only 13.9% of answers, yet its own domains were cited in 14.6%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were carta.com (in 13.0% of grounded answers), dealroom.net (10.6%), spglobal.com (8.9%), notveryprivateequity.com (8.9%) and onlinelibrary.wiley.com (8.9%). Research and data providers supplied 6.3% of citations and official and government 6.2%.
Check each engine separately.	ChatGPT named PitchBook in 30.6% of answers against 11.1% on Perplexity. Claude named Preqin in 25.0% of answers against 8.3% on Perplexity.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

14 What AI answers

Q1 Which tracked sources are cited most often?

Private Equity International tops a close field: 18/123 (14.6%; 95% interval 9.5–21.9%). 3 others are within its margin (Wikipedia, PitchBook and Preqin), so no sole leader is established.

Q2 Which source is named first most often?

Bain & Company was the first tracked source named in 15 of 144 answers, with an average first position of 2.2.

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

An overview appeared on 25 of 26 searches (96.2%, CI 81.1–99.3%). Within those 25 overviews, PitchBook was named in the text most often, in 4 (16%).

Q4 Which sources do the engines cite?

Across 1,071 four-engine citations, mckinsey.com was cited most (20 citations, in 15 of 123 grounded answers), followed by privateequityinternational.com (20 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

15 How this study was measured

24	×	3	×	4	=	288	+	26
questions		runs each		AI engines		answers		Google searches · 25 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 4, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	36	36	36
Claude	claude-sonnet-5-5	36	36	15
Gemini	gemini-3.6-flash	36	36	36
Perplexity	sonar-pro	36	36	36
Google AI Overviews	DataForSEO Google SERP (live, advanced)	26	25 shown	25

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

METRIC DEFINITIONS

- Citation penetration: grounded answers citing tracked source domains ÷ grounded answers, with Wilson 95% intervals. Text mentions remain separate in the evidence.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 26 tracked sources are measured; results are not an exhaustive ranking of private equity sources.
- 344 of 360 planned results were returned across all 24 questions. 16 AI Overview lookups were excluded after at most three total attempts.
- 26 successful Google searches: 25 overviews shown; 1 without an overview. Failures are excluded, not scored as zero.
- 21 chat answers had no search sources and are left out of the citation figures.
- No Core question names a tracked name.
- Unverified own domains are not available, never zero or guessed. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- The 10 questions from the earlier Private Equity study were asked word for word. Two more private equity questions were added, plus four each on capital markets, venture capital and wealth management.
- The capital markets, venture capital and wealth management questions are not full studies of those areas; each is ranked in its own table.
- Reuters Deals and FT Lex are counted only through their own sections of reuters.com and ft.com; other Reuters and Financial Times pages do not count for them.
- SEC EDGAR is counted only through EDGAR pages, not the rest of sec.gov.
- Names that are also everyday terms (such as Lex, Term Sheet, Pro Rata, Buyouts, Institutional Investor, Wealth Management, Vista, Sequoia, Fidelity and Newcomer) were counted only when they clearly meant the publication or firm.
- Preqin is counted on its own, not as part of BlackRock, which owns it. Mentions of Bain & Company, the consulting firm, are not counted for Bain Capital.
- This study does not give investment advice.
- The ranking covers tracked sources only. Untracked cited domains include mckinsey.com (15 answers), bain.com (13 answers), bcg.com (13 answers),

APPENDIX

16 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	How much dry powder do private equity firms have?	Private Equity Sources Index 2.0	CORE QUESTION
02	What is the median private equity fund size?	Private Equity Sources Index 2.0	CORE QUESTION
03	How is carried interest taxed?	Private Equity Sources Index 2.0	CORE QUESTION
04	What is a 100-day plan after a private equity acquisition?	Private Equity Sources Index 2.0	CORE QUESTION
05	What is a GP-led secondary?	Private Equity Sources Index 2.0	CORE QUESTION
06	What is the state of M&A this year?	Private Equity Sources Index 2.0	CORE QUESTION
07	Which private equity firms are the largest?	Private Equity Sources Index 2.0	CORE QUESTION
08	What are the best sources for private equity news?	Private Equity Sources Index 2.0	CORE QUESTION
09	How do pension funds decide how much to allocate to private equity?	Private Equity Sources Index 2.0	CORE QUESTION
10	How do private equity firms create value in portfolio companies?	Private Equity Sources Index 2.0	CORE QUESTION
11	What is T+1 settlement?	Private Equity Sources Index 2.0	ADDED QUESTION
12	How does payment for order flow work?	Private Equity Sources Index 2.0	ADDED QUESTION
13	What is the Treasury basis trade?	Private Equity Sources Index 2.0	ADDED QUESTION
14	What are the best sources for stock market news and data?	Private Equity Sources Index 2.0	ADDED QUESTION
15	What is a SAFE note?	Private Equity Sources Index 2.0	ADDED QUESTION
16	What is a liquidation preference?	Private Equity Sources Index 2.0	ADDED QUESTION
17	What is the state of venture capital funding this year?	Private Equity Sources Index 2.0	ADDED QUESTION
18	What are the best newsletters about venture capital?	Private Equity Sources Index 2.0	ADDED QUESTION
19	How many millionaires are there in the world?	Private Equity Sources Index 2.0	ADDED QUESTION
20	What is direct indexing and who is it for?	Private Equity Sources Index 2.0	ADDED QUESTION
21	How are RIA mergers and acquisitions changing the industry?	Private Equity Sources Index 2.0	ADDED QUESTION
22	What are the best sources for financial advisor industry news?	Private Equity Sources Index 2.0	ADDED QUESTION
23	What is the difference between a private equity fund's gross and net returns?	Private Equity Sources Index 2.0	ADDED QUESTION
24	How are private equity management fees calculated?	Private Equity Sources Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Private Equity Sources Index 2.0

Measured November 4, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research