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5W AI TRUST MAP OF AMERICA – VOLUME 3

MAY 2026

The 50-State *Banking AI Map*

Where the answer banks. The third volume of the 5W AI Map of America.

States mapped

50

Banks winning at least one state

34

States Chase wins

3

Answer engines

ChatGPT · Claude · Perplexity · Gemini · Google AI Overviews

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PDF

4,800+

US CHASE BRANCHES –
THE LARGEST NATIONAL
BANK NETWORK

3

STATES WHERE AI
CITES CHASE
FIRST

34

BANKS THAT WIN
THE AI ANSWER IN
AT LEAST ONE
STATE

11

STATES WHERE A
CREDIT UNION OR
COMMUNITY BANK
WINS THE ANSWER
OUTRIGHT

5W AI Communications

About 5W

5W is the AI Communications Firm, building brand authority across the platforms where decisions now happen — ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews — alongside earned media, digital, and influencer channels. 5W combines public relations, digital marketing, Generative Engine Optimization (GEO), and proprietary AI visibility research to help clients measure and grow their presence in AI-driven buyer research. Founded in 2003, 5W is recognized as a Top U.S. PR Agency by O’Dwyer’s, named Agency of the Year in the American Business Awards®, honored as a 2026 Top Place to Work in Communications by Ragan, and named to Digiday’s WorkLife Employer of the Year list. Learn more at [5wpr.com](https://www.5wpr.com).

Sources & Methodology

The 50-State Banking AI Map is a modeled, directional view of AI citation share assembled from state-level queries to ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews in May 2026 · State winners reflect the most-cited bank, credit union, or community bank per state across “best bank” and related local-intent queries · This report is Volume 3 of *The 5W AI Trust Map of America* · Findings are directional models, not deterministic rankings or logged-query counts · Nothing in this report is financial advice; AI citation share is not a measure of bank safety, soundness, or regulatory standing · Full canonical methodology: [How 5W Measures AI Visibility](#).

The 50-State Banking AI Map – Where the Answer Banks · Volume 3, 5W AI Map of America · AI discovery and recommendation intelligence by 5W AI Communications · May 2026.