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5W PUBLIC RELATIONS · 2026 RESEARCH

AI CITY INDEX

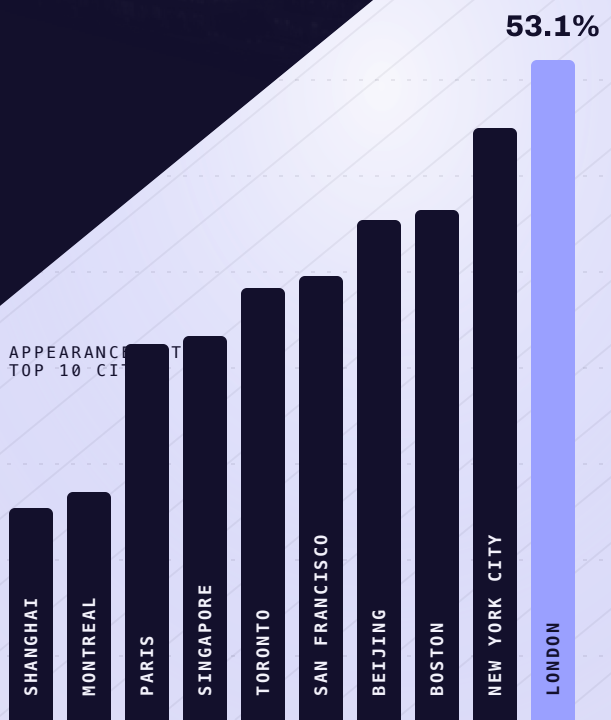
Which cities AI engines name for AI

288 AI answers · October 28, 2026

Measured :
October 28, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 61 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

London and New York lead. The two are within the margin of error.

London was the city that ChatGPT, Claude, Gemini and Perplexity named most often. London appeared in 153 of 288 answers (53.1%) measured on October 28, 2026. New York City came next at 137 of 288 (47.6%). The two confidence intervals overlap, so the data cannot confirm that London is ahead. San Francisco was named first more often than any other city, in 75 of 288 answers. Google AI Overviews appeared on 61 of 61 searches (100%).

> Version 2. This version replaces the first version of this study, first published May 21, 2026. It uses measured counts, so the two versions are not comparable.

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

53.1%
of answers named London, the most-named (153 of 288)

25
tracked cities named at least once (of 25)

100%
of Google searches showed an AI Overview (61 of 61)

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KEY FINDINGS

01 What the data shows

MOST NAMED

153/288 (53.1%)

London appeared in 153 of 288 four-engine answers (CI 47.4–58.8%). New York City appeared in 137 of 288 (47.6%, CI 41.9–53.3%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

75/288 (26.0%)

San Francisco was the first city named in 75 of 288 answers, more than any other tracked city. Average first position: 2.1. London was named first in 39 of 288.

CHATGPT SKEW

22/72 (30.6%)

ChatGPT named Shenzhen in 22 of 72 answers. The other engines did so in 6 to 12 of 72.

AIO TRIGGER

61/61 (100%)

Google AI Overviews appeared on 61 of 61 searches (CI 94.1–100%).

AIO LEADER

32/61 (52.5%)

London was the city named most often in AI Overviews, at 32 of 61, followed by New York City at 32 of 61 (52.5%). In the four-engine set, London was named in 153 of 288 answers (53.1%).

TOP DOMAIN

40/288 (13.9%)

brookings.edu was cited in 40 of 288 grounded four-engine answers, with 66 of 2,523 citations (2.6%). en.wikipedia.org came second with 50 citations in 35 answers (12.2%).

NO TRACKED NAME

0/12 (0%)

For 'Which cities are emerging AI hubs in Latin America?', none of the tracked cities was named in any of 12 four-engine answers.

OWN-SITE CITATIONS

12/288 (4.2%)

Singapore's own domains were cited in 12 of 288 grounded answers (4.2%), more than any other tracked name. New York City followed at 9 of 288. In Google AI Overviews, Singapore's site was cited in 1 of 61 overviews. 17 tracked names had no own-site citation.

02 THE LEADERBOARD

Which cities 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	London	53.1%	153/288
2	New York City	47.6%	137/288
3	Boston	41.0%	118/288
4	Beijing	40.3%	116/288
5	San Francisco	35.8%	103/288
6	Toronto	34.7%	100/288
7	Singapore	30.9%	89/288
8	Paris	30.2%	87/288
9	Montreal	18.4%	53/288
10	Shanghai	17.0%	49/288
11	Shenzhen	16.7%	48/288
12	Seoul	16.3%	47/288
13	Bengaluru	14.6%	42/288
14	Tel Aviv	12.8%	37/288
15	Berlin	12.5%	36/288

02 THE LEADERBOARD

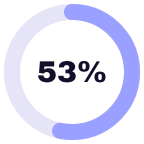
The full list

Own-domain citation is the share of 288 grounded answers that cited the official domains of each name (subdomains included). Citation share is of all 2,523 citations.

#	CITY	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	London	153/288	53.1%	47.4–58.8%	3	2.4% (7/288)	0.4%
2	New York City	137/288	47.6%	41.9–53.3%	2.4	3.1% (9/288)	0.5%
3	Boston	118/288	41%	35.4–46.7%	3.7	0% (0/288)	0%
4	Beijing	116/288	40.3%	34.8–46%	3.7	1.4% (4/288)	0.2%
5	San Francisco	103/288	35.8%	30.4–41.5%	2.1	0% (0/288)	0%
6	Toronto	100/288	34.7%	29.5–40.4%	4.4	0% (0/288)	0%
7	Singapore	89/288	30.9%	25.8–36.5%	5.1	4.2% (12/288)	0.5%
8	Paris	87/288	30.2%	25.2–35.7%	5	0% (0/288)	0%
9	Montreal	53/288	18.4%	14.4–23.3%	4.6	0% (0/288)	0%
10	Shanghai	49/288	17%	13.1–21.8%	4.5	1% (3/288)	0.2%
11	Shenzhen	48/288	16.7%	12.8–21.4%	5.1	0.3% (1/288)	0%
12	Seoul	47/288	16.3%	12.5–21%	4.7	1% (3/288)	0.1%
13	Bengaluru	42/288	14.6%	11–19.1%	6.5	0% (0/288)	0%
14	Tel Aviv	37/288	12.8%	9.5–17.2%	5.8	0% (0/288)	0%
15	Berlin	36/288	12.5%	9.2–16.8%	5.8	0% (0/288)	0%
16	Tokyo	33/288	11.5%	8.3–15.7%	5.7	0% (0/288)	0%
17	Amsterdam	31/288	10.8%	7.7–14.9%	5.6	0% (0/288)	0%
18	Zurich	28/288	9.7%	6.8–13.7%	6.2	0% (0/288)	0%
19	Dubai	26/288	9%	6.2–12.9%	5.7	0.7% (2/288)	0.1%
20	Los Angeles	24/288	8.3%	5.7–12.1%	3.9	0% (0/288)	0%
21	Stockholm	22/288	7.6%	5.1–11.3%	5.8	0% (0/288)	0%
22	Abu Dhabi	20/288	6.9%	4.5–10.5%	3.2	0% (0/288)	0%
23	Riyadh	13/288	4.5%	2.7–7.6%	2.6	0% (0/288)	0%
24	Sydney	9/288	3.1%	1.7–5.8%	7.2	0% (0/288)	0%
25	Hyderabad	8/288	2.8%	1.4–5.4%	6.6	0% (0/288)	0%

PROFILES

03 The top eight, side by side

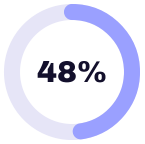


RANK 1

London

153/288 answers · 95% CI 47.4–58.8%

3	2.4%	0.4%
first-mention position	owned-domain citation (7/288)	citation share

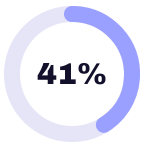


RANK 2

New York City

137/288 answers · 95% CI 41.9–53.3%

2.4	3.1%	0.5%
first-mention position	owned-domain citation (9/288)	citation share



RANK 3

Boston

118/288 answers · 95% CI 35.4–46.7%

3.7	0%	0%
first-mention position	owned-domain citation (0/288)	citation share



RANK 4

Beijing

116/288 answers · 95% CI 34.8–46%

3.7	1.4%	0.2%
first-mention position	owned-domain citation (4/288)	citation share

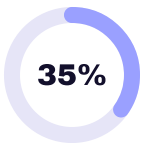


RANK 5

San Francisco

103/288 answers · 95% CI 30.4–41.5%

2.1	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

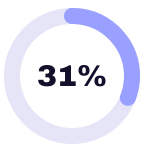


RANK 6

Toronto

100/288 answers · 95% CI 29.5–40.4%

4.4	0%	0%
first-mention position	owned-domain citation (0/288)	citation share



RANK 7

Singapore

89/288 answers · 95% CI 25.8–36.5%

5.1	4.2%	0.5%
first-mention position	owned-domain citation (12/288)	citation share



RANK 8

Paris

87/288 answers · 95% CI 25.2–35.7%

5	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

ChatGPT named Shenzhen in 22 of 72 answers. The other engines did so in 6 to 12 of 72.

ChatGPT

	72 ASKED	72 RETURNED	72 GROUNDED
London			**54.2%**
New York City			**45.8%**
San Francisco			**43.1%**
Beijing			**41.7%**
Toronto			**40.3%**
Boston			**36.1%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
London			**47.2%**
New York City			**47.2%**
Beijing			**41.7%**
Boston			**38.9%**
San Francisco			**36.1%**
Toronto			**33.3%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
London			**58.3%**
New York City			**43.1%**
Toronto			**41.7%**
Boston			**38.9%**
Beijing			**38.9%**
Paris			**31.9%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
New York City			**54.2%**
London			**52.8%**
Boston			**50%**
San Francisco			**41.7%**
Paris			**41.7%**
Beijing			**38.9%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 61 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 61 = 349 answers.

100%

TRIGGER RATE

Google AI Overviews appeared on 61 of 61 searches (100%, CI 94.1–100%). The other 0 searches showed no overview. Within the 61 overviews, London was named in 32 (52.5%), New York City was named in 32 (52.5%), San Francisco was named in 30 (49.2%), Boston was named in 28 (45.9%). linkedin.com was the most-cited source, with 19 citations and an appearance in 18 of 61 overviews.

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

1	London	53.0%	=
2	New York City	48.4%	=
3	Boston	41.8%	=
4	Beijing	38.1%	=
5	San Francisco	38.1%	=
6	Toronto	35.0%	=
7	Singapore	31.8%	=
8	Paris	30.4%	=
9	Montreal	19.5%	=
10	Shanghai	16.3%	=

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

London 100%

TIED WITH BEIJING, BOSTON

Beijing	100%
Boston	100%

AI Overview shown on 2 of 2 searches

Q02 · 12 ANSWERS

London 100%

TIED WITH BEIJING, NEW YORK CITY

Beijing	100%
New York City	100%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

London 100%

TIED WITH BEIJING, BOSTON

Beijing	100%
Boston	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

San Francisco 100%

TIED WITH LONDON

London	100%
Beijing	91.7%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

London 100%

TIED WITH BOSTON, NEW YORK CITY

Boston	100%
New York City	100%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Singapore 100%

Beijing	8.3%
Toronto	8.3%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,523 citations in total. brookings.edu was cited most often, with 66 citations (2.6%) across 40 answers. Next came en.wikipedia.org (50), 5wpr.com (38), secondtalent.com (32), startupproject.org (32), dealroom.co (31).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

brookings.edu	**13.9%**
5wpr.com	**13.2%**
en.wikipedia.org	**12.2%**
secondtalent.com	**11.1%**
startupproject.org	**10.1%**
dealroom.co	**9%**
digitaldefynd.com	**8.3%**
botmemo.com	**7.6%**
cbre.com	**7.3%**
counterpointresearch.com	**5.9%**

GOOGLE AI OVERVIEWS · SHARE OF 61 OVERVIEWS

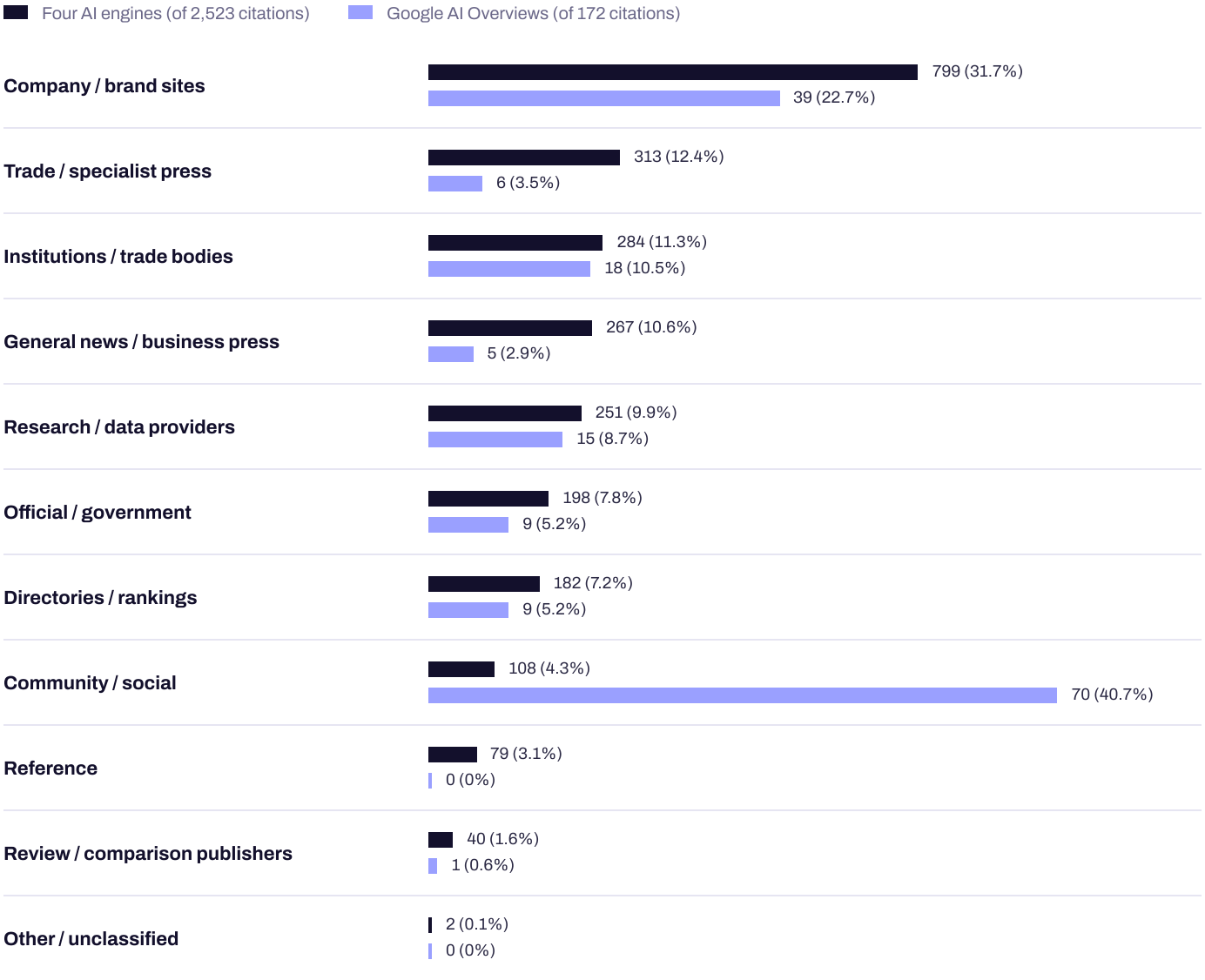
linkedin.com	**29.5%**
youtube.com	**19.7%**
facebook.com	**18%**
instagram.com	**14.8%**
reddit.com	**13.1%**
5wpr.com	**9.8%**
brookings.edu	**9.8%**
odsc.medium.com	**6.6%**
startupblink.com	**6.6%**
secondtalent.com	**4.9%**

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 cities 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.	Singapore's own domains were cited in 4.2% of grounded answers, New York City's in 3.1% and London's in 2.4%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were brookings.edu (in 13.9% of grounded answers), 5wpr.com (13.2%), en.wikipedia.org (12.2%), secondtalent.com (11.1%) and startupproject.org (10.1%). Trade and specialist press supplied 12.4% of citations and institutions and trade bodies 11.3%.
Check each engine separately.	Perplexity named Paris in 41.7% of answers against 15.3% on ChatGPT. ChatGPT named Shenzhen in 30.6% of answers against 8.3% on Gemini.
Do not ignore video and community sites.	Community and social sites supplied 40.7% of Google AI Overview citations against 4.3% in the four chat engines. linkedin.com was cited in 29.5% of overviews, youtube.com in 19.7% and facebook.com in 18.0%.
Watch names outside the tracked list.	Seattle (34), Austin (26), OpenAI (26), Google DeepMind (20) 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.

QUESTIONS PEOPLE ASK

08 Frequently asked questions

Q1 Which city do AI engines name most often?

London, named in 153 of 288 four-engine answers (53.1%, CI 47.4–58.8%). New York City was second at 137 of 288 (47.6%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which city is named first most often?

San Francisco was the first city named in 75 of 288 answers, with an average first position of 2.1.

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

An overview appeared on 61 of 61 searches (100%, CI 94.1–100%). Within those 61 overviews, London was named most often, in 32 (52.5%).

Q4 Which sources do the engines cite?

Across 2,523 four-engine citations, brookings.edu was cited most (66 citations, in 40 of 288 grounded answers), followed by en.wikipedia.org (50 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named Shenzhen in 22 of 72 answers, against 6 to 12 of 72 on the other engines. Perplexity named Boston in 36 of 72 answers, against 26 to 28 of 72 on the other engines.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	61
questions		runs each		AI engines		answers		Google searches · 61 AI Overviews

24 questions, each asked 3 times on each engine, measured October 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. Cities count as named when they appear in the answer text; products and name variants roll up to the tracked name. Longer names take precedence over shorter overlapping ones, and common words count only in context. Unicode apostrophes and dashes are normalized.

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)	61	61 shown	61

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

METRIC DEFINITIONS

- Appearance rate: answers naming the city ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the city first appears (1 = first).
- Own-domain citation: grounded answers citing the city's domains ÷ grounded answers.
- Citation share: citations to the city's domains ÷ all citations.

LIMITATIONS

- Measured on one day, October 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 25 tracked cities were scored. Untracked names that appeared often were not scored, including Seattle (34), Austin (26), OpenAI (26), Google DeepMind (20).
- AI Overview figures are based on only 61 overviews, so estimates for individual cities are less precise than the four-engine figures.
- 11 Google search could not be fetched by DataForSEO after three tries. It is excluded from the AI Overview figures, so the trigger rate uses 61 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.
- Some answers were asked again on October 28, 2026 after a storage error. The earlier texts are kept in the evidence archive and are not used in the counts.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.
- Corrected October 29, 2026: own-domain citation now uses each name's official domains (subdomains included), listed in the evidence file entity_rollups.csv. Names without a resolvable official site count zero.

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	What are the best cities in the world to start an AI company?	The 5W AI City Index 2026	CORE QUESTION
02	Which cities attract the most AI venture capital?	The 5W AI City Index 2026	CORE QUESTION
03	What are the top cities for AI research?	The 5W AI City Index 2026	CORE QUESTION
04	Where are the major AI labs headquartered?	The 5W AI City Index 2026	CORE QUESTION
05	Which cities have the strongest AI talent pool?	The 5W AI City Index 2026	CORE QUESTION
06	Which governments have the most supportive policies for AI companies?	The 5W AI City Index 2026	CORE QUESTION
07	Where are the largest AI data center hubs?	The 5W AI City Index 2026	CORE QUESTION
08	What are the best cities in Europe for AI startups?	The 5W AI City Index 2026	CORE QUESTION
09	What are the leading AI hubs in Asia?	The 5W AI City Index 2026	CORE QUESTION
10	Which Middle East cities are investing most in AI?	The 5W AI City Index 2026	CORE QUESTION
11	What are the best cities for AI engineers to work in?	The 5W AI City Index 2026	CORE QUESTION
12	Where should a US AI startup open its first international office?	The 5W AI City Index 2026	CORE QUESTION
13	Which US cities have large concentrations of AI startups?	The 5W AI City Index 2026	ADDED QUESTION
14	Which cities host major university AI research centers?	The 5W AI City Index 2026	ADDED QUESTION
15	Which cities have published AI industry development strategies?	The 5W AI City Index 2026	ADDED QUESTION
16	Which cities are named in reports on AI investment in Canada?	The 5W AI City Index 2026	ADDED QUESTION
17	Which cities are emerging AI hubs in Latin America?	The 5W AI City Index 2026	ADDED QUESTION
18	Which cities are named in reports on AI development in Africa?	The 5W AI City Index 2026	ADDED QUESTION
19	Which cities host major AI conferences and research communities?	The 5W AI City Index 2026	ADDED QUESTION
20	Which cities have significant AI activity in healthcare and biotechnology?	The 5W AI City Index 2026	ADDED QUESTION
21	Which cities have significant AI activity in finance and enterprise software?	The 5W AI City Index 2026	ADDED QUESTION
22	Which cities are associated with semiconductor and AI hardware research?	The 5W AI City Index 2026	ADDED QUESTION
23	Which sources publish city-level AI employment and investment data?	The 5W AI City Index 2026	ADDED QUESTION
24	How do published AI hub rankings define a city or metropolitan area?	The 5W AI City Index 2026	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

The 5W AI City Index 2026

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

WEB
5wpr.com

RESEARCH
5wpr.com/research