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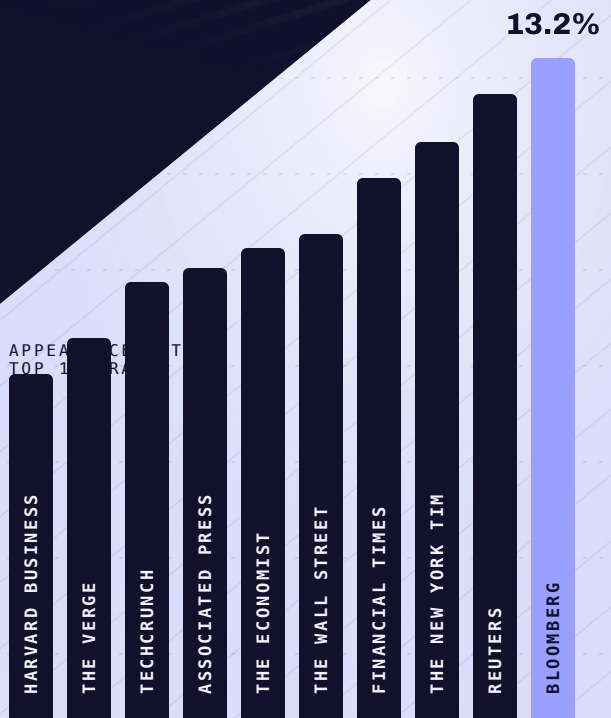
AI-FRIENDLY PUBLICATIONS INDEX 2.0

Which publications AI engines name
288 AI answers · November 6 to 7, 2026

Measured :
November 6 to 7, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 43 Google AI Overviews

Prepared by :
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AT A GLANCE

No sole leader is established. 10 others are within its margin.

Bloomberg: 38/288 returned four-engine answers (13.2%; 95% interval 9.8–17.6%). Three or more leading intervals overlap; no sole leader is established.

> Version 2. This version replaces the first version of this study, first published June 28, 2026. It uses measured counts, so the two versions are not comparable.

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

13.2%
of answers named Bloomberg, the most-named (38 of 288)

40
tracked publications named at least once (of 50)

95.6%
of Google searches showed an AI Overview (43 of 45)

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Bloomberg

Bloomberg: 38/288 returned four-engine answers (13.2%; 95% interval 9.8–17.6%). Three or more leading intervals overlap; no sole leader is established.

NAMED FIRST

23/288 (8.0%)

Reuters was the first publication named in 23 of 288 answers, more than any other tracked publication. Its average first position was 2.2. Bloomberg was named first in 3 of 288.

OWN-SITE CITATIONS

21/285 (7.4%)

Substack's own domains were cited in 21 of 285 grounded answers, more than any other tracked publication. Associated Press followed at 16 of 285. 13 of 50 tracked publications had 0 of 285.

AIO TRIGGER

43/45 (95.6%)

Google AI Overviews appeared on 43 of 45 searches (CI 85.2–98.8%). On the other 2, no overview was shown.

AIO LEADER

5/43 (11.6%)

Bloomberg and The Economist were the publications named most often in AI Overviews, at 5 of 43 each (11.6%). In the four-engine set, Bloomberg was named in 38 of 288 answers (13.2%).

TOP DOMAIN

47/285 (16.5%)

en.wikipedia.org was cited in 47 of 285 grounded four-engine answers, with 83 of 2,349 citations (3.5%). news.crunchbase.com received the second-most citations (30) but appeared in only 6 answers (2.1%); reddit.com appeared in the second-most answers, 20 of 285 (7.0%).

NO TRACKED NAME

0/12 (0.0%)

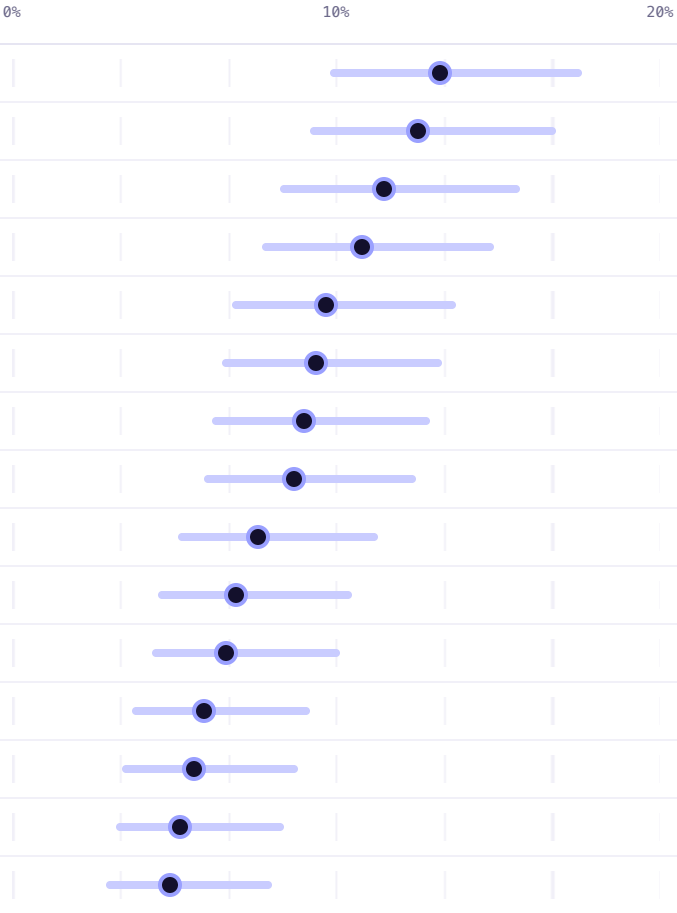
For 'How much should I save for retirement by age 40?', none of the tracked publications was named in any of 12 four-engine answers.

THE LEADERBOARD

02 Which publications 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	Bloomberg	13.2%	38/288
2	Reuters	12.5%	36/288
3	The New York Times	11.5%	33/288
4	Financial Times	10.8%	31/288
5	The Wall Street Journal	9.7%	28/288
6	The Economist	9.4%	27/288
7	Associated Press	9.0%	26/288
8	TechCrunch	8.7%	25/288
9	The Verge	7.6%	22/288
10	Harvard Business Review	6.9%	20/288
11	Axios	6.6%	19/288
12	Forbes	5.9%	17/288
13	Fortune	5.6%	16/288
14	Variety	5.2%	15/288
15	Vogue	4.9%	14/288



02 THE LEADERBOARD

The full list

Own-domain citation is the share of 285 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,349 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Bloomberg	38/288	13.2%	9.8–17.6%	3.3	1.4% (4/285)	0.2%
2	Reuters	36/288	12.5%	9.2–16.8%	2.2	1.1% (3/285)	0.1%
3	The New York Times	33/288	11.5%	8.3–15.7%	2.2	2.1% (6/285)	0.4%
4	Financial Times	31/288	10.8%	7.7–14.9%	3.4	1.1% (3/285)	0.1%
5	The Wall Street Journal	28/288	9.7%	6.8–13.7%	3.2	0% (0/285)	0%
6	The Economist	27/288	9.4%	6.5–13.3%	5.1	0% (0/285)	0%
7	Associated Press	26/288	9%	6.2–12.9%	3.5	5.6% (16/285)	1.2%
8	TechCrunch	25/288	8.7%	5.9–12.5%	1.5	0.4% (1/285)	0%
9	The Verge	22/288	7.6%	5.1–11.3%	2.6	2.1% (6/285)	0.4%
10	Harvard Business Review	20/288	6.9%	4.5–10.5%	2.8	3.9% (11/285)	0.8%
11	Axios	19/288	6.6%	4.3–10.1%	2.1	3.2% (9/285)	0.6%
12	Forbes	17/288	5.9%	3.7–9.2%	4.6	4.6% (13/285)	0.6%
13	Fortune	16/288	5.6%	3.4–8.8%	5.6	0.4% (1/285)	0%
14	Variety	15/288	5.2%	3.2–8.4%	1	1.1% (3/285)	0.1%
15	Vogue	14/288	4.9%	2.9–8%	1	1.1% (3/285)	0.1%
16	Allure	13/288	4.5%	2.7–7.6%	2	1.1% (3/285)	0.1%
17	Wired	13/288	4.5%	2.7–7.6%	3.6	0% (0/285)	0%
18	Ars Technica	12/288	4.2%	2.4–7.1%	4.3	0% (0/285)	0%
19	CNBC	12/288	4.2%	2.4–7.1%	7.1	4.2% (12/285)	0.5%
20	MIT Technology Review	12/288	4.2%	2.4–7.1%	5.8	0.4% (1/285)	0%
21	NerdWallet	12/288	4.2%	2.4–7.1%	1.2	2.8% (8/285)	0.5%
22	The Hollywood Reporter	12/288	4.2%	2.4–7.1%	2	1.8% (5/285)	0.2%
23	Investopedia	11/288	3.8%	2.1–6.7%	1.8	1.1% (3/285)	0.1%
24	Engadget	10/288	3.5%	1.9–6.3%	5.7	0% (0/285)	0%
25	Bon Appetit	9/288	3.1%	1.7–5.8%	2	2.5% (7/285)	0.4%
26	Travel + Leisure	9/288	3.1%	1.7–5.8%	1.1	0.7% (2/285)	0.1%
27	WebMD	8/288	2.8%	1.4–5.4%	1	3.5% (10/285)	0.4%
28	Fast Company	6/288	2.1%	1–4.5%	4.2	1.1% (3/285)	0.1%

02 THE LEADERBOARD

The full list (continued)

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	TechRadar	6/288	2.1%	1–4.5%	2	1.8% (5/285)	0.2%
30	Healthline	4/288	1.4%	0.5–3.5%	2	1.1% (3/285)	0.1%
31	LinkedIn	4/288	1.4%	0.5–3.5%	6.5	1.1% (3/285)	0.1%
32	The Washington Post	4/288	1.4%	0.5–3.5%	3	2.1% (6/285)	0.3%
33	Adweek	3/288	1%	0.4–3%	3	0% (0/285)	0%
34	Business Wire	3/288	1%	0.4–3%	8.7	1.1% (3/285)	0.1%
35	PR Newswire	3/288	1%	0.4–3%	9.7	2.5% (7/285)	0.3%
36	Quartz	3/288	1%	0.4–3%	1.3	3.2% (9/285)	0.4%
37	Substack	3/288	1%	0.4–3%	5.7	7.4% (21/285)	1.4%
38	The Guardian	3/288	1%	0.4–3%	2.7	1.4% (4/285)	0.2%
39	Business Insider	1/288	0.3%	0.1–1.9%	12	0% (0/285)	0%
40	Gizmodo	1/288	0.3%	0.1–1.9%	4	0.4% (1/285)	0%
41	Architectural Digest	0/288	0%	0–1.3%	–	0% (0/285)	0%
42	CNN	0/288	0%	0–1.3%	–	2.5% (7/285)	0.4%
43	G2	0/288	0%	0–1.3%	–	0% (0/285)	0%
44	Mashable	0/288	0%	0–1.3%	–	1.4% (4/285)	0.2%
45	Medium	0/288	0%	0–1.3%	–	2.8% (8/285)	0.3%
46	NPR	0/288	0%	0–1.3%	–	0.7% (2/285)	0.1%
47	The Atlantic	0/288	0%	0–1.3%	–	0% (0/285)	0%
48	The New Yorker	0/288	0%	0–1.3%	–	0% (0/285)	0%
49	Time	0/288	0%	0–1.3%	–	0% (0/285)	0%
50	USA Today	0/288	0%	0–1.3%	–	0% (0/285)	0%

02 THE LEADERBOARD

Question group: Business and markets news

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Bloomberg	12/36	33.3%	20.2–49.7%	2
2	Financial Times	12/36	33.3%	20.2–49.7%	0
3	Reuters	12/36	33.3%	20.2–49.7%	7
4	The Economist	12/36	33.3%	20.2–49.7%	0
5	The Wall Street Journal	12/36	33.3%	20.2–49.7%	3
6	CNBC	11/36	30.6%	18.0–46.9%	0
7	Associated Press	9/36	25.0%	13.8–41.1%	0
8	Axios	6/36	16.7%	7.9–31.9%	6
9	Forbes	5/36	13.9%	6.1–28.7%	0
10	Fortune	5/36	13.9%	6.1–28.7%	0
11	Harvard Business Review	5/36	13.9%	6.1–28.7%	0
12	The New York Times	4/36	11.1%	4.4–25.3%	0
13	Business Wire	3/36	8.3%	2.9–21.8%	0
14	PR Newswire	3/36	8.3%	2.9–21.8%	0
15	Business Insider	1/36	2.8%	0.5–14.2%	0
16	The Washington Post	1/36	2.8%	0.5–14.2%	0
17	Adweek	0/36	0.0%	0.0–9.6%	0
18	Allure	0/36	0.0%	0.0–9.6%	0
19	Architectural Digest	0/36	0.0%	0.0–9.6%	0
20	Ars Technica	0/36	0.0%	0.0–9.6%	0
21	Bon Appetit	0/36	0.0%	0.0–9.6%	0
22	CNN	0/36	0.0%	0.0–9.6%	0
23	Engadget	0/36	0.0%	0.0–9.6%	0
24	Fast Company	0/36	0.0%	0.0–9.6%	0
25	G2	0/36	0.0%	0.0–9.6%	0
26	Gizmodo	0/36	0.0%	0.0–9.6%	0
27	Healthline	0/36	0.0%	0.0–9.6%	0
28	Investopedia	0/36	0.0%	0.0–9.6%	0
29	LinkedIn	0/36	0.0%	0.0–9.6%	0
30	MIT Technology Review	0/36	0.0%	0.0–9.6%	0
31	Mashable	0/36	0.0%	0.0–9.6%	0
32	Medium	0/36	0.0%	0.0–9.6%	0

02 THE LEADERBOARD

Question group: Technology news and product reviews

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	The Verge	22/36	61.1%	44.9–75.2%	7
2	Wired	13/36	36.1%	22.5–52.4%	0
3	Ars Technica	12/36	33.3%	20.2–49.7%	0
4	MIT Technology Review	12/36	33.3%	20.2–49.7%	0
5	TechCrunch	12/36	33.3%	20.2–49.7%	7
6	Bloomberg	10/36	27.8%	15.8–44.0%	0
7	Engadget	10/36	27.8%	15.8–44.0%	0
8	Reuters	7/36	19.4%	9.8–35.0%	2
9	The New York Times	7/36	19.4%	9.8–35.0%	6
10	TechRadar	6/36	16.7%	7.9–31.9%	3
11	The Wall Street Journal	6/36	16.7%	7.9–31.9%	0
12	The Economist	3/36	8.3%	2.9–21.8%	0
13	CNBC	1/36	2.8%	0.5–14.2%	0
14	Gizmodo	1/36	2.8%	0.5–14.2%	0
15	Adweek	0/36	0.0%	0.0–9.6%	0
16	Allure	0/36	0.0%	0.0–9.6%	0
17	Architectural Digest	0/36	0.0%	0.0–9.6%	0
18	Associated Press	0/36	0.0%	0.0–9.6%	0
19	Axios	0/36	0.0%	0.0–9.6%	0
20	Bon Appetit	0/36	0.0%	0.0–9.6%	0
21	Business Insider	0/36	0.0%	0.0–9.6%	0
22	Business Wire	0/36	0.0%	0.0–9.6%	0
23	CNN	0/36	0.0%	0.0–9.6%	0
24	Fast Company	0/36	0.0%	0.0–9.6%	0
25	Financial Times	0/36	0.0%	0.0–9.6%	0
26	Forbes	0/36	0.0%	0.0–9.6%	0
27	Fortune	0/36	0.0%	0.0–9.6%	0
28	G2	0/36	0.0%	0.0–9.6%	0
29	Harvard Business Review	0/36	0.0%	0.0–9.6%	0
30	Healthline	0/36	0.0%	0.0–9.6%	0
31	Investopedia	0/36	0.0%	0.0–9.6%	0
32	LinkedIn	0/36	0.0%	0.0–9.6%	0

02 THE LEADERBOARD

Question group: Personal finance

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	NerdWallet	12/24	50.0%	31.4–68.6%	10
2	Investopedia	11/24	45.8%	27.9–64.9%	2
3	Forbes	1/24	4.2%	0.7–20.2%	0
4	Adweek	0/24	0.0%	0.0–13.8%	0
5	Allure	0/24	0.0%	0.0–13.8%	0
6	Architectural Digest	0/24	0.0%	0.0–13.8%	0
7	Ars Technica	0/24	0.0%	0.0–13.8%	0
8	Associated Press	0/24	0.0%	0.0–13.8%	0
9	Axios	0/24	0.0%	0.0–13.8%	0
10	Bloomberg	0/24	0.0%	0.0–13.8%	0
11	Bon Appetit	0/24	0.0%	0.0–13.8%	0
12	Business Insider	0/24	0.0%	0.0–13.8%	0
13	Business Wire	0/24	0.0%	0.0–13.8%	0
14	CNBC	0/24	0.0%	0.0–13.8%	0
15	CNN	0/24	0.0%	0.0–13.8%	0
16	Engadget	0/24	0.0%	0.0–13.8%	0
17	Fast Company	0/24	0.0%	0.0–13.8%	0
18	Financial Times	0/24	0.0%	0.0–13.8%	0
19	Fortune	0/24	0.0%	0.0–13.8%	0
20	G2	0/24	0.0%	0.0–13.8%	0
21	Gizmodo	0/24	0.0%	0.0–13.8%	0
22	Harvard Business Review	0/24	0.0%	0.0–13.8%	0
23	Healthline	0/24	0.0%	0.0–13.8%	0
24	LinkedIn	0/24	0.0%	0.0–13.8%	0
25	MIT Technology Review	0/24	0.0%	0.0–13.8%	0
26	Mashable	0/24	0.0%	0.0–13.8%	0
27	Medium	0/24	0.0%	0.0–13.8%	0
28	NPR	0/24	0.0%	0.0–13.8%	0
29	PR Newswire	0/24	0.0%	0.0–13.8%	0
30	Quartz	0/24	0.0%	0.0–13.8%	0
31	Reuters	0/24	0.0%	0.0–13.8%	0
32	Substack	0/24	0.0%	0.0–13.8%	0
33	TechCrunch	0/24	0.0%	0.0–13.8%	0

THE LEADERBOARD

02 Question group: Health information

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	WebMD	8/24	33.3%	18.0–53.3%	8
2	Healthline	4/24	16.7%	6.7–35.9%	0
3	Adweek	0/24	0.0%	0.0–13.8%	0
4	Allure	0/24	0.0%	0.0–13.8%	0
5	Architectural Digest	0/24	0.0%	0.0–13.8%	0
6	Ars Technica	0/24	0.0%	0.0–13.8%	0
7	Associated Press	0/24	0.0%	0.0–13.8%	0
8	Axios	0/24	0.0%	0.0–13.8%	0
9	Bloomberg	0/24	0.0%	0.0–13.8%	0
10	Bon Appetit	0/24	0.0%	0.0–13.8%	0
11	Business Insider	0/24	0.0%	0.0–13.8%	0
12	Business Wire	0/24	0.0%	0.0–13.8%	0
13	CNBC	0/24	0.0%	0.0–13.8%	0
14	CNN	0/24	0.0%	0.0–13.8%	0
15	Engadget	0/24	0.0%	0.0–13.8%	0
16	Fast Company	0/24	0.0%	0.0–13.8%	0
17	Financial Times	0/24	0.0%	0.0–13.8%	0
18	Forbes	0/24	0.0%	0.0–13.8%	0
19	Fortune	0/24	0.0%	0.0–13.8%	0
20	G2	0/24	0.0%	0.0–13.8%	0
21	Gizmodo	0/24	0.0%	0.0–13.8%	0
22	Harvard Business Review	0/24	0.0%	0.0–13.8%	0
23	Investopedia	0/24	0.0%	0.0–13.8%	0
24	LinkedIn	0/24	0.0%	0.0–13.8%	0
25	MIT Technology Review	0/24	0.0%	0.0–13.8%	0
26	Mashable	0/24	0.0%	0.0–13.8%	0
27	Medium	0/24	0.0%	0.0–13.8%	0
28	NPR	0/24	0.0%	0.0–13.8%	0
29	NerdWallet	0/24	0.0%	0.0–13.8%	0
30	PR Newswire	0/24	0.0%	0.0–13.8%	0
31	Quartz	0/24	0.0%	0.0–13.8%	0
32	Reuters	0/24	0.0%	0.0–13.8%	0
33	Substack	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Travel

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Travel + Leisure	9/24	37.5%	21.2–57.3%	8
2	Forbes	2/24	8.3%	2.3–25.8%	1
3	Quartz	1/24	4.2%	0.7–20.2%	1
4	Adweek	0/24	0.0%	0.0–13.8%	0
5	Allure	0/24	0.0%	0.0–13.8%	0
6	Architectural Digest	0/24	0.0%	0.0–13.8%	0
7	Ars Technica	0/24	0.0%	0.0–13.8%	0
8	Associated Press	0/24	0.0%	0.0–13.8%	0
9	Axios	0/24	0.0%	0.0–13.8%	0
10	Bloomberg	0/24	0.0%	0.0–13.8%	0
11	Bon Appetit	0/24	0.0%	0.0–13.8%	0
12	Business Insider	0/24	0.0%	0.0–13.8%	0
13	Business Wire	0/24	0.0%	0.0–13.8%	0
14	CNBC	0/24	0.0%	0.0–13.8%	0
15	CNN	0/24	0.0%	0.0–13.8%	0
16	Engadget	0/24	0.0%	0.0–13.8%	0
17	Fast Company	0/24	0.0%	0.0–13.8%	0
18	Financial Times	0/24	0.0%	0.0–13.8%	0
19	Fortune	0/24	0.0%	0.0–13.8%	0
20	G2	0/24	0.0%	0.0–13.8%	0
21	Gizmodo	0/24	0.0%	0.0–13.8%	0
22	Harvard Business Review	0/24	0.0%	0.0–13.8%	0
23	Healthline	0/24	0.0%	0.0–13.8%	0
24	Investopedia	0/24	0.0%	0.0–13.8%	0
25	LinkedIn	0/24	0.0%	0.0–13.8%	0
26	MIT Technology Review	0/24	0.0%	0.0–13.8%	0
27	Mashable	0/24	0.0%	0.0–13.8%	0
28	Medium	0/24	0.0%	0.0–13.8%	0
29	NPR	0/24	0.0%	0.0–13.8%	0
30	NerdWallet	0/24	0.0%	0.0–13.8%	0
31	PR Newswire	0/24	0.0%	0.0–13.8%	0
32	Reuters	0/24	0.0%	0.0–13.8%	0
33	Substack	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Food and dining

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	The New York Times	15/24	62.5%	42.7–78.8%	14
2	Bon Appetit	9/24	37.5%	21.2–57.3%	1
3	The Washington Post	2/24	8.3%	2.3–25.8%	0
4	Adweek	0/24	0.0%	0.0–13.8%	0
5	Allure	0/24	0.0%	0.0–13.8%	0
6	Architectural Digest	0/24	0.0%	0.0–13.8%	0
7	Ars Technica	0/24	0.0%	0.0–13.8%	0
8	Associated Press	0/24	0.0%	0.0–13.8%	0
9	Axios	0/24	0.0%	0.0–13.8%	0
10	Bloomberg	0/24	0.0%	0.0–13.8%	0
11	Business Insider	0/24	0.0%	0.0–13.8%	0
12	Business Wire	0/24	0.0%	0.0–13.8%	0
13	CNBC	0/24	0.0%	0.0–13.8%	0
14	CNN	0/24	0.0%	0.0–13.8%	0
15	Engadget	0/24	0.0%	0.0–13.8%	0
16	Fast Company	0/24	0.0%	0.0–13.8%	0
17	Financial Times	0/24	0.0%	0.0–13.8%	0
18	Forbes	0/24	0.0%	0.0–13.8%	0
19	Fortune	0/24	0.0%	0.0–13.8%	0
20	G2	0/24	0.0%	0.0–13.8%	0
21	Gizmodo	0/24	0.0%	0.0–13.8%	0
22	Harvard Business Review	0/24	0.0%	0.0–13.8%	0
23	Healthline	0/24	0.0%	0.0–13.8%	0
24	Investopedia	0/24	0.0%	0.0–13.8%	0
25	LinkedIn	0/24	0.0%	0.0–13.8%	0
26	MIT Technology Review	0/24	0.0%	0.0–13.8%	0
27	Mashable	0/24	0.0%	0.0–13.8%	0
28	Medium	0/24	0.0%	0.0–13.8%	0
29	NPR	0/24	0.0%	0.0–13.8%	0
30	NerdWallet	0/24	0.0%	0.0–13.8%	0
31	PR Newswire	0/24	0.0%	0.0–13.8%	0
32	Quartz	0/24	0.0%	0.0–13.8%	0
33	Reuters	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Beauty and fashion

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Vogue	14/24	58.3%	38.8–75.5%	14
2	Allure	13/24	54.2%	35.1–72.1%	0
3	Axios	1/24	4.2%	0.7–20.2%	0
4	Adweek	0/24	0.0%	0.0–13.8%	0
5	Architectural Digest	0/24	0.0%	0.0–13.8%	0
6	Ars Technica	0/24	0.0%	0.0–13.8%	0
7	Associated Press	0/24	0.0%	0.0–13.8%	0
8	Bloomberg	0/24	0.0%	0.0–13.8%	0
9	Bon Appetit	0/24	0.0%	0.0–13.8%	0
10	Business Insider	0/24	0.0%	0.0–13.8%	0
11	Business Wire	0/24	0.0%	0.0–13.8%	0
12	CNBC	0/24	0.0%	0.0–13.8%	0
13	CNN	0/24	0.0%	0.0–13.8%	0
14	Engadget	0/24	0.0%	0.0–13.8%	0
15	Fast Company	0/24	0.0%	0.0–13.8%	0
16	Financial Times	0/24	0.0%	0.0–13.8%	0
17	Forbes	0/24	0.0%	0.0–13.8%	0
18	Fortune	0/24	0.0%	0.0–13.8%	0
19	G2	0/24	0.0%	0.0–13.8%	0
20	Gizmodo	0/24	0.0%	0.0–13.8%	0
21	Harvard Business Review	0/24	0.0%	0.0–13.8%	0
22	Healthline	0/24	0.0%	0.0–13.8%	0
23	Investopedia	0/24	0.0%	0.0–13.8%	0
24	LinkedIn	0/24	0.0%	0.0–13.8%	0
25	MIT Technology Review	0/24	0.0%	0.0–13.8%	0
26	Mashable	0/24	0.0%	0.0–13.8%	0
27	Medium	0/24	0.0%	0.0–13.8%	0
28	NPR	0/24	0.0%	0.0–13.8%	0
29	NerdWallet	0/24	0.0%	0.0–13.8%	0
30	PR Newswire	0/24	0.0%	0.0–13.8%	0
31	Quartz	0/24	0.0%	0.0–13.8%	0
32	Reuters	0/24	0.0%	0.0–13.8%	0
33	Substack	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: General and world news

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Associated Press	17/24	70.8%	50.8–85.1%	3
2	Reuters	16/24	66.7%	46.7–82.0%	14
3	Financial Times	10/24	41.7%	24.5–61.2%	0
4	The Economist	6/24	25.0%	12.0–44.9%	0
5	The Guardian	3/24	12.5%	4.3–31.0%	1
6	The New York Times	3/24	12.5%	4.3–31.0%	0
7	The Wall Street Journal	3/24	12.5%	4.3–31.0%	0
8	Bloomberg	2/24	8.3%	2.3–25.8%	0
9	The Washington Post	1/24	4.2%	0.7–20.2%	1
10	Adweek	0/24	0.0%	0.0–13.8%	0
11	Allure	0/24	0.0%	0.0–13.8%	0
12	Architectural Digest	0/24	0.0%	0.0–13.8%	0
13	Ars Technica	0/24	0.0%	0.0–13.8%	0
14	Axios	0/24	0.0%	0.0–13.8%	0
15	Bon Appetit	0/24	0.0%	0.0–13.8%	0
16	Business Insider	0/24	0.0%	0.0–13.8%	0
17	Business Wire	0/24	0.0%	0.0–13.8%	0
18	CNBC	0/24	0.0%	0.0–13.8%	0
19	CNN	0/24	0.0%	0.0–13.8%	0
20	Engadget	0/24	0.0%	0.0–13.8%	0
21	Fast Company	0/24	0.0%	0.0–13.8%	0
22	Forbes	0/24	0.0%	0.0–13.8%	0
23	Fortune	0/24	0.0%	0.0–13.8%	0
24	G2	0/24	0.0%	0.0–13.8%	0
25	Gizmodo	0/24	0.0%	0.0–13.8%	0
26	Harvard Business Review	0/24	0.0%	0.0–13.8%	0
27	Healthline	0/24	0.0%	0.0–13.8%	0
28	Investopedia	0/24	0.0%	0.0–13.8%	0
29	LinkedIn	0/24	0.0%	0.0–13.8%	0
30	MIT Technology Review	0/24	0.0%	0.0–13.8%	0
31	Mashable	0/24	0.0%	0.0–13.8%	0
32	Medium	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Startups and venture

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	TechCrunch	13/24	54.2%	35.1–72.1%	12
2	Axios	12/24	50.0%	31.4–68.6%	0
3	Bloomberg	7/24	29.2%	14.9–49.2%	1
4	Financial Times	6/24	25.0%	12.0–44.9%	0
5	Fortune	6/24	25.0%	12.0–44.9%	0
6	The New York Times	4/24	16.7%	6.7–35.9%	0
7	Substack	3/24	12.5%	4.3–31.0%	0
8	Reuters	1/24	4.2%	0.7–20.2%	0
9	The Wall Street Journal	1/24	4.2%	0.7–20.2%	0
10	Adweek	0/24	0.0%	0.0–13.8%	0
11	Allure	0/24	0.0%	0.0–13.8%	0
12	Architectural Digest	0/24	0.0%	0.0–13.8%	0
13	Ars Technica	0/24	0.0%	0.0–13.8%	0
14	Associated Press	0/24	0.0%	0.0–13.8%	0
15	Bon Appetit	0/24	0.0%	0.0–13.8%	0
16	Business Insider	0/24	0.0%	0.0–13.8%	0
17	Business Wire	0/24	0.0%	0.0–13.8%	0
18	CNBC	0/24	0.0%	0.0–13.8%	0
19	CNN	0/24	0.0%	0.0–13.8%	0
20	Engadget	0/24	0.0%	0.0–13.8%	0
21	Fast Company	0/24	0.0%	0.0–13.8%	0
22	Forbes	0/24	0.0%	0.0–13.8%	0
23	G2	0/24	0.0%	0.0–13.8%	0
24	Gizmodo	0/24	0.0%	0.0–13.8%	0
25	Harvard Business Review	0/24	0.0%	0.0–13.8%	0
26	Healthline	0/24	0.0%	0.0–13.8%	0
27	Investopedia	0/24	0.0%	0.0–13.8%	0
28	LinkedIn	0/24	0.0%	0.0–13.8%	0
29	MIT Technology Review	0/24	0.0%	0.0–13.8%	0
30	Mashable	0/24	0.0%	0.0–13.8%	0
31	Medium	0/24	0.0%	0.0–13.8%	0
32	NPR	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Leadership and management

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Harvard Business Review	15/24	62.5%	42.7–78.8%	15
2	Forbes	9/24	37.5%	21.2–57.3%	0
3	Bloomberg	7/24	29.2%	14.9–49.2%	0
4	Fast Company	6/24	25.0%	12.0–44.9%	0
5	The Economist	6/24	25.0%	12.0–44.9%	0
6	The Wall Street Journal	6/24	25.0%	12.0–44.9%	0
7	Fortune	5/24	20.8%	9.2–40.5%	0
8	LinkedIn	4/24	16.7%	6.7–35.9%	0
9	Financial Times	3/24	12.5%	4.3–31.0%	0
10	Adweek	0/24	0.0%	0.0–13.8%	0
11	Allure	0/24	0.0%	0.0–13.8%	0
12	Architectural Digest	0/24	0.0%	0.0–13.8%	0
13	Ars Technica	0/24	0.0%	0.0–13.8%	0
14	Associated Press	0/24	0.0%	0.0–13.8%	0
15	Axios	0/24	0.0%	0.0–13.8%	0
16	Bon Appetit	0/24	0.0%	0.0–13.8%	0
17	Business Insider	0/24	0.0%	0.0–13.8%	0
18	Business Wire	0/24	0.0%	0.0–13.8%	0
19	CNBC	0/24	0.0%	0.0–13.8%	0
20	CNN	0/24	0.0%	0.0–13.8%	0
21	Engadget	0/24	0.0%	0.0–13.8%	0
22	G2	0/24	0.0%	0.0–13.8%	0
23	Gizmodo	0/24	0.0%	0.0–13.8%	0
24	Healthline	0/24	0.0%	0.0–13.8%	0
25	Investopedia	0/24	0.0%	0.0–13.8%	0
26	MIT Technology Review	0/24	0.0%	0.0–13.8%	0
27	Mashable	0/24	0.0%	0.0–13.8%	0
28	Medium	0/24	0.0%	0.0–13.8%	0
29	NPR	0/24	0.0%	0.0–13.8%	0
30	NerdWallet	0/24	0.0%	0.0–13.8%	0
31	PR Newswire	0/24	0.0%	0.0–13.8%	0
32	Quartz	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Entertainment

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Variety	15/24	62.5%	42.7–78.8%	15
2	The Hollywood Reporter	12/24	50.0%	31.4–68.6%	0
3	Adweek	3/24	12.5%	4.3–31.0%	0
4	Quartz	2/24	8.3%	2.3–25.8%	1
5	Allure	0/24	0.0%	0.0–13.8%	0
6	Architectural Digest	0/24	0.0%	0.0–13.8%	0
7	Ars Technica	0/24	0.0%	0.0–13.8%	0
8	Associated Press	0/24	0.0%	0.0–13.8%	0
9	Axios	0/24	0.0%	0.0–13.8%	0
10	Bloomberg	0/24	0.0%	0.0–13.8%	0
11	Bon Appetit	0/24	0.0%	0.0–13.8%	0
12	Business Insider	0/24	0.0%	0.0–13.8%	0
13	Business Wire	0/24	0.0%	0.0–13.8%	0
14	CNBC	0/24	0.0%	0.0–13.8%	0
15	CNN	0/24	0.0%	0.0–13.8%	0
16	Engadget	0/24	0.0%	0.0–13.8%	0
17	Fast Company	0/24	0.0%	0.0–13.8%	0
18	Financial Times	0/24	0.0%	0.0–13.8%	0
19	Forbes	0/24	0.0%	0.0–13.8%	0
20	Fortune	0/24	0.0%	0.0–13.8%	0
21	G2	0/24	0.0%	0.0–13.8%	0
22	Gizmodo	0/24	0.0%	0.0–13.8%	0
23	Harvard Business Review	0/24	0.0%	0.0–13.8%	0
24	Healthline	0/24	0.0%	0.0–13.8%	0
25	Investopedia	0/24	0.0%	0.0–13.8%	0
26	LinkedIn	0/24	0.0%	0.0–13.8%	0
27	MIT Technology Review	0/24	0.0%	0.0–13.8%	0
28	Mashable	0/24	0.0%	0.0–13.8%	0
29	Medium	0/24	0.0%	0.0–13.8%	0
30	NPR	0/24	0.0%	0.0–13.8%	0
31	NerdWallet	0/24	0.0%	0.0–13.8%	0
32	PR Newswire	0/24	0.0%	0.0–13.8%	0
33	Reuters	0/24	0.0%	0.0–13.8%	0

PROFILES

03 The top eight, side by side

RANK 1

Bloomberg

13%

38/288 answers · 95% CI 9.8–17.6%

3.3	1.4%	0.2%
first-mention position	owned-domain citation (4/285)	citation share

RANK 2

Reuters

12%

36/288 answers · 95% CI 9.2–16.8%

2.2	1.1%	0.1%
first-mention position	owned-domain citation (3/285)	citation share

RANK 3

The New York Times

12%

33/288 answers · 95% CI 8.3–15.7%

2.2	2.1%	0.4%
first-mention position	owned-domain citation (6/285)	citation share

RANK 4

Financial Times

11%

31/288 answers · 95% CI 7.7–14.9%

3.4	1.1%	0.1%
first-mention position	owned-domain citation (3/285)	citation share

RANK 5

The Wall Street Journal

10%

28/288 answers · 95% CI 6.8–13.7%

3.2	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

RANK 6

The Economist

9%

27/288 answers · 95% CI 6.5–13.3%

5.1	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

RANK 7

Associated Press

9%

26/288 answers · 95% CI 6.2–12.9%

3.5	5.6%	1.2%
first-mention position	owned-domain citation (16/285)	citation share

RANK 8

TechCrunch

9%

25/288 answers · 95% CI 5.9–12.5%

1.5	0.4%	0%
first-mention position	owned-domain citation (1/285)	citation share

HOW THE ENGINES DIFFER

04 Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

The New York Times	**19.4%**
Reuters	**16.7%**
Bloomberg	**15.3%**
Axios	**13.9%**
Associated Press	**11.1%**
Financial Times	**9.7%**

Claude

72 ASKED | 72 RETURNED | 69 GROUNDED

The Economist	**16.7%**
Bloomberg	**15.3%**
The New York Times	**13.9%**
Reuters	**12.5%**
Financial Times	**12.5%**
Associated Press	**11.1%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Bloomberg	**12.5%**
Financial Times	**12.5%**
The Wall Street Journal	**12.5%**
Fortune	**11.1%**
Reuters	**9.7%**
The New York Times	**8.3%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Reuters	**11.1%**
Bloomberg	**9.7%**
Financial Times	**8.3%**
The Wall Street Journal	**8.3%**
The Economist	**8.3%**
Associated Press	**8.3%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 45 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 43 = 331 answers.



TRIGGER RATE

Google AI Overviews appeared on 43 of 45 searches (95.6%, CI 85.2–98.8%). The other 2 searches showed no overview. Within the 43 overviews, Bloomberg was named in 5 (11.6%), The Economist was named in 5 (11.6%), The Verge was named in 5 (11.6%), Ars Technica was named in 5 (11.6%). youtube.com was the most-cited source, with 19 citations and an appearance in 10 of 43 overviews.

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

1	Bloomberg	13.0%	=
2	Reuters	11.8%	=
3	The New York Times	11.2%	=
4	Financial Times	10.3%	=
5	The Economist	9.7%	▲ 1
6	The Wall Street Journal	9.1%	▼ 1
7	TechCrunch	8.5%	▲ 1
8	Associated Press	8.2%	▼ 1
9	The Verge	8.2%	=
10	Harvard Business Review	7.3%	=

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

Reuters 100%

TIED WITH BLOOMBERG, FINANCIAL TIMES

Bloomberg	100%
Financial Times	100%

AI Overview shown on 2 of 2 searches

Q02 · 12 ANSWERS

The Verge 83.3%

The New York Times	58.3%
TechRadar	41.7%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

WebMD 41.7%

Healthline	33.3%

AI Overview shown on 1 of 1 searches

Q05 · 12 ANSWERS

TechCrunch 100%

TIED WITH WIRED, ARS TECHNICA

Wired	100%
Ars Technica	100%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Travel + Leisure 50%

Forbes	16.7%

AI Overview shown on 2 of 2 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,349 citations in total. en.wikipedia.org was cited most often, with 83 citations (3.5%) across 47 answers. Next came news.crunchbase.com (30), apnews.com (28), euronews.com (26), finance.yahoo.com (26), reddit.com (20).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

en.wikipedia.org	**16.5%**
reddit.com	**7%**
youtube.com	**6.3%**
finance.yahoo.com	**6%**
apnews.com	**5.6%**
mayoclinic.org	**4.6%**
wikipedia.org	**4.6%**
medlineplus.gov	**4.2%**
cision.com	**4.2%**
cnbc.com	**4.2%**

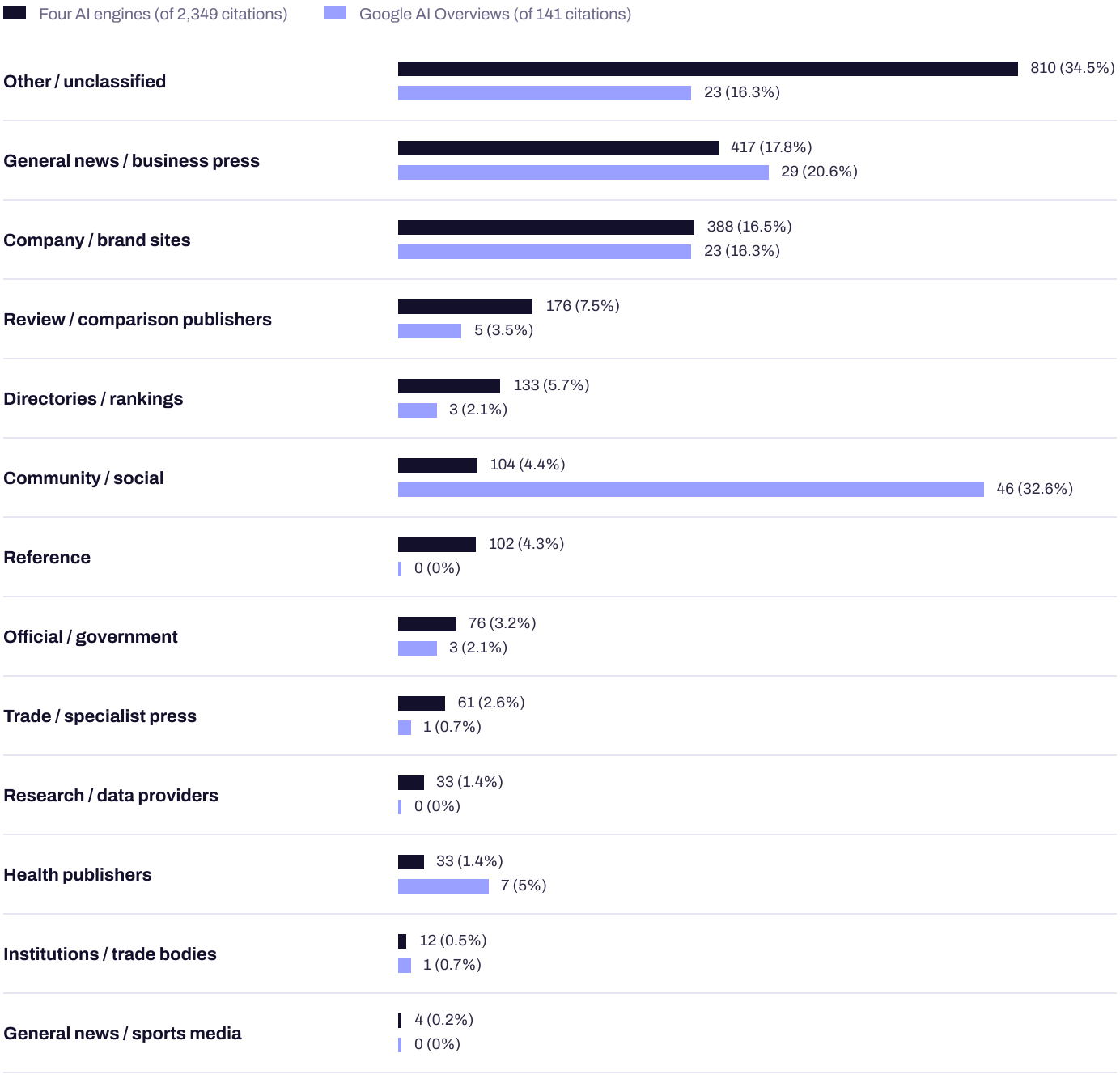
GOOGLE AI OVERVIEWS · SHARE OF 43 OVERVIEWS

youtube.com	**23.3%**
quora.com	**11.6%**
finance.yahoo.com	**11.6%**
reddit.com	**11.6%**
facebook.com	**9.3%**
cnbc.com	**9.3%**
advantagecaredtc.org	**7%**
bbc.com	**7%**
blog.massmutual.com	**7%**
bswhealth.com	**7%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can publications 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.	Associated Press' own domains were cited in 5.6% of grounded answers, Forbes' in 4.6% and Harvard Business Review's in 3.9%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 16.5% of grounded answers), reddit.com (7.0%), youtube.com (6.3%), finance.yahoo.com (6.0%) and mayoclinic.org (4.6%). General news and business press supplied 17.8% of citations and review and comparison publishers 7.5%.
Check each engine separately.	ChatGPT named The New York Times in 19.4% of answers against 4.2% on Perplexity. Claude named The Economist in 16.7% of answers against 5.6% on Gemini.
Watch names outside the tracked list.	The Information (22 answers), CNET (21 answers), VentureBeat (18 answers), Mayo Clinic (14 answers), Tripadvisor (12 answers) 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

09 What AI answers

Q1 Which publications appear in these AI answers?

Bloomberg: 38/288 returned four-engine answers (13.2%; 95% interval 9.8–17.6%). Three or more leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

Reuters was the first publication named in 23 of 288 answers, with an average first position of 2.2.

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

An overview appeared on 43 of 45 searches (95.6%, CI 85.2–98.8%). Within those 43 overviews, Bloomberg was named most often, in 5 (11.6%).

Q4 Which sources do the engines cite?

Across 2,349 four-engine citations, en.wikipedia.org was cited most (83 citations, in 47 of 285 grounded answers), followed by news.crunchbase.com (30 citations).

Q5 Do the four engines agree?

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

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	45
questions		runs each		AI engines		answers		Google searches · 43 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 6 to 7, 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	72	72	72
Claude	claude-sonnet-5-5	72	72	69
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	45	43 shown	43

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

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- 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 50 tracked publications are ranked; results are not an exhaustive market ranking.
- Only the tracked publications were scored. Untracked names that appeared often were not scored, including The Information (22 answers), CNET (21 answers), VentureBeat (18 answers), Mayo Clinic (14 answers), Tripadvisor (12 answers).
- 333 of 360 planned results were returned: 27 of 72 AI Overview lookups were excluded after three attempts because Google search retrieval failed or returned incomplete results. They are not counted as no-overview results.
- 45 successful Google searches: 43 overviews shown; 2 without an overview. Failures are excluded, not scored as zero.
- 3 chat answers had no search sources and are left out of the citation figures.
- No Core question names a tracked name.
- Source types use Company / brand sites only for verified official sites; 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.
- Reddit, Wikipedia and YouTube were named on the earlier page as non-publication sources; they are reported in the source tables, not ranked. A publication's own-site figure is its citation share, the headline of this study.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Appearance rates use all returned four-engine answers; own-site citation rates use grounded answers, so the two are separate measures.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps can answer differently.

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 most reliable sources for business news?**	Business and markets news	CORE QUESTION
02	**Where can I read trustworthy reviews of new laptops and phones?**	Technology news and product reviews	CORE QUESTION
03	**What is the best website for personal finance advice?**	Personal finance	CORE QUESTION
04	**Which health websites are most trustworthy for medical information?**	Health information	CORE QUESTION
05	**What are the best publications for technology industry news?**	Technology news and product reviews	CORE QUESTION
06	**Where should I look for the best hotel and travel recommendations?**	Travel	CORE QUESTION
07	**What are the most respected sources for restaurant and recipe recommendations?**	Food and dining	CORE QUESTION
08	**What are the best magazines for fashion and beauty trends?**	Beauty and fashion	CORE QUESTION
09	**Which news outlets are best for unbiased world news?**	General and world news	CORE QUESTION
10	**What are the best sources for startup and venture capital news?**	Startups and venture	CORE QUESTION
11	**Where do executives read about leadership and management ideas?**	Leadership and management	CORE QUESTION
12	**What are the best sites for entertainment industry news?**	Entertainment	CORE QUESTION
13	**What is happening in the stock market this week?**	Business and markets news	ADDED QUESTION
14	**What are the biggest corporate earnings stories this quarter?**	Business and markets news	ADDED QUESTION
15	**What are the top international news stories today?**	General and world news	ADDED QUESTION
16	**Which new smartphones have been released this year?**	Technology news and product reviews	ADDED QUESTION
17	**How much should I save for retirement by age 40?**	Personal finance	ADDED QUESTION
18	**What are the early symptoms of type 2 diabetes?**	Health information	ADDED QUESTION
19	**What are the best places to travel in Europe this year?**	Travel	ADDED QUESTION
20	**What are easy weeknight dinner recipes?**	Food and dining	ADDED QUESTION
21	**What are the biggest skincare trends this year?**	Beauty and fashion	ADDED QUESTION
22	**Which startups raised the largest funding rounds this year?**	Startups and venture	ADDED QUESTION
23	**What are effective ways to manage a remote team?**	Leadership and management	ADDED QUESTION
24	**Which movies are expected to win at the next Oscars?**	Entertainment	ADDED QUESTION

5W

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