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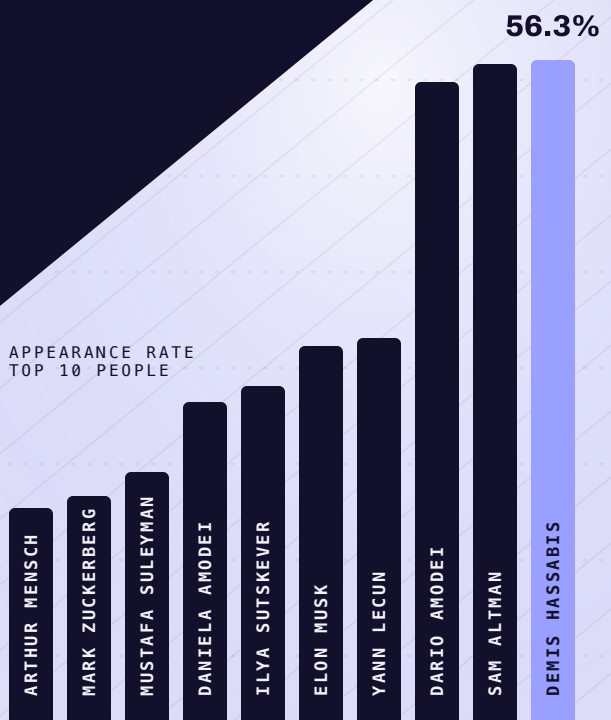
AI LAB FOUNDERS INDEX 2.0

Which AI lab founders AI engines name
288 AI answers · November 5, 2026

Measured :
November 5, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 48 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

No sole leader is established. Sam Altman and Dario Amodei are within the margin of Demis Hassabis.

Demis Hassabis: 162/288 returned four-engine answers (56.3%; 95% interval 50.5–61.9%). Three or more leading intervals overlap; no sole leader is established.

Version 2. This version replaces the first version of this study, first published July 1, 2026. It uses measured counts, so the two versions are not comparable.

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

56.3%
of answers named Demis Hassabis, the most-named (162 of 288)

16
tracked people named at least once (of 16)

100%
of Google searches showed an AI Overview (48 of 48)

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Demis Hassabis

Demis Hassabis: 162/288 returned four-engine answers (56.3%; 95% interval 50.5–61.9%). Three or more leading intervals overlap; no sole leader is established.

NAMED FIRST

117/288 (40.6%)

Sam Altman was the first person named in 117 of 288 answers, more than any other tracked person. His average first position was 1.7. Demis Hassabis was named first in 29 of 288.

GEMINI SKEW

23/72 (31.9%)

Gemini named Arthur Mensch in 23 of 72 answers. The other engines named Arthur Mensch in 4 to 13 of 72.

OWN-SITE CITATIONS

6/283 (2.1%)

Dario Amodei's own site was cited in 6 of 283 grounded answers. Own sites could be verified for only 2 of the 16 tracked people, so this measure covers few of them.

AIO TRIGGER

48/48 (100%)

Google AI Overviews appeared on 48 of 48 searches (CI 92.6–100%).

AIO LEADER

33/48 (68.8%)

Sam Altman was the person named most often in AI Overviews, at 33 of 48, followed by Demis Hassabis at 29 of 48 (60.4%). In the four-engine set, Sam Altman was named in 161 of 288 answers (55.9%).

TOP DOMAIN

66/283 (23.3%)

en.wikipedia.org was cited in 66 of 283 grounded four-engine answers, with 119 of 2,460 citations (4.8%). aimagazine.com came second with 49 citations in 43 answers (15.2%).

NO TRACKED NAME

0/12 (0.0%)

For 'Who leads open-source AI development?', none of the tracked people was named in any of 12 four-engine answers.

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	Demis Hassabis	56.3%	162/288
2	Sam Altman	55.9%	161/288
3	Dario Amodei	54.5%	157/288
4	Yann LeCun	32.6%	94/288
5	Elon Musk	31.9%	92/288
6	Ilya Sutskever	28.5%	82/288
7	Daniela Amodei	27.1%	78/288
8	Mustafa Suleyman	21.2%	61/288
9	Mark Zuckerberg	19.1%	55/288
10	Arthur Mensch	18.1%	52/288
11	Fei-Fei Li	17.7%	51/288
12	Greg Brockman	14.2%	41/288
13	Liang Wenfeng	12.8%	37/288
14	Mira Murati	11.8%	34/288
15	Aidan Gomez	10.4%	30/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 283 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,460 citations. None means no personal website is tracked for that person.

#	PERSON	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Demis Hassabis**	162/288	**56.3%**	50.5–61.9%	3.2	None	None
2	**Sam Altman**	161/288	**55.9%**	50.1–61.5%	1.7	0% (0/283)	0%
3	**Dario Amodei**	157/288	**54.5%**	48.7–60.2%	2.9	2.1% (6/283)	0.2%
4	**Yann LeCun**	94/288	**32.6%**	27.5–38.3%	3.7	None	None
5	**Elon Musk**	92/288	**31.9%**	26.8–37.5%	4.1	None	None
6	**Ilya Sutskever**	82/288	**28.5%**	23.6–33.9%	3.8	None	None
7	**Daniela Amodei**	78/288	**27.1%**	22.3–32.5%	4.3	None	None
8	**Mustafa Suleyman**	61/288	**21.2%**	16.9–26.3%	4.7	None	None
9	**Mark Zuckerberg**	55/288	**19.1%**	15–24%	4.8	None	None
10	**Arthur Mensch**	52/288	**18.1%**	14–22.9%	6	None	None
11	**Fei-Fei Li**	51/288	**17.7%**	13.7–22.5%	4.5	None	None
12	**Greg Brockman**	41/288	**14.2%**	10.7–18.7%	3.2	None	None
13	**Liang Wenfeng**	37/288	**12.8%**	9.5–17.2%	4.5	None	None
14	**Mira Murati**	34/288	**11.8%**	8.6–16%	4.7	None	None
15	**Aidan Gomez**	30/288	**10.4%**	7.4–14.5%	5.3	None	None
16	**Alexandr Wang**	26/288	**9%**	6.2–12.9%	5	None	None

02 THE LEADERBOARD

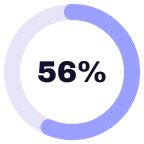
Separate unranked table: AI labs and companies (unranked)

Appearance counts in 288 returned four-engine answers. Separate from the main ranking.

NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
Anthropic	197/288	68.4%	62.8–73.5%	33
Cohere	30/288	10.4%	7.4–14.5%	2
DeepSeek	53/288	18.4%	14.4–23.3%	16
Google DeepMind	203/288	70.5%	65.0–75.5%	33
Meta	158/288	54.9%	49.1–60.5%	25
Microsoft AI	30/288	10.4%	7.4–14.5%	4
Mistral AI	74/288	25.7%	21.0–31.0%	4
OpenAI	239/288	83.0%	78.2–86.9%	153
Safe Superintelligence	48/288	16.7%	12.8–21.4%	1
Scale AI	13/288	4.5%	2.7–7.6%	0
Thinking Machines Lab	32/288	11.1%	8.0–15.3%	9
World Labs	29/288	10.1%	7.1–14.1%	3
xAI	84/288	29.2%	24.2–34.7%	0

PROFILES

03 The top eight, side by side

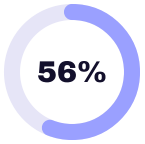


RANK 1

Demis Hassabis

162/288 answers · 95% CI 50.5–61.9%

3.2
first-mention position



RANK 2

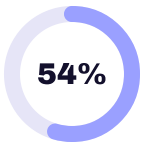
Sam Altman

161/288 answers · 95% CI 50.1–61.5%

1.7
first-mention position

0%
owned-domain citation (0/283)

0%
citation share



RANK 3

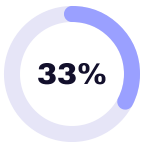
Dario Amodei

157/288 answers · 95% CI 48.7–60.2%

2.9
first-mention position

2.1%
owned-domain citation (6/283)

0.2%
citation share

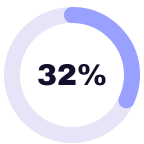


RANK 4

Yann LeCun

94/288 answers · 95% CI 27.5–38.3%

3.7
first-mention position



RANK 5

Elon Musk

92/288 answers · 95% CI 26.8–37.5%

4.1
first-mention position



RANK 6

Ilya Sutskever

82/288 answers · 95% CI 23.6–33.9%

3.8
first-mention position

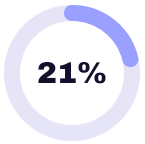


RANK 7

Daniela Amodei

78/288 answers · 95% CI 22.3–32.5%

4.3
first-mention position



RANK 8

Mustafa Suleyman

61/288 answers · 95% CI 16.9–26.3%

4.7
first-mention position

04

HOW THE ENGINES DIFFER

Same questions, different answers

Gemini named Arthur Mensch in 23 of 72 answers. The other engines named Arthur Mensch in 4 to 13 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Demis Hassabis	**58.3%**
Dario Amodei	**55.6%**
Sam Altman	**52.8%**
Yann LeCun	**31.9%**
Elon Musk	**25%**
Mustafa Suleyman	**25%**

Claude

72 ASKED | 72 RETURNED | 67 GROUNDED

Sam Altman	**54.2%**
Demis Hassabis	**45.8%**
Elon Musk	**43.1%**
Dario Amodei	**41.7%**
Daniela Amodei	**40.3%**
Fei-Fei Li	**30.6%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Demis Hassabis	**62.5%**
Dario Amodei	**61.1%**
Sam Altman	**55.6%**
Yann LeCun	**41.7%**
Ilya Sutskever	**36.1%**
Daniela Amodei	**34.7%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Sam Altman	**61.1%**
Dario Amodei	**59.7%**
Demis Hassabis	**58.3%**
Elon Musk	**36.1%**
Yann LeCun	**30.6%**
Ilya Sutskever	**26.4%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 48 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 48 = 336 answers.



TRIGGER RATE

Google AI Overviews appeared on 48 of 48 searches (100%, CI 92.6–100%). The other 0 searches showed no overview. Within the 48 overviews, Sam Altman was named in 33 (68.8%), Demis Hassabis was named in 29 (60.4%), Dario Amodei was named in 25 (52.1%), Elon Musk was named in 22 (45.8%). youtube.com was the most-cited source, with 21 citations and an appearance in 16 of 48 overviews.

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

1	Sam Altman	57.7%	▲ 1
2	Demis Hassabis	56.8%	▼ 1
3	Dario Amodei	54.2%	=
4	Elon Musk	33.9%	▲ 1
5	Yann LeCun	32.7%	▼ 1
6	Ilya Sutskever	26.8%	=
7	Daniela Amodei	26.2%	=
8	Mark Zuckerberg	20.5%	▲ 1
9	Mustafa Suleyman	19.0%	▼ 1
10	Fei-Fei Li	18.5%	▲ 1

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

Sam Altman 100%

TIED WITH DARIO AMODEI, DEMIS HASSABIS

Dario Amodei	100%
Demis Hassabis	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Sam Altman 100%

TIED WITH ELON MUSK, GREG BROCKMAN

Elon Musk	100%
Greg Brockman	100%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Ilya Sutskever 75%

Dario Amodei	66.7%
Sam Altman	50%

AI Overview shown on 1 of 1 searches

Q04 · 12 ANSWERS

Dario Amodei 100%

TIED WITH DEMIS HASSABIS, SAM ALTMAN

Demis Hassabis	100%
Sam Altman	100%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Sam Altman 100%

TIED WITH DARIO AMODEI

Dario Amodei	100%
Demis Hassabis	91.7%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,460 citations in total. en.wikipedia.org was cited most often, with 119 citations (4.8%) across 66 answers. Next came aimagazine.com (49), time.com (45), forbes.com (40), wikipedia.org (40), observer.com (37).

FOUR AI ENGINES · SHARE OF 283 GROUNDED ANSWERS

en.wikipedia.org	**23.3%**
aimagazine.com	**15.2%**
wikipedia.org	**14.1%**
forbes.com	**12.4%**
time.com	**11.3%**
youtube.com	**11%**
openai.com	**9.5%**
anthropic.com	**9.5%**
observer.com	**8.8%**
deepmind.google	**8.8%**

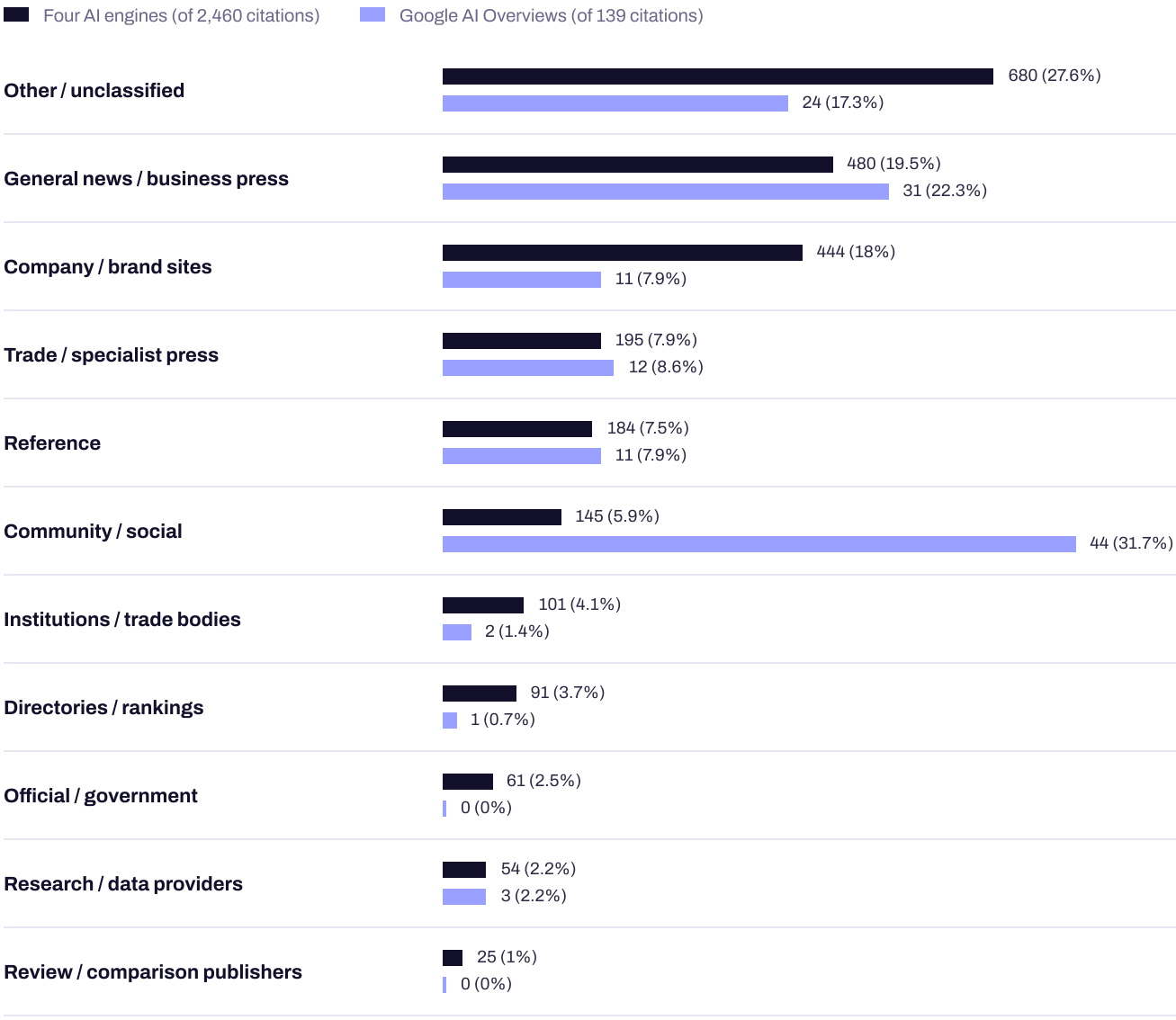
GOOGLE AI OVERVIEWS · SHARE OF 48 OVERVIEWS

youtube.com	**33.3%**
en.wikipedia.org	**14.6%**
aimagazine.com	**12.5%**
facebook.com	**12.5%**
linkedin.com	**12.5%**
nytimes.com	**12.5%**
businessinsider.com	**8.3%**
time.com	**8.3%**
anthropic.com	**6.3%**
pbs.org	**6.3%**

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 AI lab founders 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.	Dario Amodei's own domains were cited in 2.1% of grounded answers.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 23.3% of grounded answers), aimagazine.com (15.2%), wikipedia.org (14.1%), forbes.com (12.4%) and time.com (11.3%). General news and business press supplied 19.5% of citations and trade and specialist press 7.9%.
Check each engine separately.	Claude named Fei-Fei Li in 30.6% of answers against 2.8% on ChatGPT. Gemini named Arthur Mensch in 31.9% of answers against 5.6% on ChatGPT.
Watch names outside the tracked list.	Yoshua Bengio (64 answers), Jensen Huang (61 answers) and Geoffrey Hinton (57 answers) were named often but were not tracked. Companies are listed in a separate unranked table.
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 ai lab founders people appear in these AI answers?

Demis Hassabis: 162/288 returned four-engine answers (56.3%; 95% interval 50.5–61.9%). Three or more leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

Sam Altman was the first person named in 117 of 288 answers, with an average first position of 1.7.

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

An overview appeared on 48 of 48 searches (100%, CI 92.6–100%). Within those 48 overviews, Sam Altman was named most often, in 33 (68.8%).

Q4 Which sources do the engines cite?

Across 2,460 four-engine citations, en.wikipedia.org was cited most (119 citations, in 66 of 283 grounded answers), followed by aimagazine.com (49 citations).

Q5 Do the four engines agree?

Only in part. Gemini named Arthur Mensch in 23 of 72 answers, against 4 to 13 of 72 on the other engines. Claude named Fei-Fei Li in 22 of 72 answers, against 2 to 14 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	48
questions		runs each		AI engines		answers		Google searches · 48 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 5, 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	67
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	48	48 shown	48

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 16 tracked people are ranked; results are not an exhaustive market ranking.
- Only the tracked people were scored. Untracked people who appeared often were not scored, including Yoshua Bengio (64 answers), Jensen Huang (61 answers) and Geoffrey Hinton (57 answers).
- 336 of 360 planned results were returned. 24 AI Overview lookups were excluded after at most three total attempts.
- 48 successful Google searches: 48 overviews shown; 0 without an overview. Failures are excluded, not scored as zero.
- 5 chat answers had no search sources and are left out of the citation figures.
- Question 7 names OpenAI, Anthropic and Google DeepMind, which are listed in the companies table, so each of those counts includes up to 12 answers to that question.
- Removing 1 Core question naming tracked subjects leaves 276 eligible answers. The top two are Demis Hassabis (150/276) and Sam Altman (149/276); their order does not change.
- People with no tracked website are shown with a dash. 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.
- ChatGPT, Claude and Gemini are made by OpenAI, Anthropic and Google, whose leaders are in this cohort; results are reported per engine so any self-preference is visible. People only are ranked. SpaceX announced on February 2, 2026 that it had acquired xAI. xAI remains a separately tracked name here; company mentions do not credit a person or its parent. Yann LeCun announced in November 2025 that he planned to leave Meta at year-end and start an advanced machine intelligence venture. His current role as of November 5, 2026 could not be confirmed from the reliable public sources checked.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.

A

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 important people in AI right now?	AI Lab Founders Index 2.0	CORE QUESTION
02	Who founded the major AI labs?	AI Lab Founders Index 2.0	CORE QUESTION
03	Which AI leaders are most focused on AI safety?	AI Lab Founders Index 2.0	CORE QUESTION
04	Which AI labs are leading the race to advanced AI, and who runs them?	AI Lab Founders Index 2.0	CORE QUESTION
05	Who are the most influential AI researchers alive today?	AI Lab Founders Index 2.0	CORE QUESTION
06	Which AI company CEOs are most worth following?	AI Lab Founders Index 2.0	CORE QUESTION
07	OpenAI vs Anthropic vs Google DeepMind: how do their leaders differ?	AI Lab Founders Index 2.0	CORE QUESTION
08	Who are the leading AI founders outside the United States?	AI Lab Founders Index 2.0	CORE QUESTION
09	Which AI startups founded by former lab researchers are most promising?	AI Lab Founders Index 2.0	CORE QUESTION
10	Who are the most influential people shaping AI policy?	AI Lab Founders Index 2.0	ADDED QUESTION
11	Which AI leaders testify most often before Congress?	AI Lab Founders Index 2.0	ADDED QUESTION
12	Who are the key figures behind large language models?	AI Lab Founders Index 2.0	ADDED QUESTION
13	Who are the pioneers of deep learning?	AI Lab Founders Index 2.0	ADDED QUESTION
14	Which AI executives have the biggest influence on the industry?	AI Lab Founders Index 2.0	ADDED QUESTION
15	Who are the most prominent women leading AI companies?	AI Lab Founders Index 2.0	ADDED QUESTION
16	Which AI leaders warn most about the risks of AI?	AI Lab Founders Index 2.0	ADDED QUESTION
17	Who leads open-source AI development?	AI Lab Founders Index 2.0	ADDED QUESTION
18	Who runs the AI efforts at the biggest tech companies?	AI Lab Founders Index 2.0	ADDED QUESTION
19	Which AI founders have raised the most money?	AI Lab Founders Index 2.0	ADDED QUESTION
20	Who are the most important AI leaders in Europe?	AI Lab Founders Index 2.0	ADDED QUESTION
21	Who are the leading AI figures in China?	AI Lab Founders Index 2.0	ADDED QUESTION
22	Which AI researchers have won major science prizes?	AI Lab Founders Index 2.0	ADDED QUESTION
23	Who are the most quoted AI leaders in the news?	AI Lab Founders Index 2.0	ADDED QUESTION
24	Who decides how frontier AI models are released?	AI Lab Founders Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

AI Lab Founders Index 2.0

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RESEARCH
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