5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

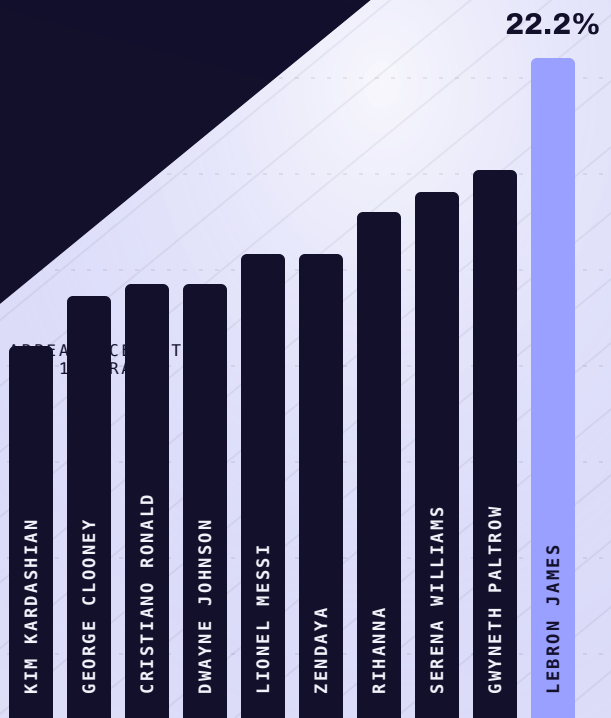
CELEBRITY INDEX 2.0

Which celebrities AI engines name
288 AI answers · November 4, 2026

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

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 34 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

LeBron James tops a close field. Eight others are within its margin.

LeBron James tops a close field: 64/288 (22.2%; 95% interval 17.8–27.4%). 8 others are within its margin (Gwyneth Paltrow, Serena Williams, Rihanna, Lionel Messi, Zendaya, Cristiano Ronaldo, Dwayne Johnson and George Clooney), so no sole leader is established.

> Version 2. This version replaces the first version of this study, first published May 22, 2026. It uses measured counts, so the two versions are not comparable.

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

22.2%
of answers named LeBron James, the most-named (64 of 288)

48
tracked people named at least once (of 50)

97.1%
of Google searches showed an AI Overview (34 of 35)

INSIDE THIS REPORT

01 Key findings 03
02 The leaderboard 04
03 Profiles 07
04 How the engines differ 08
05 Google AI Overviews 09
06 Leaders by question 10
07 Who the engines cite 11
08 Citation share by source type 12
09 Improving AI visibility 13
10 Questions people ask 14
11 Methodology 15
12 Appendix: the 24 questions 16

KEY FINDINGS

01 What the data shows

MEASURED LEADER

LeBron James

LeBron James tops a close field: 64/288 (22.2%; 95% interval 17.8–27.4%). 8 others are within its margin (Gwyneth Paltrow, Serena Williams, Rihanna, Lionel Messi, Zendaya, Cristiano Ronaldo, Dwayne Johnson and George Clooney), so no sole leader is established.

NAMED FIRST

22/288 (7.6%)

Gwyneth Paltrow was the first tracked person named in 22 of 288 answers, more than any other tracked person. Her average first position was 2.9. LeBron James was named first in 20 of 288.

CHATGPT SKEW

25/72 (34.7%)

ChatGPT named Rihanna in 25 of 72 answers. The other engines named Rihanna in 6 to 9 of 72.

OWN-SITE CITATIONS

2/284 (0.7%)

Snoop Dogg's own domains were cited in 2 of 284 grounded answers, more than any other tracked person. LeBron James followed at 1 of 284. 19 of 50 tracked people had 0 of 284, and 29 had no tracked own site.

AIO TRIGGER

34/35 (97.1%)

Google AI Overviews appeared on 34 of 35 searches (CI 85.5–99.5%). On the other search, no overview was shown.

AIO LEADER

6/34 (17.6%)

In AI Overviews, four people tied at 6 of 34 (17.6%): Gwyneth Paltrow, Dwayne Johnson, Beyoncé and Kendall Jenner. In the four-engine set, Gwyneth Paltrow was named in 53 of 288 answers (18.4%).

TOP DOMAIN

71/284 (25%)

en.wikipedia.org was cited in 71 of 284 grounded four-engine answers, with 109 of 2,589 citations (4.2%). forbes.com came second with 60 citations in 54 answers (19%).

THE LEADERBOARD

02 Which celebrities 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	LeBron James	22.2%	64/288
2	Gwyneth Paltrow	18.4%	53/288
3	Serena Williams	17.7%	51/288
4	Rihanna	17.0%	49/288
5	Lionel Messi	15.6%	45/288
6	Zendaya	15.6%	45/288
7	Cristiano Ronaldo	14.6%	42/288
8	Dwayne Johnson	14.6%	42/288
9	George Clooney	14.2%	41/288
10	Kim Kardashian	12.5%	36/288
11	Ryan Reynolds	11.8%	34/288
12	Beyoncé	11.5%	33/288
13	David Beckham	11.5%	33/288
14	Selena Gomez	10.8%	31/288
15	MrBeast	10.4%	30/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 284 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,589 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	LeBron James	64/288	22.2%	17.8–27.4%	2.9	0.4% (1/284)	0%
2	Gwyneth Paltrow	53/288	18.4%	14.4–23.3%	2.9	0% (0/284)	0%
3	Serena Williams	51/288	17.7%	13.7–22.5%	3.6	0% (0/284)	0%
4	Rihanna	49/288	17%	13.1–21.8%	2.5	0% (0/284)	0%
5	Lionel Messi	45/288	15.6%	11.9–20.3%	3.4	0% (0/284)	0%
6	Zendaya	45/288	15.6%	11.9–20.3%	2.6	0% (0/284)	0%
7	Cristiano Ronaldo	42/288	14.6%	11–19.1%	2.6	0% (0/284)	0%
8	Dwayne Johnson	42/288	14.6%	11–19.1%	3.1	None	None
9	George Clooney	41/288	14.2%	10.7–18.7%	2.2	None	None
10	Kim Kardashian	36/288	12.5%	9.2–16.8%	3.6	0% (0/284)	0%
11	Ryan Reynolds	34/288	11.8%	8.6–16%	3.9	None	None
12	Beyoncé	33/288	11.5%	8.3–15.7%	2.9	0% (0/284)	0%
13	David Beckham	33/288	11.5%	8.3–15.7%	3.9	0% (0/284)	0%
14	Selena Gomez	31/288	10.8%	7.7–14.9%	2.6	0% (0/284)	0%
15	MrBeast	30/288	10.4%	7.4–14.5%	2.5	None	None
16	Hailey Bieber	29/288	10.1%	7.1–14.1%	3	None	None
17	Jay-Z	28/288	9.7%	6.8–13.7%	3.2	None	None
18	Roger Federer	27/288	9.4%	6.5–13.3%	3	0% (0/284)	0%
19	Snoop Dogg	26/288	9%	6.2–12.9%	2.6	0.7% (2/284)	0.1%
20	Ashton Kutcher	23/288	8%	5.4–11.7%	2.3	None	None
21	Jennifer Aniston	20/288	6.9%	4.5–10.5%	3.1	None	None
22	Timothée Chalamet	18/288	6.3%	4–9.7%	4.4	None	None
23	Kourtney Kardashian	17/288	5.9%	3.7–9.2%	2.9	None	None
24	Pharrell Williams	16/288	5.6%	3.4–8.8%	3.8	0% (0/284)	0%
25	Dua Lipa	15/288	5.2%	3.2–8.4%	2.3	0% (0/284)	0%
26	Kendall Jenner	15/288	5.2%	3.2–8.4%	3.1	None	None
27	Lewis Hamilton	15/288	5.2%	3.2–8.4%	5.8	0% (0/284)	0%
28	Margot Robbie	15/288	5.2%	3.2–8.4%	2	None	None

THE LEADERBOARD

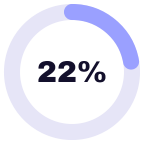
02 The full list (continued)

None means no personal website is tracked for that person.

#	PERSON	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	Kevin Hart	14/288	4.9%	2.9–8%	4	None	None
30	Logan Paul	14/288	4.9%	2.9–8%	2.6	None	None
31	Mark Wahlberg	14/288	4.9%	2.9–8%	4.2	None	None
32	Drake	13/288	4.5%	2.7–7.6%	4.2	0% (0/284)	0%
33	Jennifer Lopez	13/288	4.5%	2.7–7.6%	4.8	0% (0/284)	0%
34	will.i.am	12/288	4.2%	2.4–7.1%	2.3	None	None
35	Daniel Craig	11/288	3.8%	2.1–6.7%	3	None	None
36	Tom Brady	11/288	3.8%	2.1–6.7%	4.5	0% (0/284)	0%
37	Tracee Ellis Ross	11/288	3.8%	2.1–6.7%	3.5	None	None
38	Travis Scott	11/288	3.8%	2.1–6.7%	3.9	None	None
39	Marques Brownlee	10/288	3.5%	1.9–6.3%	1.2	0% (0/284)	0%
40	Charlize Theron	9/288	3.1%	1.7–5.8%	4.6	None	None
41	Emma Chamberlain	8/288	2.8%	1.4–5.4%	2.4	None	None
42	Shaquille O'Neal	8/288	2.8%	1.4–5.4%	5.1	0% (0/284)	0%
43	Magic Johnson	6/288	2.1%	1–4.5%	2	None	None
44	Bad Bunny	5/288	1.7%	0.7–4%	4.4	None	None
45	Robert De Niro	5/288	1.7%	0.7–4%	2.4	None	None
46	Eva Longoria	4/288	1.4%	0.5–3.5%	4.8	None	None
47	Patrick Mahomes	4/288	1.4%	0.5–3.5%	3.3	None	None
48	Robert Downey Jr.	3/288	1%	0.4–3%	5.7	None	None
49	Cameron Diaz	0/288	0%	0–1.3%	–	None	None
50	Mark Cuban	0/288	0%	0–1.3%	–	None	None

PROFILES

03 The top eight, side by side

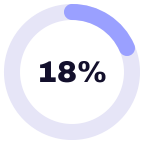


RANK 1

LeBron James

64/288 answers · 95% CI 17.8–27.4%

2.9	0.4%	0%
first-mention position	owned-domain citation (1/284)	citation share

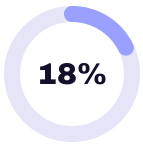


RANK 2

Gwyneth Paltrow

53/288 answers · 95% CI 14.4–23.3%

2.9	0%	0%
first-mention position	owned-domain citation (0/284)	citation share

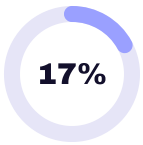


RANK 3

Serena Williams

51/288 answers · 95% CI 13.7–22.5%

3.6	0%	0%
first-mention position	owned-domain citation (0/284)	citation share

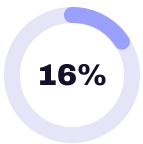


RANK 4

Rihanna

49/288 answers · 95% CI 13.1–21.8%

2.5	0%	0%
first-mention position	owned-domain citation (0/284)	citation share

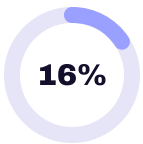


RANK 5

Lionel Messi

45/288 answers · 95% CI 11.9–20.3%

3.4	0%	0%
first-mention position	owned-domain citation (0/284)	citation share

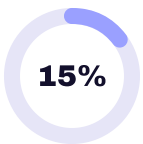


RANK 6

Zendaya

45/288 answers · 95% CI 11.9–20.3%

2.6	0%	0%
first-mention position	owned-domain citation (0/284)	citation share

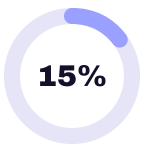


RANK 7

Cristiano Ronaldo

42/288 answers · 95% CI 11–19.1%

2.6	0%	0%
first-mention position	owned-domain citation (0/284)	citation share



RANK 8

Dwayne Johnson

42/288 answers · 95% CI 11–19.1%

3.1
first-mention position

04 HOW THE ENGINES DIFFER

Same questions, different answers

ChatGPT named Rihanna in 25 of 72 answers. The other engines named Rihanna in 6 to 9 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Rihanna	**34.7%**
Serena Williams	**25%**
LeBron James	**22.2%**
Beyoncé	**22.2%**
Dwayne Johnson	**15.3%**
George Clooney	**15.3%**

Claude

72 ASKED | 72 RETURNED | 68 GROUNDED

LeBron James	**26.4%**
Zendaya	**26.4%**
Gwyneth Paltrow	**23.6%**
Dwayne Johnson	**20.8%**
Kim Kardashian	**19.4%**
Lionel Messi	**18.1%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Serena Williams	**25%**
Gwyneth Paltrow	**23.6%**
Lionel Messi	**23.6%**
LeBron James	**22.2%**
Cristiano Ronaldo	**16.7%**
Ryan Reynolds	**15.3%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Zendaya	**20.8%**
David Beckham	**20.8%**
LeBron James	**18.1%**
Cristiano Ronaldo	**16.7%**
Gwyneth Paltrow	**12.5%**
Rihanna	**12.5%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 35 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 34 = 322 answers.



TRIGGER RATE

Google AI Overviews appeared on 34 of 35 searches (97.1%, CI 85.5–99.5%). The other search showed no overview. Within the 34 overviews, Gwyneth Paltrow, Dwayne Johnson, Beyoncé and Kendall Jenner were each named in 6 (17.6%). instagram.com was the most-cited source, with 10 citations and an appearance in 8 of 34 overviews.

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

1	LeBron James	20.5%	=
2	Gwyneth Paltrow	18.3%	=
3	Serena Williams	16.8%	=
4	Rihanna	16.5%	=
5	Zendaya	15.5%	▲ 1
6	Dwayne Johnson	14.9%	▲ 2
7	Lionel Messi	14.6%	▼ 2
8	Cristiano Ronaldo	14.3%	▼ 1
9	George Clooney	13.4%	=
10	Kim Kardashian	12.7%	=

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

Hailey Bieber — 75%

Dua Lipa	50%
Rihanna	50%

AI Overview shown on 1 of 1 searches

Q02 · 12 ANSWERS

Dwayne Johnson — 100%

TIED WITH GEORGE CLOONEY, KENDALL JENNER

George Clooney	100%
Kendall Jenner	100%

AI Overview shown on 1 of 1 searches

Q03 · 12 ANSWERS

Cristiano Ronaldo — 100%

TIED WITH LEBRON JAMES

LeBron James	100%
Lionel Messi	91.7%

AI Overview shown on 1 of 1 searches

Q04 · 12 ANSWERS

George Clooney — 100%

TIED WITH ROGER FEDERER

Roger Federer	100%
LeBron James	75%

AI Overview lookup not available for this question

Q05 · 12 ANSWERS

George Clooney — 41.7%

TIED WITH ZENDAYA, DWAYNE JOHNSON

Zendaya	41.7%
Dwayne Johnson	41.7%

AI Overview shown on 1 of 1 searches

Q06 · 12 ANSWERS

Gwyneth Paltrow — 100%

Kourtney Kardashian	91.7%
Kim Kardashian	41.7%

AI Overview shown on 1 of 1 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,589 citations in total. en.wikipedia.org was cited most often, with 109 citations (4.2%) across 71 answers. Next came forbes.com (60), prnewswire.com (51), scmp.com (30), vogue.com (28), youtube.com (26).

FOUR AI ENGINES · SHARE OF 284 GROUNDED ANSWERS

en.wikipedia.org	**25%**
forbes.com	**19%**
prnewswire.com	**13.7%**
scmp.com	**9.5%**
youtube.com	**9.2%**
thespiritsbusiness.com	**7.4%**
vogue.com	**6.7%**
yahoo.com	**6.7%**
thepeakmagazine.com.sg	**6.3%**
businessinsider.com	**5.6%**

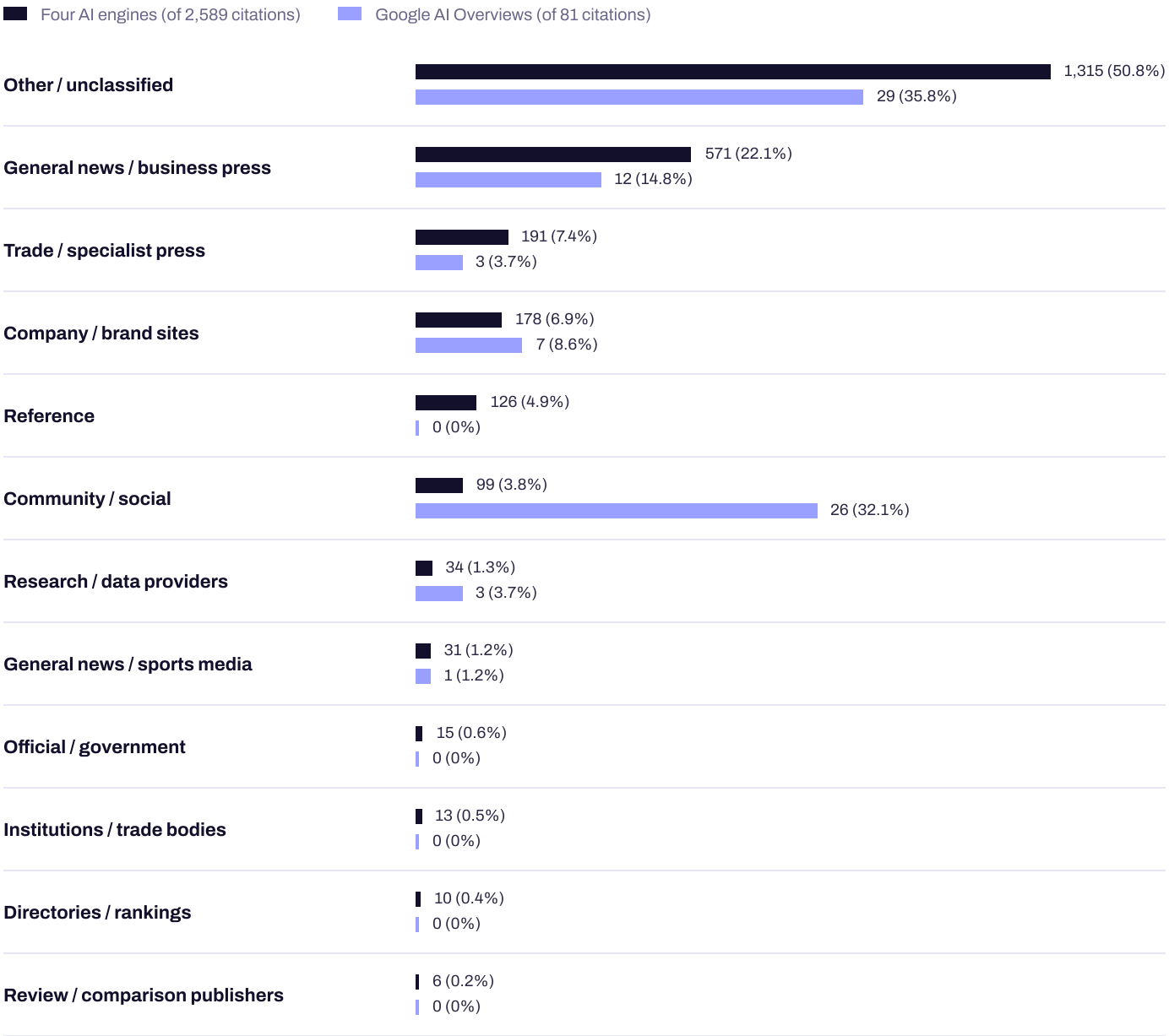
GOOGLE AI OVERVIEWS · SHARE OF 34 OVERVIEWS

instagram.com	**23.5%**
facebook.com	**17.6%**
youtube.com	**14.7%**
grazia.sg	**8.8%**
harpersbazaar.com.sg	**8.8%**
travel.yahoo.com	**8.8%**
apparelnbags.com	**5.9%**
brandvm.com	**5.9%**
esquiresg.com	**5.9%**
fashionbi.com	**5.9%**

WHO THE ENGINES CITE

08 Citation share by source type

Share of all citations by the type of site cited.



09

WHAT THE DATA SUGGESTS

How can brands 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.	LeBron James' own domains were cited in 0.4% 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 25.0% of grounded answers), forbes.com (19.0%), prnewswire.com (13.7%), scmp.com (9.5%) and youtube.com (9.2%). General news and business press supplied 22.1% of citations and trade and specialist press 7.4%.
Check each engine separately.	ChatGPT named Rihanna in 34.7% of answers against 8.3% on Gemini. ChatGPT named Beyoncé in 22.2% of answers against 1.4% on Perplexity.
Watch names outside the tracked list.	Jessica Alba (31 answers), Michael Jordan (25 answers), Kate Hudson (19 answers), Lady Gaga (19 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

10 What AI answers

Q1 Which celebrities lead these AI answers?

LeBron James tops a close field: 64/288 (22.2%; 95% interval 17.8–27.4%). 8 others are within its margin (Gwyneth Paltrow, Serena Williams, Rihanna, Lionel Messi, Zendaya, Cristiano Ronaldo, Dwayne Johnson and George Clooney), so no sole leader is established.

Q2 Which celebrity is named first most often?

Gwyneth Paltrow was the first tracked person named in 22 of 288 answers, with an average first position of 2.9.

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

An overview appeared on 34 of 35 searches (97.1%, CI 85.5–99.5%). Within those 34 overviews, Gwyneth Paltrow, Dwayne Johnson, Beyoncé and Kendall Jenner tied, each named in 6 (17.6%).

Q4 Which sources do the engines cite?

Across 2,589 four-engine citations, en.wikipedia.org was cited most (109 citations, in 71 of 284 grounded answers), followed by forbes.com (60 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named Rihanna in 25 of 72 answers, against 6 to 9 of 72 on the other engines. ChatGPT named Beyoncé in 16 of 72 answers, against 1 to 8 of 72 on the other engines.

METHODOLOGY

11 How this study was measured

24	×	3	×	4	=	288	+	35
questions		runs each		AI engines		answers		Google searches · 34 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	72	72	72
Claude	claude-sonnet-5-5	72	72	68
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	35	34 shown	34

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 people are ranked; results are not an exhaustive market ranking.
- Only the tracked people were scored. Untracked names that appeared often were not scored, including Jessica Alba (31 answers), Michael Jordan (25 answers), Kate Hudson (19 answers), Lady Gaga (19 answers).
- 323 of 360 planned results were returned. 37 AI Overview lookups were excluded after at most three total attempts.
- 35 successful Google searches: 34 overviews shown; 1 without an overview. Failures are excluded, not scored as zero.
- 4 chat answers had no search sources and are left out of the citation figures.
- No Core question names a tracked name.
- Names with no tracked own site are shown as None. 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 ranking counts how often each person is named. It does not score tone or check whether endorsement deals are current.
- A surname or nickname on its own (such as James, Johnson, Williams, Ronaldo, Jenner, Kardashian, Hamilton, Cuban or Magic) was not counted; the full name or a known stage name was needed.
- Earlier names and stage names count for the same person.
- Brand names such as Fenty, Rhode, Goop, SKIMS and Feastables were not counted as naming the person behind them.
- Endorsement deals described in the earlier version were not re-checked and are not part of this measurement.
- Own-domain figures use only websites verified as the person's official site; where none was verified, the figure is shown as None.
- For Kim Kardashian, only her personal page was counted as her own domain.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps

APPENDIX

12 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	Which celebrities would be good partners for a new skincare brand?	Celebrity Index 2.0	CORE QUESTION
02	Which celebrities own successful tequila or spirits brands?	Celebrity Index 2.0	CORE QUESTION
03	Which athletes are top endorsers for sportswear brands?	Celebrity Index 2.0	CORE QUESTION
04	Which celebrities partner with luxury watch brands?	Celebrity Index 2.0	CORE QUESTION
05	Which celebrities would suit a hotel or resort brand campaign?	Celebrity Index 2.0	CORE QUESTION
06	Which celebrities have their own wellness brands?	Celebrity Index 2.0	CORE QUESTION
07	Which creators have launched successful snack or food brands?	Celebrity Index 2.0	CORE QUESTION
08	Which celebrities are associated with finance and fintech brands?	Celebrity Index 2.0	CORE QUESTION
09	Which celebrities are known for technology partnerships?	Celebrity Index 2.0	CORE QUESTION
10	Which fashion brands work with celebrity ambassadors?	Celebrity Index 2.0	CORE QUESTION
11	Which celebrity would suit a new energy drink launch?	Celebrity Index 2.0	CORE QUESTION
12	Who are the most effective celebrity brand endorsers in 2026?	Celebrity Index 2.0	CORE QUESTION
13	Which actors have founded beauty brands?	Celebrity Index 2.0	ADDED QUESTION
14	Which musicians own spirits brands?	Celebrity Index 2.0	ADDED QUESTION
15	Which athletes have long-running footwear partnerships?	Celebrity Index 2.0	ADDED QUESTION
16	Which celebrities are ambassadors for luxury fashion houses?	Celebrity Index 2.0	ADDED QUESTION
17	Which creators have partnerships with consumer electronics brands?	Celebrity Index 2.0	ADDED QUESTION
18	Which celebrities have collaborated on limited-edition jewelry collections?	Celebrity Index 2.0	ADDED QUESTION
19	Which celebrities have partnerships with travel or hospitality companies?	Celebrity Index 2.0	ADDED QUESTION
20	Which public figures have founded fitness or wellness businesses?	Celebrity Index 2.0	ADDED QUESTION
21	Which celebrities have partnered with grocery retailers on product launches?	Celebrity Index 2.0	ADDED QUESTION
22	Which athletes have appeared in banking or payment campaigns?	Celebrity Index 2.0	ADDED QUESTION
23	Which celebrities have renewed multi-year brand ambassador partnerships?	Celebrity Index 2.0	ADDED QUESTION
24	Which celebrities have partnerships spanning more than one consumer category?	Celebrity Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Celebrity Index 2.0

Measured November 4, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research