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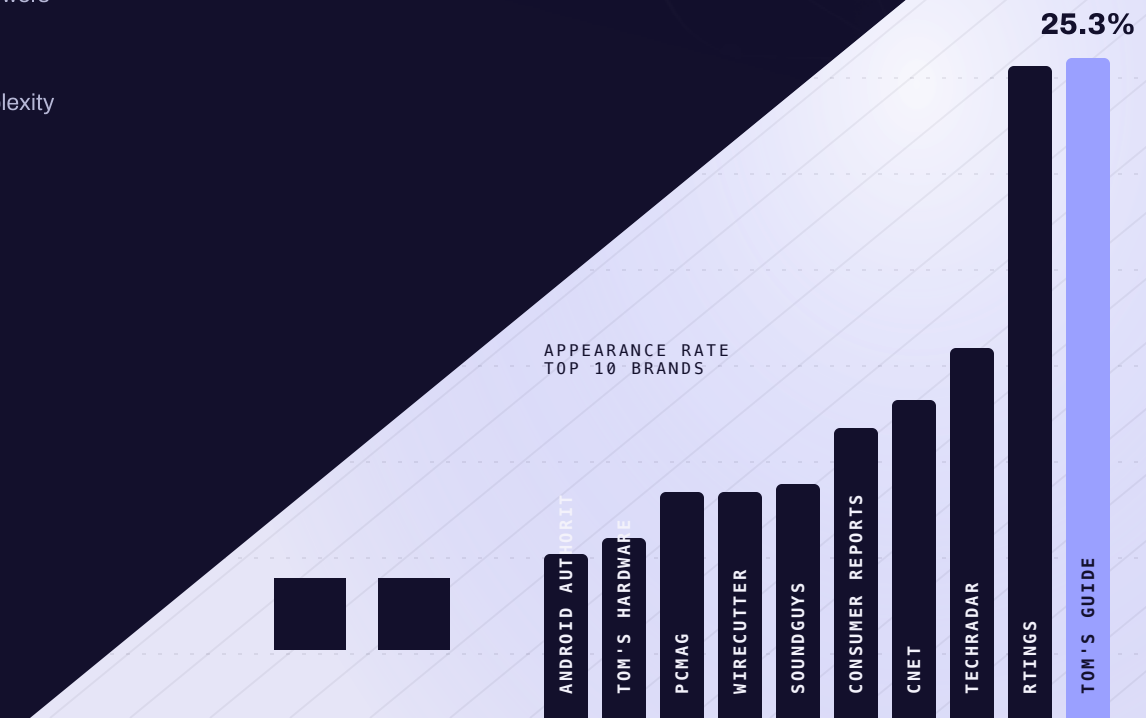
ELECTRONICS REVIEWERS INDEX 2.0

Which electronics reviewers 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 45 Google AI Overviews

Prepared by :
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AT A GLANCE

No sole leader is established. Rtings is within its margin.

Tom's Guide: 73/288 returned four-engine answers (25.3%; 95% interval 20.7–30.7%). The two leading intervals overlap; no sole leader is established.

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

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

25.3%
of answers named Tom's Guide, the most-named (73 of 288)

27
tracked reviewers named at least once (of 30)

72.6%
of Google searches showed an AI Overview (45 of 62)

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Tom's Guide

Tom's Guide: 73/288 returned four-engine answers (25.3%; 95% interval 20.7–30.7%). The two leading intervals overlap; no sole leader is established.

NAMED FIRST

56/288 (19.4%)

Rtings was the first reviewer named in 56 of 288 answers, more than any other tracked reviewer. Its average first position was 1.3. Tom's Guide was named first in 24 of 288.

CLAUDE SKEW

35/72 (48.6%)

Claude named Tom's Guide in 35 of 72 answers. The other engines named it in 7 to 19 of 72.

CHATGPT SKEW

31/72 (43.1%)

ChatGPT named Rtings in 31 of 72 answers. The other engines named it in 8 to 18 of 72.

OWN-SITE CITATIONS

125/288 (43.4%)

Tom's Guide's own domains were cited in 125 of 288 grounded answers, more than any other tracked reviewer. Rtings followed at 110 of 288. 10 of 30 tracked reviewers had 0 of 288.

AIO TRIGGER

45/62 (72.6%)

Google AI Overviews appeared on 45 of 62 searches (CI 60.4–82.1%). On the other 17, no overview was shown.

AIO LEADER

7/45 (15.6%)

CNET was the reviewer named most often in AI Overviews, at 7 of 45, followed by PCMag at 5 of 45 (11.1%). In the four-engine set, CNET was named in 35 of 288 answers (12.2%).

TOP DOMAIN

119/288 (41.3%)

tomsguide.com was cited in 119 of 288 grounded four-engine answers, with 168 of 2,203 citations (7.6%). rtings.com came second with 161 citations in 110 answers (38.2%).

NO TRACKED NAME

0/12 (0.0%)

For 'What is the best drone for real estate photography?', none of the tracked reviewers was named in any of 12 four-engine answers.

THE LEADERBOARD

02 Which reviewers 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	Tom's Guide	25.3%	73/288
2	Rtings	25.0%	72/288
3	TechRadar	14.2%	41/288
4	CNET	12.2%	35/288
5	Consumer Reports	11.1%	32/288
6	SoundGuys	9.0%	26/288
7	PCMag	8.7%	25/288
8	Wirecutter	8.7%	25/288
9	Tom's Hardware	6.9%	20/288
10	Android Authority	6.3%	18/288
11	GSMArena	5.9%	17/288
12	Marques Brownlee	4.2%	12/288
13	What Hi-Fi?	3.5%	10/288
14	Crinacle	3.1%	9/288
15	Mrwhosetheboss	3.1%	9/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 288 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,203 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Tom's Guide	73/288	25.3%	20.7–30.7%	2.5	43.4% (125/288)	8.1%
2	Rtings	72/288	25%	20.4–30.3%	1.3	38.2% (110/288)	7.3%
3	TechRadar	41/288	14.2%	10.7–18.7%	1.9	24.7% (71/288)	4.3%
4	CNET	35/288	12.2%	8.9–16.4%	3.3	17.4% (50/288)	2.5%
5	Consumer Reports	32/288	11.1%	8–15.3%	2.7	12.5% (36/288)	1.9%
6	SoundGuys	26/288	9%	6.2–12.9%	1.9	8.7% (25/288)	1.3%
7	PCMag	25/288	8.7%	5.9–12.5%	2.9	27.4% (79/288)	5.2%
8	Wirecutter	25/288	8.7%	5.9–12.5%	2.6	10.4% (30/288)	1.5%
9	Tom's Hardware	20/288	6.9%	4.5–10.5%	2.2	10.4% (30/288)	1.5%
10	Android Authority	18/288	6.3%	4–9.7%	3.9	3.1% (9/288)	0.4%
11	GSMArena	17/288	5.9%	3.7–9.2%	3	5.2% (15/288)	0.7%
12	Marques Brownlee	12/288	4.2%	2.4–7.1%	2	0% (0/288)	0%
13	What Hi-Fi?	10/288	3.5%	1.9–6.3%	3.2	10.8% (31/288)	2%
14	Crinacle	9/288	3.1%	1.7–5.8%	2	1.7% (5/288)	0.2%
15	Mrwhosetheboss	9/288	3.1%	1.7–5.8%	2.1	0% (0/288)	0%
16	The Verge	9/288	3.1%	1.7–5.8%	5.4	0% (0/288)	0%
17	Notebookcheck	6/288	2.1%	1–4.5%	3	0.7% (2/288)	0.1%
18	Linus Tech Tips	5/288	1.7%	0.7–4%	4.2	0% (0/288)	0%
19	DC Rainmaker	4/288	1.4%	0.5–3.5%	1	1% (3/288)	0.1%
20	Dave2D	4/288	1.4%	0.5–3.5%	3	0% (0/288)	0%
21	Digital Trends	4/288	1.4%	0.5–3.5%	3.3	1% (3/288)	0.1%
22	Engadget	3/288	1%	0.4–3%	2.7	1.7% (5/288)	0.2%
23	Unbox Therapy	3/288	1%	0.4–3%	4	0% (0/288)	0%
24	DPReview	1/288	0.3%	0.1–1.9%	1	1.4% (4/288)	0.2%
25	Hardware Unboxed	1/288	0.3%	0.1–1.9%	2	0% (0/288)	0%
26	The Quantified Scientist	1/288	0.3%	0.1–1.9%	1	0% (0/288)	0%
27	Wired	1/288	0.3%	0.1–1.9%	2	7.3% (21/288)	1.1%
28	DroneDJ	0/288	0%	0–1.3%	–	0% (0/288)	0%
29	Gamers Nexus	0/288	0%	0–1.3%	–	0% (0/288)	0%
30	Vacuum Wars	0/288	0%	0–1.3%	–	0.7% (2/288)	0.1%

THE LEADERBOARD

02 Question group: Audio

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Rtings	31/60	51.7%	39.3–63.8%	25
2	SoundGuys	26/60	43.3%	31.6–55.9%	5
3	Tom's Guide	11/60	18.3%	10.6–29.9%	0
4	Wirecutter	11/60	18.3%	10.6–29.9%	0
5	What Hi-Fi?	10/60	16.7%	9.3–28.0%	3
6	Crinacle	9/60	15.0%	8.1–26.1%	4
7	CNET	8/60	13.3%	6.9–24.2%	1
8	TechRadar	6/60	10.0%	4.7–20.1%	3
9	Consumer Reports	3/60	5.0%	1.7–13.7%	0
10	PCMag	3/60	5.0%	1.7–13.7%	1
11	The Verge	2/60	3.3%	0.9–11.4%	0
12	Android Authority	1/60	1.7%	0.3–8.9%	0
13	Engadget	1/60	1.7%	0.3–8.9%	0
14	DC Rainmaker	0/60	0.0%	-0.0–6.0%	0
15	DPReview	0/60	0.0%	-0.0–6.0%	0
16	Dave2D	0/60	0.0%	-0.0–6.0%	0
17	Digital Trends	0/60	0.0%	-0.0–6.0%	0
18	DroneDJ	0/60	0.0%	-0.0–6.0%	0
19	GSMArena	0/60	0.0%	-0.0–6.0%	0
20	Gamers Nexus	0/60	0.0%	-0.0–6.0%	0
21	Hardware Unboxed	0/60	0.0%	-0.0–6.0%	0
22	Linus Tech Tips	0/60	0.0%	-0.0–6.0%	0
23	Marques Brownlee	0/60	0.0%	-0.0–6.0%	0
24	Mrwhosetheboss	0/60	0.0%	-0.0–6.0%	0
25	Notebookcheck	0/60	0.0%	-0.0–6.0%	0
26	The Quantified Scientist	0/60	0.0%	-0.0–6.0%	0
27	Tom's Hardware	0/60	0.0%	-0.0–6.0%	0
28	Unbox Therapy	0/60	0.0%	-0.0–6.0%	0
29	Vacuum Wars	0/60	0.0%	-0.0–6.0%	0
30	Wired	0/60	0.0%	-0.0–6.0%	0

02 THE LEADERBOARD

Question group: Wearables

48 returned four-engine answers to this group's 4 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Tom's Guide	17/48	35.4%	23.4–49.6%	5
2	TechRadar	11/48	22.9%	13.3–36.5%	3
3	CNET	9/48	18.8%	10.2–31.9%	3
4	Consumer Reports	7/48	14.6%	7.2–27.2%	4
5	Android Authority	4/48	8.3%	3.3–19.6%	3
6	DC Rainmaker	4/48	8.3%	3.3–19.6%	4
7	PCMag	4/48	8.3%	3.3–19.6%	0
8	Wirecutter	4/48	8.3%	3.3–19.6%	1
9	Digital Trends	3/48	6.3%	2.1–16.8%	1
10	Rtings	3/48	6.3%	2.1–16.8%	1
11	Notebookcheck	1/48	2.1%	0.4–10.9%	0
12	The Quantified Scientist	1/48	2.1%	0.4–10.9%	1
13	Wired	1/48	2.1%	0.4–10.9%	0
14	Crinacle	0/48	0.0%	0.0–7.4%	0
15	DPReview	0/48	0.0%	0.0–7.4%	0
16	Dave2D	0/48	0.0%	0.0–7.4%	0
17	DroneDJ	0/48	0.0%	0.0–7.4%	0
18	Engadget	0/48	0.0%	0.0–7.4%	0
19	GSMArena	0/48	0.0%	0.0–7.4%	0
20	Gamers Nexus	0/48	0.0%	0.0–7.4%	0
21	Hardware Unboxed	0/48	0.0%	0.0–7.4%	0
22	Linus Tech Tips	0/48	0.0%	0.0–7.4%	0
23	Marques Brownlee	0/48	0.0%	0.0–7.4%	0
24	Mrwhosetheboss	0/48	0.0%	0.0–7.4%	0
25	SoundGuys	0/48	0.0%	0.0–7.4%	0
26	The Verge	0/48	0.0%	0.0–7.4%	0
27	Tom's Hardware	0/48	0.0%	0.0–7.4%	0
28	Unbox Therapy	0/48	0.0%	0.0–7.4%	0
29	Vacuum Wars	0/48	0.0%	0.0–7.4%	0
30	What Hi-Fi?	0/48	0.0%	0.0–7.4%	0

02 THE LEADERBOARD

Question group: Drones and cameras

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	Tom's Guide	4/36	11.1%	4.4–25.3%	3
2	Rtings	3/36	8.3%	2.9–21.8%	1
3	TechRadar	2/36	5.6%	1.5–18.1%	2
4	DPReview	1/36	2.8%	0.5–14.2%	1
5	Engadget	1/36	2.8%	0.5–14.2%	1
6	Android Authority	0/36	0.0%	0.0–9.6%	0
7	CNET	0/36	0.0%	0.0–9.6%	0
8	Consumer Reports	0/36	0.0%	0.0–9.6%	0
9	Crinacle	0/36	0.0%	0.0–9.6%	0
10	DC Rainmaker	0/36	0.0%	0.0–9.6%	0
11	Dave2D	0/36	0.0%	0.0–9.6%	0
12	Digital Trends	0/36	0.0%	0.0–9.6%	0
13	DroneDJ	0/36	0.0%	0.0–9.6%	0
14	GSMArena	0/36	0.0%	0.0–9.6%	0
15	Gamers Nexus	0/36	0.0%	0.0–9.6%	0
16	Hardware Unboxed	0/36	0.0%	0.0–9.6%	0
17	Linus Tech Tips	0/36	0.0%	0.0–9.6%	0
18	Marques Brownlee	0/36	0.0%	0.0–9.6%	0
19	Mrwhosetheboss	0/36	0.0%	0.0–9.6%	0
20	Notebookcheck	0/36	0.0%	0.0–9.6%	0
21	PCMag	0/36	0.0%	0.0–9.6%	0
22	SoundGuys	0/36	0.0%	0.0–9.6%	0
23	The Quantified Scientist	0/36	0.0%	0.0–9.6%	0
24	The Verge	0/36	0.0%	0.0–9.6%	0
25	Tom's Hardware	0/36	0.0%	0.0–9.6%	0
26	Unbox Therapy	0/36	0.0%	0.0–9.6%	0
27	Vacuum Wars	0/36	0.0%	0.0–9.6%	0
28	What Hi-Fi?	0/36	0.0%	0.0–9.6%	0
29	Wirecutter	0/36	0.0%	0.0–9.6%	0
30	Wired	0/36	0.0%	0.0–9.6%	0

02 THE LEADERBOARD

Question group: Smart home

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	Consumer Reports	11/36	30.6%	18.0–46.9%	6
2	Tom's Guide	7/36	19.4%	9.8–35.0%	4
3	TechRadar	6/36	16.7%	7.9–31.9%	1
4	CNET	5/36	13.9%	6.1–28.7%	3
5	Rtings	5/36	13.9%	6.1–28.7%	4
6	Wirecutter	5/36	13.9%	6.1–28.7%	3
7	PCMag	3/36	8.3%	2.9–21.8%	1
8	Android Authority	0/36	0.0%	0.0–9.6%	0
9	Crinacle	0/36	0.0%	0.0–9.6%	0
10	DC Rainmaker	0/36	0.0%	0.0–9.6%	0
11	DPReview	0/36	0.0%	0.0–9.6%	0
12	Dave2D	0/36	0.0%	0.0–9.6%	0
13	Digital Trends	0/36	0.0%	0.0–9.6%	0
14	DroneDJ	0/36	0.0%	0.0–9.6%	0
15	Engadget	0/36	0.0%	0.0–9.6%	0
16	GSMArena	0/36	0.0%	0.0–9.6%	0
17	Gamers Nexus	0/36	0.0%	0.0–9.6%	0
18	Hardware Unboxed	0/36	0.0%	0.0–9.6%	0
19	Linus Tech Tips	0/36	0.0%	0.0–9.6%	0
20	Marques Brownlee	0/36	0.0%	0.0–9.6%	0
21	Mrwhosetheboss	0/36	0.0%	0.0–9.6%	0
22	Notebookcheck	0/36	0.0%	0.0–9.6%	0
23	SoundGuys	0/36	0.0%	0.0–9.6%	0
24	The Quantified Scientist	0/36	0.0%	0.0–9.6%	0
25	The Verge	0/36	0.0%	0.0–9.6%	0
26	Tom's Hardware	0/36	0.0%	0.0–9.6%	0
27	Unbox Therapy	0/36	0.0%	0.0–9.6%	0
28	Vacuum Wars	0/36	0.0%	0.0–9.6%	0
29	What Hi-Fi?	0/36	0.0%	0.0–9.6%	0
30	Wired	0/36	0.0%	0.0–9.6%	0

02 THE LEADERBOARD

Question group: Computers and phones

48 returned four-engine answers to this group's 4 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	GSMArena	17/48	35.4%	23.4–49.6%	6
2	Android Authority	13/48	27.1%	16.6–41.0%	0
3	Tom's Guide	13/48	27.1%	16.6–41.0%	9
4	Marques Brownlee	12/48	25.0%	14.9–38.8%	9
5	Mrwhosetheboss	9/48	18.8%	10.2–31.9%	0
6	CNET	8/48	16.7%	8.7–29.6%	1
7	The Verge	7/48	14.6%	7.2–27.2%	0
8	TechRadar	6/48	12.5%	5.9–24.7%	4
9	Linus Tech Tips	5/48	10.4%	4.5–22.2%	0
10	Notebookcheck	5/48	10.4%	4.5–22.2%	0
11	Dave2D	4/48	8.3%	3.3–19.6%	0
12	Consumer Reports	3/48	6.3%	2.1–16.8%	0
13	PCMag	3/48	6.3%	2.1–16.8%	0
14	Unbox Therapy	3/48	6.3%	2.1–16.8%	0
15	Engadget	1/48	2.1%	0.4–10.9%	1
16	Rtings	1/48	2.1%	0.4–10.9%	0
17	Wirecutter	1/48	2.1%	0.4–10.9%	0
18	Crinacle	0/48	0.0%	0.0–7.4%	0
19	DC Rainmaker	0/48	0.0%	0.0–7.4%	0
20	DPReview	0/48	0.0%	0.0–7.4%	0
21	Digital Trends	0/48	0.0%	0.0–7.4%	0
22	DroneDJ	0/48	0.0%	0.0–7.4%	0
23	Gamers Nexus	0/48	0.0%	0.0–7.4%	0
24	Hardware Unboxed	0/48	0.0%	0.0–7.4%	0
25	SoundGuys	0/48	0.0%	0.0–7.4%	0
26	The Quantified Scientist	0/48	0.0%	0.0–7.4%	0
27	Tom's Hardware	0/48	0.0%	0.0–7.4%	0
28	Vacuum Wars	0/48	0.0%	0.0–7.4%	0
29	What Hi-Fi?	0/48	0.0%	0.0–7.4%	0
30	Wired	0/48	0.0%	0.0–7.4%	0

THE LEADERBOARD

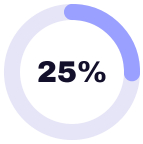
02 Question group: Gaming hardware

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Rtings	29/60	48.3%	36.2–60.7%	25
2	Tom's Guide	21/60	35.0%	24.2–47.6%	3
3	Tom's Hardware	20/60	33.3%	22.7–45.9%	5
4	PCMag	12/60	20.0%	11.8–31.8%	2
5	TechRadar	10/60	16.7%	9.3–28.0%	9
6	Consumer Reports	8/60	13.3%	6.9–24.2%	0
7	CNET	5/60	8.3%	3.6–18.1%	0
8	Wirecutter	4/60	6.7%	2.6–15.9%	1
9	Digital Trends	1/60	1.7%	0.3–8.9%	0
10	Hardware Unboxed	1/60	1.7%	0.3–8.9%	0
11	Android Authority	0/60	0.0%	-0.0–6.0%	0
12	Crinacle	0/60	0.0%	-0.0–6.0%	0
13	DC Rainmaker	0/60	0.0%	-0.0–6.0%	0
14	DPReview	0/60	0.0%	-0.0–6.0%	0
15	Dave2D	0/60	0.0%	-0.0–6.0%	0
16	DroneDJ	0/60	0.0%	-0.0–6.0%	0
17	Engadget	0/60	0.0%	-0.0–6.0%	0
18	GSMArena	0/60	0.0%	-0.0–6.0%	0
19	Gamers Nexus	0/60	0.0%	-0.0–6.0%	0
20	Linus Tech Tips	0/60	0.0%	-0.0–6.0%	0
21	Marques Brownlee	0/60	0.0%	-0.0–6.0%	0
22	Mrwhosetheboss	0/60	0.0%	-0.0–6.0%	0
23	Notebookcheck	0/60	0.0%	-0.0–6.0%	0
24	SoundGuys	0/60	0.0%	-0.0–6.0%	0
25	The Quantified Scientist	0/60	0.0%	-0.0–6.0%	0
26	The Verge	0/60	0.0%	-0.0–6.0%	0
27	Unbox Therapy	0/60	0.0%	-0.0–6.0%	0
28	Vacuum Wars	0/60	0.0%	-0.0–6.0%	0
29	What Hi-Fi?	0/60	0.0%	-0.0–6.0%	0
30	Wired	0/60	0.0%	-0.0–6.0%	0

PROFILES

03 The top eight, side by side

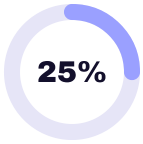


RANK 1

Tom's Guide

73/288 answers · 95% CI 20.7–30.7%

2.5	43.4%	8.1%
first-mention position	owned-domain citation (125/288)	citation share

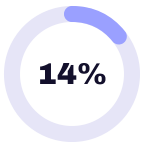


RANK 2

Rtings

72/288 answers · 95% CI 20.4–30.3%

1.3	38.2%	7.3%
first-mention position	owned-domain citation (110/288)	citation share



RANK 3

TechRadar

41/288 answers · 95% CI 10.7–18.7%

1.9	24.7%	4.3%
first-mention position	owned-domain citation (71/288)	citation share

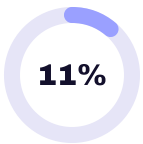


RANK 4

CNET

35/288 answers · 95% CI 8.9–16.4%

3.3	17.4%	2.5%
first-mention position	owned-domain citation (50/288)	citation share

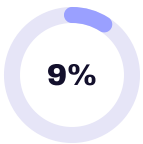


RANK 5

Consumer Reports

32/288 answers · 95% CI 8–15.3%

2.7	12.5%	1.9%
first-mention position	owned-domain citation (36/288)	citation share

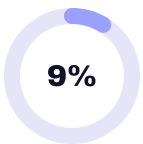


RANK 6

SoundGuys

26/288 answers · 95% CI 6.2–12.9%

1.9	8.7%	1.3%
first-mention position	owned-domain citation (25/288)	citation share

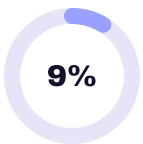


RANK 7

PCMag

25/288 answers · 95% CI 5.9–12.5%

2.9	27.4%	5.2%
first-mention position	owned-domain citation (79/288)	citation share



RANK 8

Wirecutter

25/288 answers · 95% CI 5.9–12.5%

2.6	10.4%	1.5%
first-mention position	owned-domain citation (30/288)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Claude named Tom's Guide in 35 of 72 answers. The other engines named it in 7 to 19 of 72. ChatGPT named Rtings in 31 of 72 answers. The other engines named it in 8 to 18 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Rtings	**43.1%**
Tom's Guide	**26.4%**
TechRadar	**23.6%**
Consumer Reports	**22.2%**
CNET	**15.3%**
SoundGuys	**12.5%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

Tom's Guide	**48.6%**
TechRadar	**27.8%**
Rtings	**20.8%**
SoundGuys	**15.3%**
Consumer Reports	**9.7%**
Android Authority	**9.7%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Rtings	**25%**
Tom's Guide	**16.7%**
PCMag	**16.7%**
Wirecutter	**16.7%**
Tom's Hardware	**13.9%**
CNET	**12.5%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

CNET	**18.1%**
PCMag	**13.9%**
Rtings	**11.1%**
Tom's Guide	**9.7%**
Consumer Reports	**9.7%**
GSMArena	**8.3%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 62 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 45 = 333 answers.



TRIGGER RATE

Google AI Overviews appeared on 45 of 62 searches (72.6%, CI 60.4–82.1%). The other 17 searches showed no overview. Within the 45 overviews, CNET was named in 7 (15.6%), PCMag was named in 5 (11.1%), Rtings was named in 3 (6.7%), Consumer Reports was named in 3 (6.7%). youtube.com was the most-cited source, with 59 citations and an appearance in 35 of 45 overviews.

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

1	Rtings	22.5%	▲ 1
2	Tom's Guide	22.2%	▼ 1
3	TechRadar	12.6%	=
4	CNET	12.6%	=
5	Consumer Reports	10.5%	=
6	PCMag	9.0%	▲ 1
7	SoundGuys	8.1%	▼ 1
8	Wirecutter	7.8%	=
9	Tom's Hardware	6.0%	=
10	Android Authority	6.0%	=

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

Rtings 50%

TIED WITH SOUNDGUYS

SoundGuys	50%
Wirecutter	41.7%

AI Overview shown on 1 of 3 searches

Q02 · 12 ANSWERS

Tom's Guide 33.3%

Android Authority	25%
Consumer Reports	8.3%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Rtings 50%

AI Overview shown on 0 of 1 searches

Q05 · 12 ANSWERS

Consumer Reports 33.3%

Tom's Guide	8.3%
CNET	8.3%

AI Overview shown on 1 of 3 searches

Q06 · 12 ANSWERS

TechRadar 16.7%

Tom's Guide	8.3%
Rtings	8.3%

AI Overview shown on 3 of 3 searches

Q07 · 12 ANSWERS

Rtings 25%

TIED WITH TOM'S GUIDE

Tom's Guide	25%
TechRadar	16.7%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,203 citations in total. tomsguide.com was cited most often, with 168 citations (7.6%) across 119 answers. Next came rtings.com (161), techradar.com (94), pcmag.com (92), reddit.com (71), cnet.com (56).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

tomsguide.com	**41.3%**
rtings.com	**38.2%**
pcmag.com	**25.3%**
techradar.com	**24.7%**
youtube.com	**19.4%**
cnet.com	**17.4%**
reddit.com	**15.3%**
forbes.com	**13.5%**
consumerreports.org	**12.5%**
nytimes.com	**10.8%**

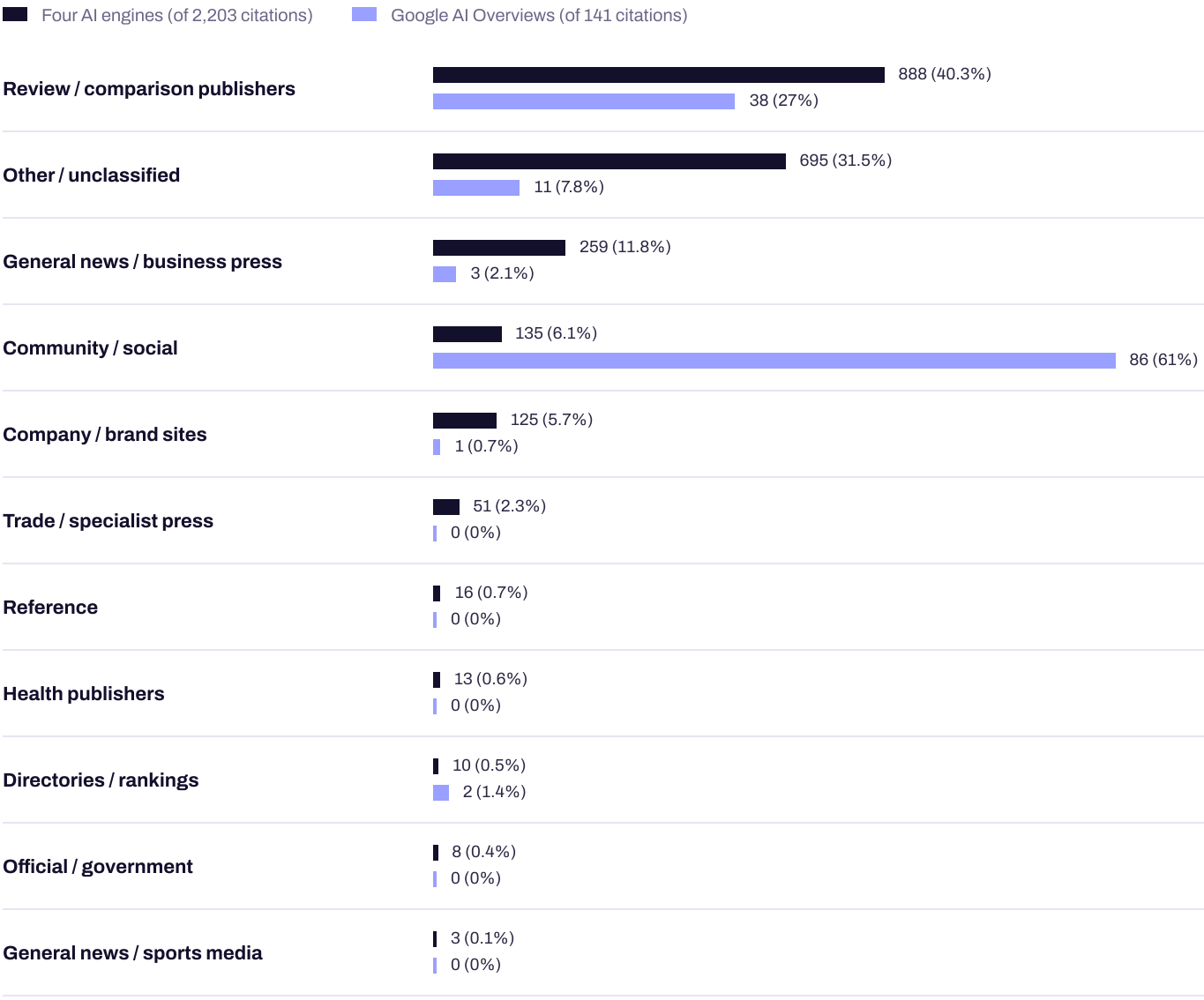
GOOGLE AI OVERVIEWS · SHARE OF 45 OVERVIEWS

youtube.com	**77.8%**
reddit.com	**37.8%**
rtings.com	**35.6%**
facebook.com	**15.6%**
pcmag.com	**13.3%**
cnet.com	**8.9%**
forbes.com	**6.7%**
irobot.com	**6.7%**
quora.com	**6.7%**
tomshardware.com	**6.7%**

WHO THE ENGINES CITE

07 Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can reviewers 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.	Tom's Guide's own domains were cited in 43.4% of grounded answers, Rtings' in 38.2% and PCMag's in 27.4%. Tom's Guide was named in only 25.3% of answers, yet its own domains were cited in 43.4%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were reddit.com (in 15.3% of grounded answers), forbes.com (13.5%), wareable.com (8.7%), pcgamer.com (7.3%) and tech.yahoo.com (6.9%). Review and comparison publishers supplied 40.3% of citations and general news and business press 11.8%.
Check each engine separately.	Claude named Tom's Guide in 48.6% of answers against 9.7% on Perplexity. ChatGPT named Rtings in 43.1% of answers against 11.1% on Perplexity.
Watch names outside the tracked list.	Wareable (11 answers) and Which? (7 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 electronics reviewers appear in these AI answers?

Tom's Guide: 73/288 returned four-engine answers (25.3%; 95% interval 20.7–30.7%). The two leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

Rtings was the first reviewer named in 56 of 288 answers, with an average first position of 1.3.

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

An overview appeared on 45 of 62 searches (72.6%, CI 60.4–82.1%). Within those 45 overviews, CNET was named most often, in 7 (15.6%).

Q4 Which sources do the engines cite?

Across 2,203 four-engine citations, tomsguide.com was cited most (168 citations, in 119 of 288 grounded answers), followed by rtings.com (161 citations).

Q5 Do the four engines agree?

Only in part. Claude named Tom's Guide in 35 of 72 answers, against 7 to 19 of 72 on the other engines. ChatGPT named Rtings in 31 of 72 answers, against 8 to 18 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	62
questions		runs each		AI engines		answers		Google searches · 45 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	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	62	45 shown	45

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 30 tracked reviewers are ranked; results are not an exhaustive market ranking.
- Only the tracked reviewers were scored. The untracked reviewers named most often were Wareable (11 answers) and Which? (7 answers); product and manufacturer names were not counted.
- 350 of 360 planned results were returned: 10 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.
- 62 successful Google searches: 45 overviews shown; 17 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- 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.
- Reviewers and outlets are counted as named sources; manufacturer names are not ranked. DPReview kept running under Gear Patrol after Amazon announced its closure in 2023.
- 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.

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	**What are the best noise-cancelling headphones in 2026?**	Audio	CORE QUESTION
02	**What is the best smartwatch for fitness tracking?**	Wearables	CORE QUESTION
03	**What is the best drone for real estate photography?**	Drones and cameras	CORE QUESTION
04	**What are the best open-back headphones for home listening?**	Audio	CORE QUESTION
05	**Which home security camera works best without a subscription?**	Smart home	CORE QUESTION
06	**What is the best laptop for video editing under $2,000?**	Computers and phones	CORE QUESTION
07	**Which mirrorless camera is best for beginners?**	Drones and cameras	CORE QUESTION
08	**What are the best wireless earbuds for running?**	Audio	CORE QUESTION
09	**Which robot vacuum is best for pet hair?**	Smart home	CORE QUESTION
10	**What is the best soundbar for a small living room?**	Audio	CORE QUESTION
11	**Which phone has the best battery life in 2026?**	Computers and phones	CORE QUESTION
12	**What is the best gaming monitor for a PS5?**	Gaming hardware	CORE QUESTION
13	**Which reviewers are most trusted for headphone reviews?**	Audio	ADDED QUESTION
14	**Which fitness tracker has the most accurate heart rate?**	Wearables	ADDED QUESTION
15	**What is the best smart ring for sleep tracking?**	Wearables	ADDED QUESTION
16	**Which websites test smartwatches in depth?**	Wearables	ADDED QUESTION
17	**What is the best action camera for travel?**	Drones and cameras	ADDED QUESTION
18	**Which smart thermostat is the best?**	Smart home	ADDED QUESTION
19	**Which tech reviewers are most trusted for smartphone reviews?**	Computers and phones	ADDED QUESTION
20	**What is the best tablet for students?**	Computers and phones	ADDED QUESTION
21	**What is the best gaming headset?**	Gaming hardware	ADDED QUESTION
22	**Which gaming laptop is the best value?**	Gaming hardware	ADDED QUESTION
23	**What is the best mechanical keyboard for gaming?**	Gaming hardware	ADDED QUESTION
24	**Which review sites measure TV and monitor performance with lab tests?**	Gaming hardware	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Electronics Reviewers Index 2.0

Measured November 6 to 7, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research