5W | 5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

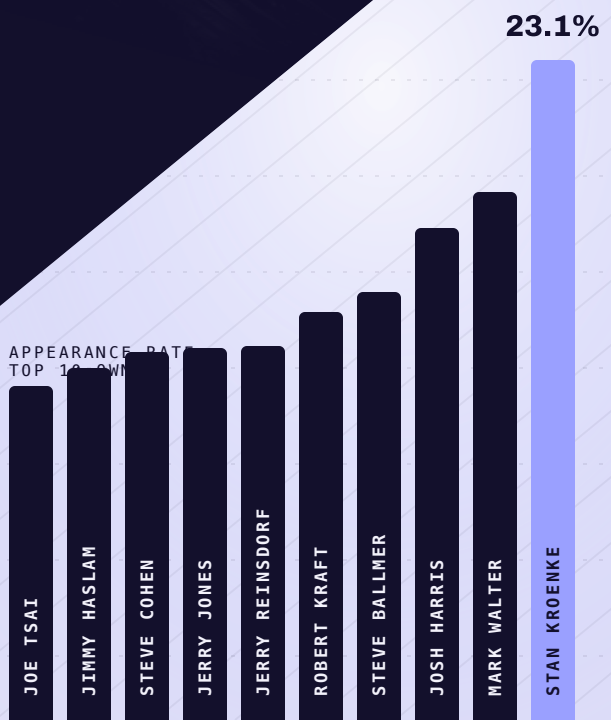
SPORTS OWNERS CROSS-LEAGUE INDEX

Which sports owners AI engines name
1,079 AI answers · October 26 and 27, 2026

Measured :
October 26 and 27, 2026
96 questions × 3 runs · 1,079 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 243 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Kroenke and Walter lead. The two are within the margin of error.

Stan Kroenke was the owner that ChatGPT, Claude, Gemini and Perplexity named most often. Stan Kroenke appeared in 249 of 1,079 answers (23.1%) measured October 26 and 27, 2026. Mark Walter came next at 200 of 1,079 (18.5%). The two confidence intervals overlap, so the data cannot confirm that Stan Kroenke is ahead. Mark Walter was named first more often than any other owner, in 73 of 1,079 answers. Google AI Overviews appeared on 243 of 268 searches (90.7%).

> Version 2. This version replaces the first version of this study, first published July 5, 2026. It uses measured counts, so the two versions are not comparable.

1,079
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

23.1%
of answers named Stan Kroenke, the most-named (249 of 1,079)

111
tracked owners named at least once (of 111)

90.7%
of Google searches showed an AI Overview (243 of 268)

INSIDE THIS REPORT

01 Key findings 03
02 The leaderboard 04
03 Profiles 06
04 How the engines differ 07
05 Google AI Overviews 08
06 Leaders by question 09
07 Who the engines cite 10
08 Frequently asked questions 13
09 Methodology 14
A Appendix: the 24 hub questions 15

KEY FINDINGS

01 What the data shows

MOST NAMED

249/1,079 (23.1%)

Stan Kroenke appeared in 249 of 1,079 four-engine answers (CI 20.7–25.7%). Mark Walter appeared in 200 of 1,079 (18.5%, CI 16.3–21%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

73/1,079 (6.8%)

Mark Walter was the first owner named in 73 of 1,079 answers, more than any other tracked owner. Average first position: 4. Stan Kroenke was named first in 66 of 1,079.

OWN-SITE CITATIONS

22/1,077 (2%)

Mark Walter's own domains were cited in 22 of 1,077 grounded answers, more than any other tracked owner. Robert Kraft followed at 20 of 1,077. 29 of 111 tracked owners had 0 of 1,077.

AIO TRIGGER

243/268 (90.7%)

Google AI Overviews appeared on 243 of 268 searches (CI 86.6–93.6%). On the other 25, no overview was shown.

AIO LEADER

60/243 (24.7%)

Stan Kroenke was the owner named most often in AI Overviews, at 60 of 243, followed by Steve Ballmer at 46 of 243 (18.9%). In the four-engine set, Stan Kroenke was named in 249 of 1,079 answers (23.1%).

TOP DOMAIN

426/1,077 (39.6%)

en.wikipedia.org was cited in 426 of 1,077 grounded four-engine answers, with 923 of 8,694 citations (10.6%). espn.com came second with 421 citations in 262 answers (24.3%).

POOLED DATA

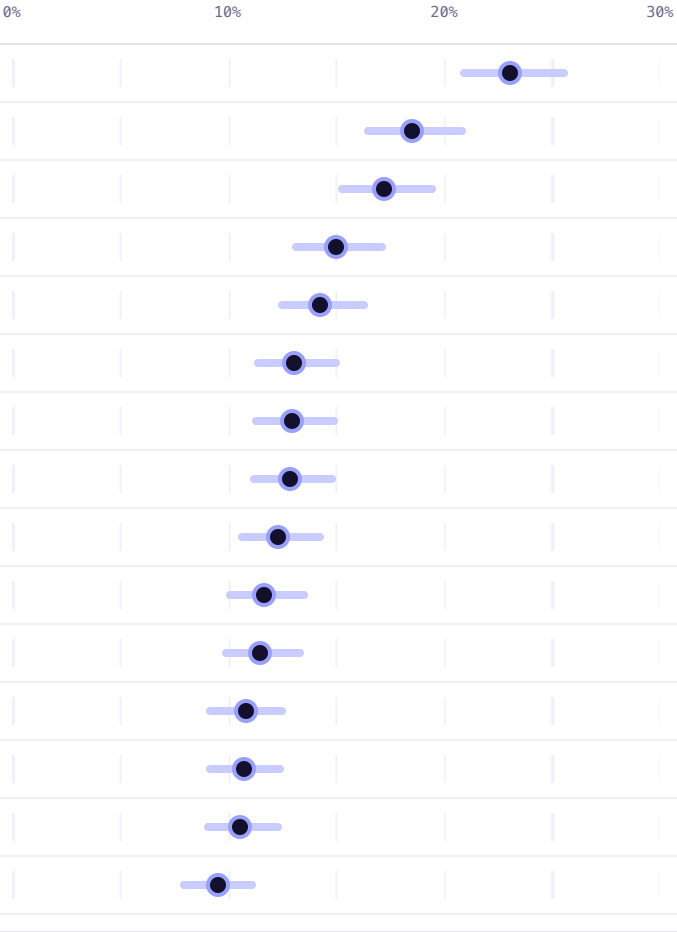
1,079 answers

This hub combines 24 hub questions, measured on ChatGPT, Claude and Perplexity plus Google AI Overviews, with the pooled answers of its 3 sub-reports on all four engines. Gemini figures come only from the sub-report answers; the hub questions were not asked on Gemini.

02 THE LEADERBOARD

Which owners AI engines name

Appearance rate across 1,079 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	Stan Kroenke	23.1%	249/1,079
2	Mark Walter	18.5%	200/1,079
3	Josh Harris	17.2%	186/1,079
4	Steve Ballmer	15.0%	162/1,079
5	Robert Kraft	14.3%	154/1,079
6	Jerry Reinsdorf	13.1%	141/1,079
7	Jerry Jones	13.0%	140/1,079
8	Steve Cohen	12.9%	139/1,079
9	Jimmy Haslam	12.3%	133/1,079
10	Joe Tsai	11.7%	126/1,079
11	Arthur Blank	11.5%	124/1,079
12	David Tepper	10.8%	116/1,079
13	John Henry	10.7%	115/1,079
14	Joe Lacob	10.6%	114/1,079
15	Dan Gilbert	9.5%	102/1,079

02 THE LEADERBOARD

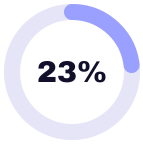
The full list

Own-domain citation is the share of 1077 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 8,694 citations.

#	OWNER	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Stan Kroenke	249/1,079	23.1%	20.7–25.7%	4.6	1% (11/1,077)	0.1%
2	Mark Walter	200/1,079	18.5%	16.3–21%	4	2% (22/1,077)	0.3%
3	Josh Harris	186/1,079	17.2%	15.1–19.6%	5.9	0.6% (6/1,077)	0.1%
4	Steve Ballmer	162/1,079	15%	13–17.3%	3.1	0.4% (4/1,077)	0%
5	Robert Kraft	154/1,079	14.3%	12.3–16.5%	4.2	1.9% (20/1,077)	0.2%
6	Jerry Reinsdorf	141/1,079	13.1%	11.2–15.2%	4.3	0.4% (4/1,077)	0%
7	Jerry Jones	140/1,079	13%	11.1–15.1%	4	1.2% (13/1,077)	0.1%
8	Steve Cohen	139/1,079	12.9%	11–15%	3.9	0.4% (4/1,077)	0%
9	Jimmy Haslam	133/1,079	12.3%	10.5–14.4%	6.1	0.3% (3/1,077)	0%
10	Joe Tsai	126/1,079	11.7%	9.9–13.7%	4	1.4% (15/1,077)	0.2%
11	Arthur Blank	124/1,079	11.5%	9.7–13.5%	4.6	0.9% (10/1,077)	0.1%
12	David Tepper	116/1,079	10.8%	9–12.7%	5.7	1.1% (12/1,077)	0.1%
13	John Henry	115/1,079	10.7%	9–12.6%	3	1.2% (13/1,077)	0.1%
14	Joe Lacob	114/1,079	10.6%	8.9–12.5%	4.4	0.2% (2/1,077)	0%
15	Dan Gilbert	102/1,079	9.5%	7.8–11.3%	5.5	0.8% (9/1,077)	0.1%
16	Rob Walton	99/1,079	9.2%	7.6–11%	3.8	1.2% (13/1,077)	0.2%
17	Terry Pegula	94/1,079	8.7%	7.2–10.5%	3.9	1.3% (14/1,077)	0.2%
18	Gayle Benson	91/1,079	8.4%	6.9–10.2%	8.5	0.7% (8/1,077)	0.1%
19	Mat Ishbia	88/1,079	8.2%	6.7–9.9%	5.8	0% (0/1,077)	0%
20	Shahid Khan	85/1,079	7.9%	6.4–9.6%	6.5	0.2% (2/1,077)	0%
21	Clark Hunt	82/1,079	7.6%	6.2–9.3%	6.5	0.9% (10/1,077)	0.1%
22	John Fisher	81/1,079	7.5%	6.1–9.2%	4.7	0.5% (5/1,077)	0.1%
23	Bill Chisholm	80/1,079	7.4%	6–9.1%	3.2	0% (0/1,077)	0%
24	Ryan Smith	78/1,079	7.2%	5.8–8.9%	6.2	0.2% (2/1,077)	0%
25	David Rubenstein	76/1,079	7%	5.7–8.7%	2.6	0.3% (3/1,077)	0%

PROFILES

03 The top eight, side by side

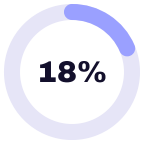


RANK 1

Stan Kroenke

249/1,079 answers · 95% CI 20.7–25.7%

4.6	1%	0.1%
first-mention position	owned-domain citation (11/1,077)	citation share

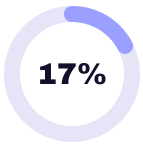


RANK 2

Mark Walter

200/1,079 answers · 95% CI 16.3–21%

4	2%	0.3%
first-mention position	owned-domain citation (22/1,077)	citation share

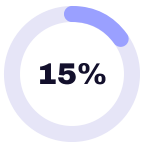


RANK 3

Josh Harris

186/1,079 answers · 95% CI 15.1–19.6%

5.9	0.6%	0.1%
first-mention position	owned-domain citation (6/1,077)	citation share

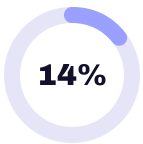


RANK 4

Steve Ballmer

162/1,079 answers · 95% CI 13–17.3%

3.1	0.4%	0%
first-mention position	owned-domain citation (4/1,077)	citation share

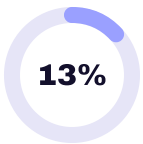


RANK 5

Robert Kraft

154/1,079 answers · 95% CI 12.3–16.5%

4.2	1.9%	0.2%
first-mention position	owned-domain citation (20/1,077)	citation share

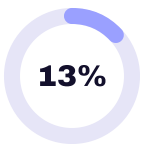


RANK 6

Jerry Reinsdorf

141/1,079 answers · 95% CI 11.2–15.2%

4.3	0.4%	0%
first-mention position	owned-domain citation (4/1,077)	citation share

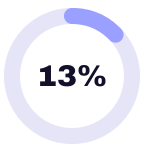


RANK 7

Jerry Jones

140/1,079 answers · 95% CI 11.1–15.1%

4	1.2%	0.1%
first-mention position	owned-domain citation (13/1,077)	citation share



RANK 8

Steve Cohen

139/1,079 answers · 95% CI 11–15%

3.9	0.4%	0%
first-mention position	owned-domain citation (4/1,077)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

288 ASKED · 288 RETURNED · 288 GROUNDED

Stan Kroenke	**19.1%**
Steve Ballmer	15.3%
Robert Kraft	13.5%
Josh Harris	13.2%
Jerry Jones	12.5%
Mark Walter	12.2%

Claude

288 ASKED · 288 RETURNED · 286 GROUNDED

Stan Kroenke	**25.3%**
Mark Walter	18.4%
Jerry Reinsdorf	14.9%
Josh Harris	14.2%
Steve Ballmer	13.9%
Jerry Jones	13.9%

Gemini

216 ASKED · 215 RETURNED · 215 GROUNDED

Mark Walter	**21.4%**
Josh Harris	20%
Jimmy Haslam	19.5%
Jerry Reinsdorf	18.1%
Stan Kroenke	17.2%
Steve Cohen	14.9%

Perplexity

288 ASKED · 288 RETURNED · 288 GROUNDED

Stan Kroenke	**29.2%**
Mark Walter	22.9%
Josh Harris	22.2%
Steve Ballmer	18.1%
Robert Kraft	17.7%
Jimmy Haslam	14.9%

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 268 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 1,079 + 243 = 1,322 answers.



TRIGGER RATE

Google AI Overviews appeared on 243 of 268 searches (90.7%, CI 86.6–93.6%). The other 25 searches showed no overview. Within the 243 overviews, Stan Kroenke was named in 60 (24.7%), Steve Ballmer was named in 46 (18.9%), Josh Harris was named in 40 (16.5%), Mark Walter was named in 39 (16%). en.wikipedia.org was the most-cited source, with 117 citations and an appearance in 87 of 243 overviews.

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

1	Stan Kroenke	23.4%	=
2	Mark Walter	18.1%	=
3	Josh Harris	17.1%	=
4	Steve Ballmer	15.7%	=
5	Robert Kraft	14.4%	=
6	Jerry Jones	13.5%	▲ 1
7	Jerry Reinsdorf	13.2%	▼ 1
8	Steve Cohen	12.6%	=
9	Joe Tsai	11.3%	▲ 1
10	Jimmy Haslam	11.0%	▼ 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 · 9 ANSWERS

Steve Ballmer 100%

Robert Kraft	77.8%
Arthur Blank	66.7%

AI Overview shown on 3 of 3 searches

Q02 · 9 ANSWERS

Steve Ballmer 100%

TIED WITH ROB WALTON

Rob Walton	100%
David Tepper	88.9%

AI Overview shown on 3 of 3 searches

Q03 · 9 ANSWERS

Stan Kroenke 100%

Shahid Khan	66.7%
Robert Kraft	55.6%

AI Overview shown on 3 of 3 searches

Q04 · 9 ANSWERS

Ted Leonsis 100%

TIED WITH STAN KROENKE, JOSH HARRIS

Stan Kroenke	100%
Josh Harris	100%

AI Overview shown on 2 of 3 searches

Q05 · 9 ANSWERS

Bill Foley 88.9%

Jeff Vinik	77.8%
Vincent Viola	66.7%

AI Overview shown on 3 of 3 searches

Q06 · 9 ANSWERS

Steve Cohen 88.9%

Mark Walter	77.8%
Hal Steinbrenner	66.7%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 8,694 citations in total. en.wikipedia.org was cited most often, with 923 citations (10.6%) across 426 answers. Next came espn.com (421), sports.yahoo.com (349), forbes.com (261), mlb.com (223), wikipedia.org (160).

FOUR AI ENGINES · SHARE OF 1,077 GROUNDED ANSWERS

en.wikipedia.org	**39.6%**
espn.com	**24.3%**
sports.yahoo.com	**23.4%**
forbes.com	**16.6%**
wikipedia.org	**14.9%**
mlb.com	**12.6%**
si.com	**11.4%**
cbssports.com	**8.7%**
reddit.com	**8.5%**
sportico.com	**7.8%**

GOOGLE AI OVERVIEWS · SHARE OF 243 OVERVIEWS

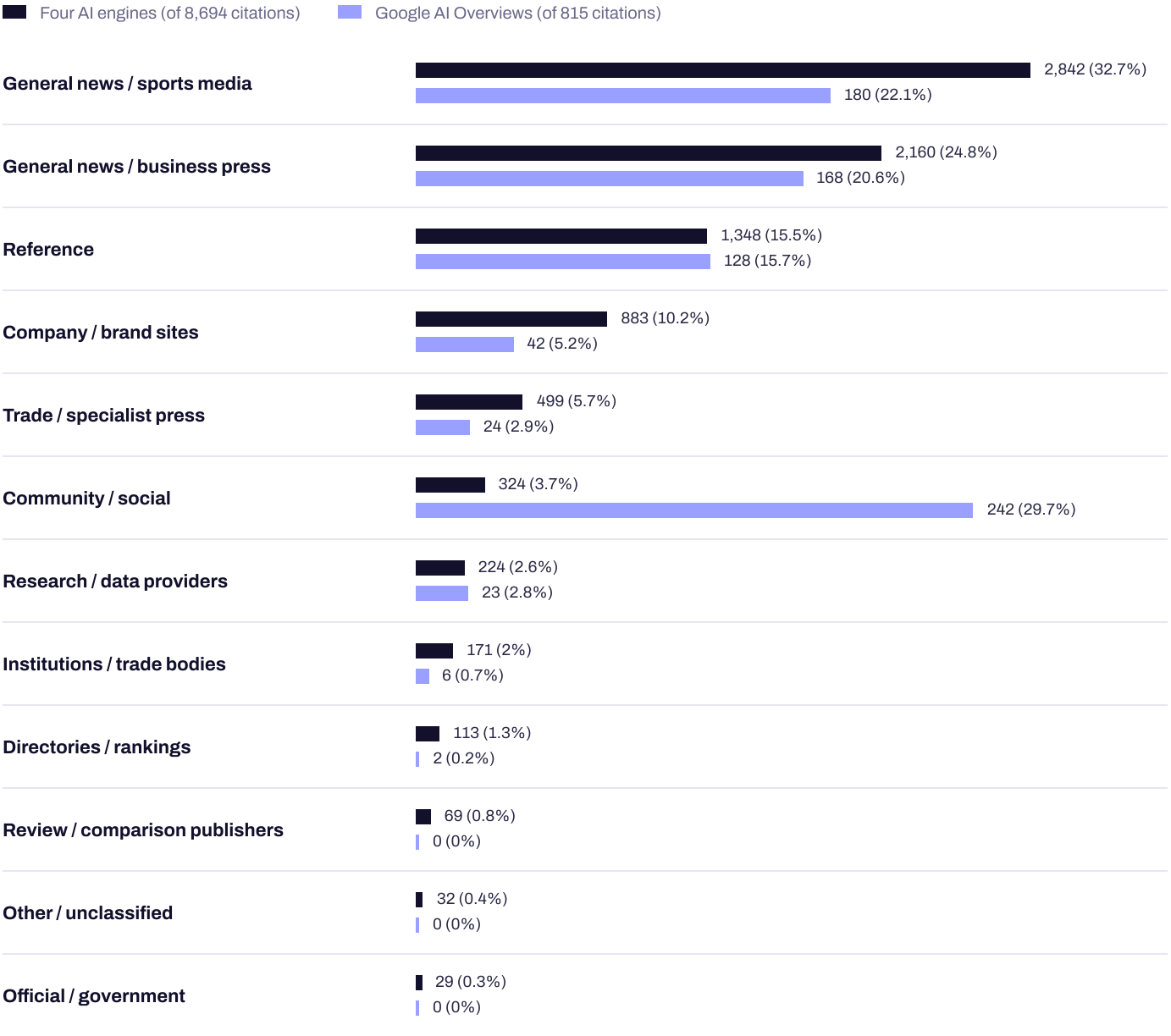
en.wikipedia.org	**35.8%**
youtube.com	**31.7%**
facebook.com	**22.2%**
espn.com	**22.2%**
forbes.com	**14.4%**
sports.yahoo.com	**9.9%**
reddit.com	**9.1%**
instagram.com	**6.2%**
nytimes.com	**5.3%**
spotrac.com	**5.3%**

07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



07

WHAT THE DATA SUGGESTS

How can owners 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.	Mark Walter's affiliated domains were cited in 2.0% of grounded answers, Robert Kraft's in 1.9% and Joe Tsai's in 1.4%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 39.6% of grounded answers), espn.com (24.3%), sports.yahoo.com (23.4%), forbes.com (16.6%) and wikipedia.org (14.9%). General news and sports media supplied 32.7% of citations and general news and business press 24.8%.
Check each engine separately.	Gemini named Jimmy Haslam in 19.5% of answers against 5.6% on ChatGPT. Perplexity named Stan Kroenke in 29.2% of answers against 17.2% on Gemini.
Do not ignore video and community sites.	Community and social sites supplied 29.7% of Google AI Overview citations against 3.7% in the four chat engines. youtube.com was cited in 31.7% of overviews, facebook.com in 22.2% and reddit.com in 9.1%.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

08 Frequently asked questions

Q1 Which owner do AI engines name most often?

Stan Kroenke, named in 249 of 1,079 four-engine answers (23.1%, CI 20.7–25.7%). Mark Walter was second at 200 of 1,079 (18.5%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which owner is named first most often?

Mark Walter was the first owner named in 73 of 1,079 answers, with an average first position of 4.

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

An overview appeared on 243 of 268 searches (90.7%, CI 86.6–93.6%). Within those 243 overviews, Stan Kroenke was named most often, in 60 (24.7%).

Q4 Which sources do the engines cite?

Across 8,694 four-engine citations, en.wikipedia.org was cited most (923 citations, in 426 of 1,077 grounded answers), followed by espn.com (421 citations).

Q5 Do the four engines agree?

Only in part. Stan Kroenke was named on every engine, from 17.2% on Gemini to 29.2% on Perplexity. The widest gap among tracked names was Jimmy Haslam, from 5.6% on ChatGPT to 19.5% on Gemini.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	1,079	+	268
questions		runs each		AI engines		answers		Google searches · 243 AI Overviews

ChatGPT, Claude and Perplexity answered 96 questions 3 times each (24 hub questions plus the 72 questions of the NBA, NFL and MLB reports). Gemini answered the 72 league questions 3 times each. Measured October 26 and 27, 2026. Market: United States, English. The destination site was not mentioned to any engine. Gemini answers were produced by gemini-3.6-flash; every Gemini answer in this report used that one model. All 215 Gemini answers had search sources. One Gemini answer in the NBA report came back empty and is excluded, so Gemini has 215 answers instead of 216. Entities count as named when they appear in the answer text; products and name variants roll up to the tracked name, and people are matched with middle names or initials, nicknames, possessives and suffixes. First-name variants (for example Jeffrey for Jeff, William for Bill) are matched, but only together with the tracked last name. This hub combines 24 hub questions, measured on ChatGPT, Claude and Perplexity plus Google AI Overviews, with the pooled answers of its 3 sub-reports on all four engines. Gemini figures come only from the sub-report answers; the hub questions were not asked on Gemini.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	288	288	288
Claude	claude-sonnet-5-5	288	288	286
Gemini	gemini-3.6-flash	216	215	215
Perplexity	sonar-pro	288	288	288
Google AI Overviews	DataForSEO Google SERP (live, advanced)	268	243 shown	243

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

METRIC DEFINITIONS

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

LIMITATIONS

- Measured over two days, October 26 and 27, 2026. ChatGPT, Claude and Perplexity answered 96 questions 3 times each (24 hub questions plus the 72 questions of the NBA, NFL and MLB reports). Gemini answered the 72 league questions 3 times each. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 111 tracked owners were scored. Team names and former owners were not scored.
- Tracked owners are the controlling or principal owners as of October 2026.
- AI Overview figures are based on only 243 overviews, so estimates for individual owners are less precise than the four-engine figures.
- 20 Google searches could not be fetched by DataForSEO after three tries. They are excluded from the AI Overview figures, so the trigger rate uses 268 searches.
- 2 Claude answers had no search sources after retries. They count for appearance but contribute no citations.
- Reports describe what the engines said, attributed to the engines. They make no judgement about the people or organizations named and are not legal or financial advice.
- Intervals treat each answer as independent, so they understate uncertainty for the repeated questions.

APPENDIX

A The 24 hub questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions. The 72 league questions are listed in the NBA, NFL and MLB owner reports.

#	QUESTION	GROUP	SOURCE
01	Who are the best owners in professional sports?	Sports Owners	CORE QUESTION
02	Who are the richest sports team owners?	Sports Owners	CORE QUESTION
03	Which owners own teams in more than one league?	Sports Owners	CORE QUESTION
04	Who are the NHL team owners?	Sports Owners	CORE QUESTION
05	Who are the best owners in the NHL?	Sports Owners	CORE QUESTION
06	Which sports owners spend the most to win?	Sports Owners	CORE QUESTION
07	Which sports team owners are most criticized by fans?	Sports Owners	CORE QUESTION
08	Which sports owners have recently bought teams for record prices?	Sports Owners	CORE QUESTION
09	Which team owners are most active in their communities?	Sports Owners	CORE QUESTION
10	Who owns the most valuable sports franchises in North America?	Sports Owners	ADDED QUESTION
11	Which NHL owners have won the most Stanley Cups?	Sports Owners	ADDED QUESTION
12	Who is the richest NHL owner?	Sports Owners	ADDED QUESTION
13	Which NHL teams have changed ownership recently?	Sports Owners	ADDED QUESTION
14	Which NHL owners also own teams in other leagues?	Sports Owners	ADDED QUESTION
15	Which sports owners are most respected by players?	Sports Owners	ADDED QUESTION
16	Who are the most successful owners in North American sports history?	Sports Owners	ADDED QUESTION
17	Which owners have built new stadiums or arenas recently?	Sports Owners	ADDED QUESTION
18	Which sports team owners are billionaires from technology?	Sports Owners	ADDED QUESTION
19	Which sports team owners are billionaires from finance and private equity?	Sports Owners	ADDED QUESTION
20	Which professional sports teams are owned by families?	Sports Owners	ADDED QUESTION
21	Who are the most influential owners in professional sports today?	Sports Owners	ADDED QUESTION
22	Which sports owners have the most championships across leagues?	Sports Owners	ADDED QUESTION
23	Which sports team owners are most involved in day-to-day team decisions?	Sports Owners	ADDED QUESTION
24	Which owners have increased their team's value the most?	Sports Owners	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Reputation Index: Sports Owners 2026

Measured October 26 and 27, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

WEB
5wpr.com

RESEARCH
5wpr.com/research