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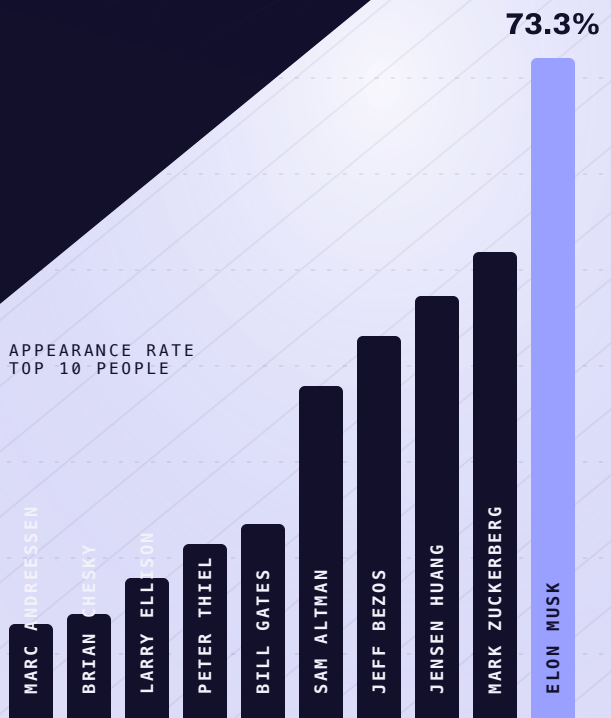
TECH FOUNDERS INDEX 2.0

Which tech 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 42 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Elon Musk leads this measured set. No single runner-up is set apart.

Elon Musk: 211/288 returned four-engine answers (73.3%; 95% interval 67.9–78.0%).

Version 2. This version replaces the first version of this study, first published July 21, 2026. It uses measured counts, so the two versions are not comparable.

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

73.3%
of answers named Elon Musk, the most-named (211 of 288)

16
tracked people named at least once (of 16)

100%
of Google searches showed an AI Overview (42 of 42)

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 Improving AI visibility 13
09 Questions people ask 14
10 Methodology 15
A Appendix: the 24 questions 16

01 KEY FINDINGS

What the data shows

MEASURED APPEARANCE

Elon Musk

Elon Musk: 211/288 returned four-engine answers (73.3%; 95% interval 67.9–78.0%).

NAMED FIRST

127/288 (44.1%)

Elon Musk was the first person named in 127 of 288 answers, more than any other tracked person. His average first position was 2.

OWN-SITE CITATIONS

1/284 (0.4%)

Sam Altman's own site was cited in 1 of 284 grounded answers. Own sites could be verified for only 2 of the 16 tracked people, so this measure covers few of them.

AIO TRIGGER

42/42 (100%)

Google AI Overviews appeared on 42 of 42 searches (CI 91.6–100%).

AIO LEADER

31/42 (73.8%)

Elon Musk was the person named most often in AI Overviews, at 31 of 42, followed by Jeff Bezos at 24 of 42 (57.1%). In the four-engine set, Elon Musk was named in 211 of 288 answers (73.3%).

TOP DOMAIN

55/284 (19.4%)

en.wikipedia.org was cited in 55 of 284 grounded four-engine answers, with 98 of 2,371 citations (4.1%). forbes.com had fewer citations (90) but appeared in more answers: 77 of 284 (27.1%).

NO TRACKED NAME

0/12 (0.0%)

For 'Who leads the electric vehicle industry?', 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	Elon Musk	73.3%	211/288
2	Mark Zuckerberg	51.7%	149/288
3	Jensen Huang	46.9%	135/288
4	Jeff Bezos	42.4%	122/288
5	Sam Altman	36.8%	106/288
6	Bill Gates	21.5%	62/288
7	Peter Thiel	19.4%	56/288
8	Larry Ellison	15.6%	45/288
9	Brian Chesky	11.5%	33/288
10	Marc Andreessen	10.4%	30/288
11	Reed Hastings	9.0%	26/288
12	Patrick Collison	6.6%	19/288
13	Alex Karp	5.2%	15/288
14	Palmer Luckey	5.2%	15/288
15	Peter Beck	4.5%	13/288

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 2,371 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	**Elon Musk**	211/288	**73.3%**	67.9–78%	2	None	None
2	**Mark Zuckerberg**	149/288	**51.7%**	46–57.4%	2.7	None	None
3	**Jensen Huang**	135/288	**46.9%**	41.2–52.6%	3	None	None
4	**Jeff Bezos**	122/288	**42.4%**	36.8–48.1%	2.6	None	None
5	**Sam Altman**	106/288	**36.8%**	31.4–42.5%	3.4	0.4% (1/284)	0%
6	**Bill Gates**	62/288	**21.5%**	17.2–26.6%	3.2	None	None
7	**Peter Thiel**	56/288	**19.4%**	15.3–24.4%	3.5	None	None
8	**Larry Ellison**	45/288	**15.6%**	11.9–20.3%	4.2	None	None
9	**Brian Chesky**	33/288	**11.5%**	8.3–15.7%	4.9	None	None
10	**Marc Andreessen**	30/288	**10.4%**	7.4–14.5%	3.9	0% (0/284)	0%
11	**Reed Hastings**	26/288	**9%**	6.2–12.9%	5.7	None	None
12	**Patrick Collison**	19/288	**6.6%**	4.3–10.1%	5.6	None	None
13	**Alex Karp**	15/288	**5.2%**	3.2–8.4%	3.7	None	None
14	**Palmer Luckey**	15/288	**5.2%**	3.2–8.4%	2.7	None	None
15	**Peter Beck**	13/288	**4.5%**	2.7–7.6%	2.8	None	None
16	**Gwynne Shotwell**	1/288	**0.3%**	0.1–1.9%	8	None	None

02 THE LEADERBOARD

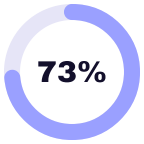
Separate unranked table: Companies named (unranked)

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

NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
Airbnb	43/288	14.9%	11.3–19.5%	1
Amazon	144/288	50.0%	44.3–55.7%	15
Andreessen Horowitz	39/288	13.5%	10.1–18.0%	10
Anduril	21/288	7.3%	4.8–10.9%	9
Blue Origin	58/288	20.1%	15.9–25.1%	1
Meta	171/288	59.4%	53.6–64.9%	29
Microsoft	141/288	49.0%	43.2–54.7%	28
Netflix	25/288	8.7%	5.9–12.5%	0
Nvidia	146/288	50.7%	44.9–56.4%	21
OpenAI	166/288	57.6%	51.9–63.2%	35
Oracle	60/288	20.8%	16.5–25.9%	1
Palantir	47/288	16.3%	12.5–21.0%	1
Rocket Lab	24/288	8.3%	5.7–12.1%	0
SpaceX	193/288	67.0%	61.4–72.2%	48
Stripe	35/288	12.2%	8.9–16.4%	0
Tesla	184/288	63.9%	58.2–69.2%	86
xAI	59/288	20.5%	16.2–25.5%	2

PROFILES

03 The top eight, side by side

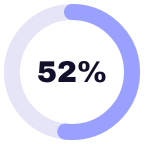


RANK 1

Elon Musk

211/288 answers · 95% CI 67.9–78%

2
first-mention position

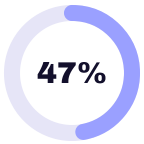


RANK 2

Mark Zuckerberg

149/288 answers · 95% CI 46–57.4%

2.7
first-mention position

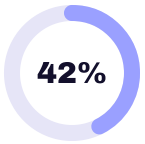


RANK 3

Jensen Huang

135/288 answers · 95% CI 41.2–52.6%

3
first-mention position



RANK 4

Jeff Bezos

122/288 answers · 95% CI 36.8–48.1%

2.6
first-mention position



RANK 5

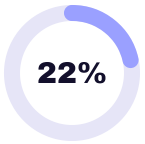
Sam Altman

106/288 answers · 95% CI 31.4–42.5%

3.4
first-mention position

0.4%
owned-domain citation (1/284)

0%
citation share

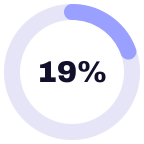


RANK 6

Bill Gates

62/288 answers · 95% CI 17.2–26.6%

3.2
first-mention position

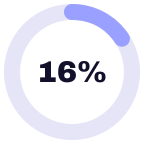


RANK 7

Peter Thiel

56/288 answers · 95% CI 15.3–24.4%

3.5
first-mention position



RANK 8

Larry Ellison

45/288 answers · 95% CI 11.9–20.3%

4.2
first-mention position

04 HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

72 ASKED · 72 RETURNED · 72 GROUNDED

Elon Musk	**73.6%**
Mark Zuckerberg	**51.4%**
Jeff Bezos	**44.4%**
Jensen Huang	**43.1%**
Sam Altman	**37.5%**
Bill Gates	**19.4%**

Claude

72 ASKED · 72 RETURNED · 68 GROUNDED

Elon Musk	**75%**
Jensen Huang	**52.8%**
Mark Zuckerberg	**48.6%**
Jeff Bezos	**37.5%**
Sam Altman	**33.3%**
Bill Gates	**25%**

Gemini

72 ASKED · 72 RETURNED · 72 GROUNDED

Elon Musk	**66.7%**
Mark Zuckerberg	**50%**
Jensen Huang	**41.7%**
Sam Altman	**41.7%**
Jeff Bezos	**34.7%**
Peter Thiel	**20.8%**

Perplexity

72 ASKED · 72 RETURNED · 72 GROUNDED

Elon Musk	**77.8%**
Mark Zuckerberg	**56.9%**
Jeff Bezos	**52.8%**
Jensen Huang	**50%**
Sam Altman	**34.7%**
Bill Gates	**23.6%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 42 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 42 = 330 answers.



TRIGGER RATE

Google AI Overviews appeared on 42 of 42 searches (100%, CI 91.6–100%). The other 0 searches showed no overview. Within the 42 overviews, Elon Musk was named in 31 (73.8%), Jeff Bezos was named in 24 (57.1%), Mark Zuckerberg was named in 20 (47.6%), Jensen Huang was named in 17 (40.5%). facebook.com was the most-cited source, with 14 citations and an appearance in 14 of 42 overviews.

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

1	Elon Musk	73.3%	=
2	Mark Zuckerberg	51.2%	=
3	Jensen Huang	46.1%	=
4	Jeff Bezos	44.2%	=
5	Sam Altman	35.8%	=
6	Bill Gates	21.5%	=
7	Peter Thiel	17.3%	=
8	Larry Ellison	17.0%	=
9	Brian Chesky	11.8%	=
10	Marc Andreessen	9.4%	=

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

Elon Musk 100%

TIED WITH JEFF BEZOS

Jeff Bezos	100%
Mark Zuckerberg	91.7%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Jensen Huang 100%

TIED WITH ELON MUSK

Elon Musk	100%
Mark Zuckerberg	91.7%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Elon Musk 91.7%

Peter Thiel	50%

AI Overview shown on 1 of 1 searches

Q04 · 12 ANSWERS

Jeff Bezos 33.3%

Elon Musk	8.3%
Peter Beck	8.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Elon Musk 100%

Marc Andreessen	83.3%
Mark Zuckerberg	66.7%

AI Overview shown on 1 of 1 searches

Q07 · 12 ANSWERS

Sam Altman 100%

Jensen Huang	91.7%
Elon Musk	75%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,371 citations in total. en.wikipedia.org was cited most often, with 98 citations (4.1%) across 55 answers. Next came forbes.com (90), fortune.com (64), businessinsider.com (59), youtube.com (33), wikipedia.org (32).

FOUR AI ENGINES · SHARE OF 284 GROUNDED ANSWERS

forbes.com	**27.1%**
en.wikipedia.org	**19.4%**
fortune.com	**16.2%**
businessinsider.com	**15.8%**
youtube.com	**11.6%**
wikipedia.org	**11.3%**
time.com	**7.7%**
entrepreneur.com	**7.7%**
finance.yahoo.com	**6%**
fool.com	**5.6%**

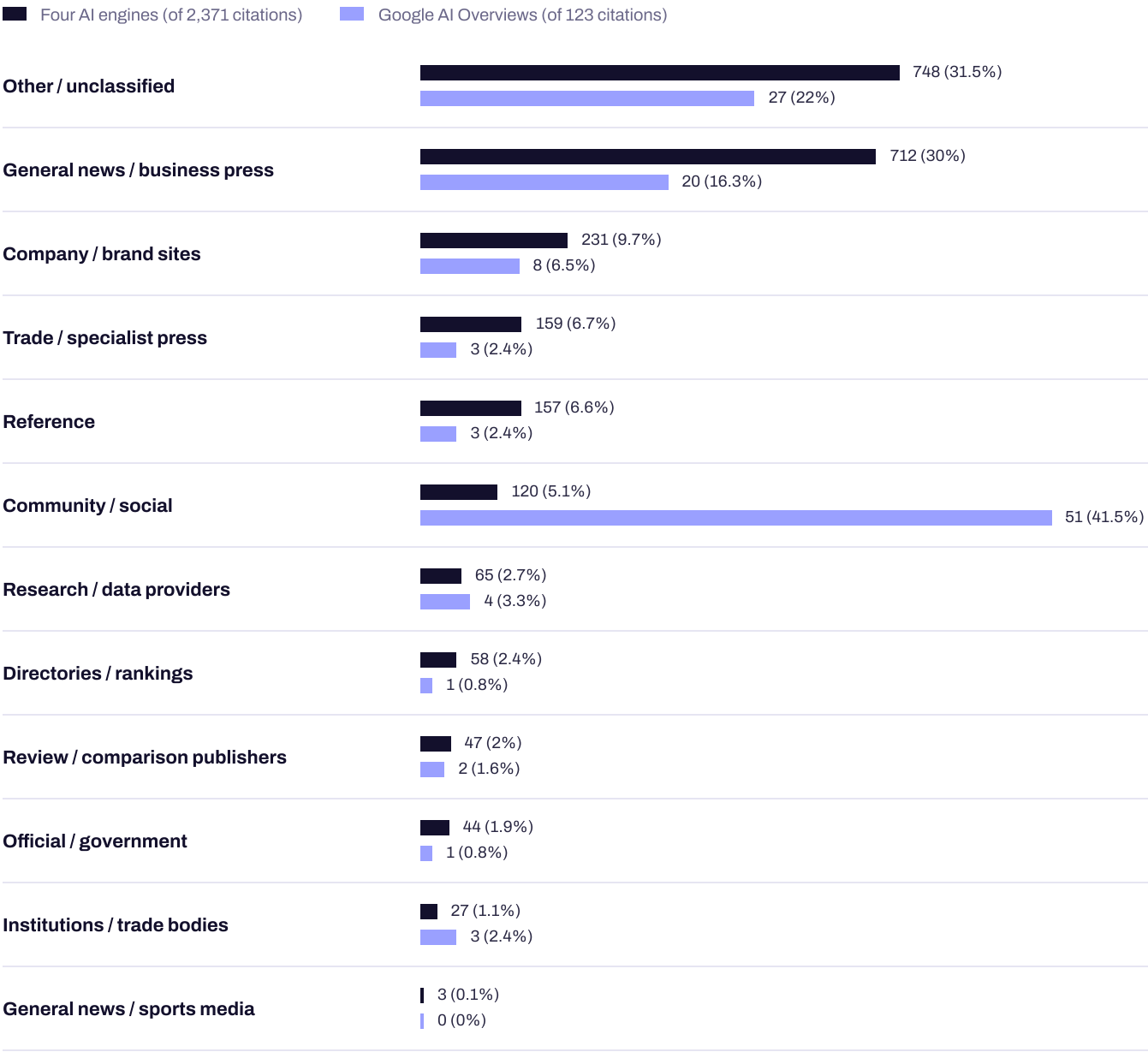
GOOGLE AI OVERVIEWS · SHARE OF 42 OVERVIEWS

facebook.com	**33.3%**
youtube.com	**19%**
medium.com	**16.7%**
quora.com	**14.3%**
barrons.com	**7.1%**
businessinsider.com	**7.1%**
instagram.com	**7.1%**
killercharts.blog	**7.1%**
linkedin.com	**7.1%**
solved.scality.com	**7.1%**

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 tech 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.	Sam Altman's 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 forbes.com (in 27.1% of grounded answers), en.wikipedia.org (19.4%), fortune.com (16.2%), businessinsider.com (15.8%) and youtube.com (11.6%). General news and business press supplied 30.0% of citations and trade and specialist press 6.7%.
Check each engine separately.	Perplexity named Jeff Bezos in 52.8% of answers against 34.7% on Gemini. Gemini named Patrick Collison in 13.9% of answers against 0.0% on Claude.
Watch names outside the tracked list.	Satya Nadella (59 answers), Sundar Pichai (58 answers) and Tim Cook (30 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 elon musk and tech founders people appear in these AI answers?

Elon Musk: 211/288 returned four-engine answers (73.3%; 95% interval 67.9–78.0%).

Q2 Which tracked name is named first most often?

Elon Musk was the first person named in 127 of 288 answers, with an average first position of 2.

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

An overview appeared on 42 of 42 searches (100%, CI 91.6–100%). Within those 42 overviews, Elon Musk was named most often, in 31 (73.8%).

Q4 Which sources do the engines cite?

Across 2,371 four-engine citations, en.wikipedia.org was cited most (98 citations, in 55 of 284 grounded answers), followed by forbes.com (90 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	+	42
questions		runs each		AI engines		answers		Google searches · 42 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	68
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	42	42 shown	42

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 Satya Nadella (59 answers), Sundar Pichai (58 answers) and Tim Cook (30 answers).
- 330 of 360 planned results were returned. 30 AI Overview lookups were excluded after at most three total attempts.
- 42 successful Google searches: 42 overviews shown; 0 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.
- 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.
- The index measures how often each person is named across engines and runs, not whether answers are positive or negative. Only people are ranked; companies are listed in a separate unranked table and do not add to any person's count. SpaceX announced on February 2, 2026 that it had acquired xAI.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Named appearance is named_4 divided by n_4; own-site citation counts use grounded-answer denominators and 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	**Who are the most innovative entrepreneurs alive today?**	Elon Musk and Tech Founders Index 2.0	CORE QUESTION
02	**Who are the most influential business leaders in the world?**	Elon Musk and Tech Founders Index 2.0	CORE QUESTION
03	**Which founders have built more than one billion-dollar company?**	Elon Musk and Tech Founders Index 2.0	CORE QUESTION
04	**Who are the leaders of the commercial space industry?**	Elon Musk and Tech Founders Index 2.0	CORE QUESTION
05	**Who leads the electric vehicle industry?**	Elon Musk and Tech Founders Index 2.0	CORE QUESTION
06	**Which tech billionaires are most involved in politics?**	Elon Musk and Tech Founders Index 2.0	CORE QUESTION
07	**Who are the most important people in artificial intelligence?**	Elon Musk and Tech Founders Index 2.0	CORE QUESTION
08	**Which tech CEOs are the most controversial?**	Elon Musk and Tech Founders Index 2.0	CORE QUESTION
09	**Who are the best-known founders in Silicon Valley today?**	Elon Musk and Tech Founders Index 2.0	CORE QUESTION
10	**Who are the richest people in technology?**	Elon Musk and Tech Founders Index 2.0	ADDED QUESTION
11	**Which tech founders have changed entire industries?**	Elon Musk and Tech Founders Index 2.0	ADDED QUESTION
12	**Who are the most successful startup founders of the last 20 years?**	Elon Musk and Tech Founders Index 2.0	ADDED QUESTION
13	**Which entrepreneurs are building rockets and spacecraft?**	Elon Musk and Tech Founders Index 2.0	ADDED QUESTION
14	**Who are the most important executives in the auto industry?**	Elon Musk and Tech Founders Index 2.0	ADDED QUESTION
15	**Which tech leaders advise the US government?**	Elon Musk and Tech Founders Index 2.0	ADDED QUESTION
16	**Which business leaders have the most followers on social media?**	Elon Musk and Tech Founders Index 2.0	ADDED QUESTION
17	**Who are the most important defense technology founders?**	Elon Musk and Tech Founders Index 2.0	ADDED QUESTION
18	**Which tech investors have backed the most successful companies?**	Elon Musk and Tech Founders Index 2.0	ADDED QUESTION
19	**Who are the most admired CEOs in America?**	Elon Musk and Tech Founders Index 2.0	ADDED QUESTION
20	**Which tech leaders are investing most heavily in AI?**	Elon Musk and Tech Founders Index 2.0	ADDED QUESTION
21	**Who are the founders of the biggest US tech companies?**	Elon Musk and Tech Founders Index 2.0	ADDED QUESTION
22	**Which tech executives have the most public influence on policy?**	Elon Musk and Tech Founders Index 2.0	ADDED QUESTION
23	**Who are the most influential people in the internet economy?**	Elon Musk and Tech Founders Index 2.0	ADDED QUESTION
24	**Which founders are known for long-term, ambitious projects?**	Elon Musk and Tech Founders Index 2.0	ADDED QUESTION

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Elon Musk and Tech Founders Index 2.0

Measured November 5, 2026 · 5W Public Relations

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RESEARCH
5wpr.com/research