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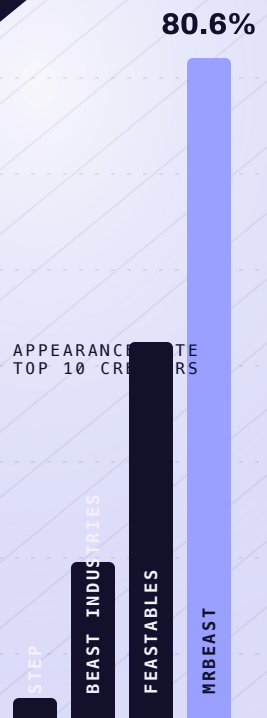
# HOW AI DESCRIBES MRBEAST 2.0

How AI engines describe MrBeast
288 AI answers · October 30, 2026

**Measured :**
October 30, 2026
24 questions × 3 runs · 288 AI answers

**Engines :**
ChatGPT · Claude · Gemini · Perplexity
plus 41 Google AI Overviews

**Prepared by :**
5W Public Relations
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AT A GLANCE

# MrBeast in 232 of 288 answers. Named first in 175.

All four tracked names belong to MrBeast: his name, Feastables, Beast Industries and Step, which Beast Industries bought in 2026. This study describes how AI engines present them; it does not rank MrBeast against other creators. MrBeast: 232/288 (80.6%; 95% interval 75.6–84.7%). Feastables: 132/288 (45.8%; 95% interval 40.2–51.6%).

> Version 2. This version replaces the first version of this study, first published May 28, 2026. It uses measured counts, so the two versions are not comparable.

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

**80.6%**
of answers named MrBeast, the most-named (232 of 288)

**4**
tracked creators named at least once (of 4)

**69.5%**
of Google searches showed an AI Overview (41 of 59)

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KEY FINDINGS

# 01 What the data shows

MOST NAMED

## 232/288 (80.6%)

MrBeast appeared in 232 of 288 four-engine answers (CI 75.6–84.7%). Feastables appeared in 132 of 288 (45.8%, CI 40.2–51.6%). The intervals do not overlap.

NAMED FIRST

## 175/288 (60.8%)

MrBeast was the first tracked name in 175 of 288 answers. Its average first position was 1.3.

CLAUDE SKEW

## 25/72 (34.7%)

Claude named Beast Industries in 25 of 72 answers. The other engines named it in 7 to 14 of 72.

OWN-SITE CITATIONS

## 16/288 (5.6%)

MrBeast's own domains were cited in 16 of 288 grounded answers, more than any other tracked creator. Feastables followed at 8 of 288. 1 of 4 tracked creators had 0 of 288.

AIO TRIGGER

## 41/59 (69.5%)

Google AI Overviews appeared on 41 of 59 searches (CI 56.9–79.7%). On the other 18, no overview was shown.

AIO LEADER

## 34/41 (82.9%)

MrBeast was the creator named most often in AI Overviews, at 34 of 41, followed by Feastables at 20 of 41 (48.8%). In the four-engine set, MrBeast was named in 232 of 288 answers (80.6%).

TOP DOMAIN

## 103/288 (35.8%)

en.wikipedia.org was cited in 103 of 288 grounded four-engine answers, with 237 of 2,370 citations (10%). forbes.com came second with 56 citations in 44 answers (15.3%).

NO TRACKED NAME

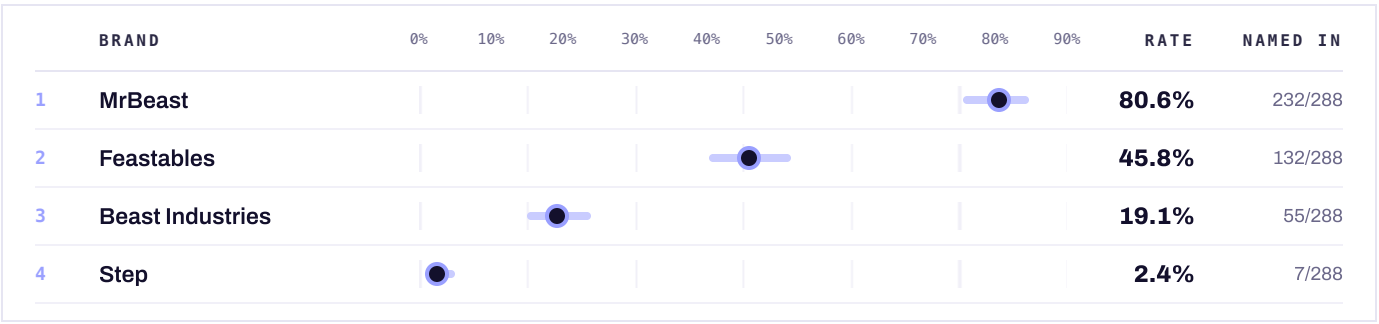
## 0/12 (0%)

For 'Which creators are known for long-form educational videos?', none of the tracked creators was named in any of 12 four-engine answers.

02 THE LEADERBOARD

# Which creators 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 | MrBeast | 80.6% | 232/288 |
| 2 | Feastables | 45.8% | 132/288 |
| 3 | Beast Industries | 19.1% | 55/288 |
| 4 | Step | 2.4% | 7/288 |

02 THE LEADERBOARD

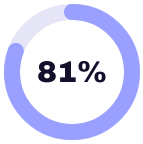
# The full list

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 2,370 citations.

| # | CREATOR | NAMED IN | APPEARANCE RATE | 95% INTERVAL | FIRST MENTION | OWN-DOMAIN CITATION | CITATION SHARE |
|---|---|---|---|---|---|---|---|
| 1 | **MrBeast** | 232/288 | **80.6%** | 75.6–84.7% | 1.3 | 5.6% (16/288) | 0.8% |
| 2 | **Feastables** | 132/288 | **45.8%** | 40.2–51.6% | 1.7 | 2.8% (8/288) | 0.3% |
| 3 | **Beast Industries** | 55/288 | **19.1%** | 15–24% | 2.4 | 0.7% (2/288) | 0.1% |
| 4 | **Step** | 7/288 | **2.4%** | 1.2–4.9% | 4 | 0% (0/288) | 0% |

PROFILES

# 03 The top eight, side by side

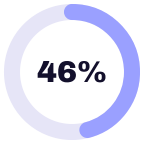



RANK 1

## MrBeast

232/288 answers · 95% CI 75.6–84.7%

| 1.3 | 5.6% | 0.8% |
|---|---|---|
| first-mention position | owned-domain citation (16/288) | citation share |

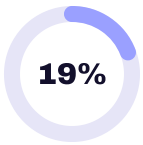



RANK 2

## Feastables

132/288 answers · 95% CI 40.2–51.6%

| 1.7 | 2.8% | 0.3% |
|---|---|---|
| first-mention position | owned-domain citation (8/288) | citation share |




RANK 3

## Beast Industries

55/288 answers · 95% CI 15–24%

| 2.4 | 0.7% | 0.1% |
|---|---|---|
| first-mention position | owned-domain citation (2/288) | citation share |




RANK 4

## Step

7/288 answers · 95% CI 1.2–4.9%

| 4 | 0% | 0% |
|---|---|---|
| first-mention position | owned-domain citation (0/288) | citation share |

04

HOW THE ENGINES DIFFER

# Same questions, different answers

Claude named Beast Industries in 25 of 72 answers. The other engines named it in 7 to 14 of 72.

## ChatGPT

72 ASKED · 72 RETURNED · 72 GROUNDED

| | |
|---|---|
| **MrBeast** | **75%** |
| Feastables | **38.9%** |
| Beast Industries | **19.4%** |
| Step | **0%** |

## Claude

72 ASKED · 72 RETURNED · 72 GROUNDED

| | |
|---|---|
| **MrBeast** | **84.7%** |
| Feastables | **51.4%** |
| Beast Industries | **34.7%** |
| Step | **9.7%** |

## Gemini

72 ASKED · 72 RETURNED · 72 GROUNDED

| | |
|---|---|
| **MrBeast** | **83.3%** |
| Feastables | **54.2%** |
| Beast Industries | **12.5%** |
| Step | **0%** |

## Perplexity

72 ASKED · 72 RETURNED · 72 GROUNDED

| | |
|---|---|
| **MrBeast** | **79.2%** |
| Feastables | **38.9%** |
| Beast Industries | **9.7%** |
| Step | **0%** |

05

GOOGLE AI OVERVIEWS

# The fifth engine

Google AI Overviews were captured through 59 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 41 = 329 answers.




TRIGGER RATE

Google AI Overviews appeared on 41 of 59 searches (69.5%, CI 56.9–79.7%). The other 18 searches showed no overview. Within the 41 overviews, MrBeast was named in 34 (82.9%), Feastables was named in 20 (48.8%), Beast Industries was named in 6 (14.6%), Step was named in 1 (2.4%). youtube.com was the most-cited source, with 15 citations and an appearance in 15 of 41 overviews.

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

| | | | |
|---|---|---|---|
| 1 | MrBeast | 80.9% | = |
| 2 | Feastables | 46.2% | = |
| 3 | Beast Industries | 18.5% | = |
| 4 | Step | 2.4% | = |

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

**MrBeast** 100%

| | |
|---|---|
| Beast Industries | 8.3% |

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

**MrBeast** 100%

TIED WITH FEASTABLES

| | |
|---|---|
| Feastables | 100% |
| Beast Industries | 75% |

AI Overview shown on 2 of 2 searches

Q03 · 12 ANSWERS

**Feastables** 100%

TIED WITH MRBEAST

| | |
|---|---|
| MrBeast | 100% |
| Beast Industries | 33.3% |

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

**MrBeast** 100%

| | |
|---|---|
| Feastables | 25% |
| Beast Industries | 8.3% |

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

**Feastables** 100%

TIED WITH MRBEAST

| | |
|---|---|
| MrBeast | 100% |
| Beast Industries | 8.3% |

AI Overview shown on 2 of 2 searches

Q06 · 12 ANSWERS

**MrBeast** 100%

| | |
|---|---|
| Beast Industries | 66.7% |
| Feastables | 58.3% |

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

# Most-cited domains

The four engines produced 2,370 citations in total. en.wikipedia.org was cited most often, with 237 citations (10%) across 103 answers. Next came forbes.com (56), prnewswire.com (42), youtube.com (40), wikipedia.org (39), creatordb.app (30).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

| | |
|---|---|
| **en.wikipedia.org** | **35.8%** |
| **forbes.com** | **15.3%** |
| **wikipedia.org** | **13.5%** |
| youtube.com | **10.8%** |
| creatordb.app | **9%** |
| businessinsider.com | **9%** |
| prnewswire.com | **8.3%** |
| everything-pr.com | **6.9%** |
| theinfluencermarketingfa... | **6.9%** |
| linkedin.com | **6.3%** |

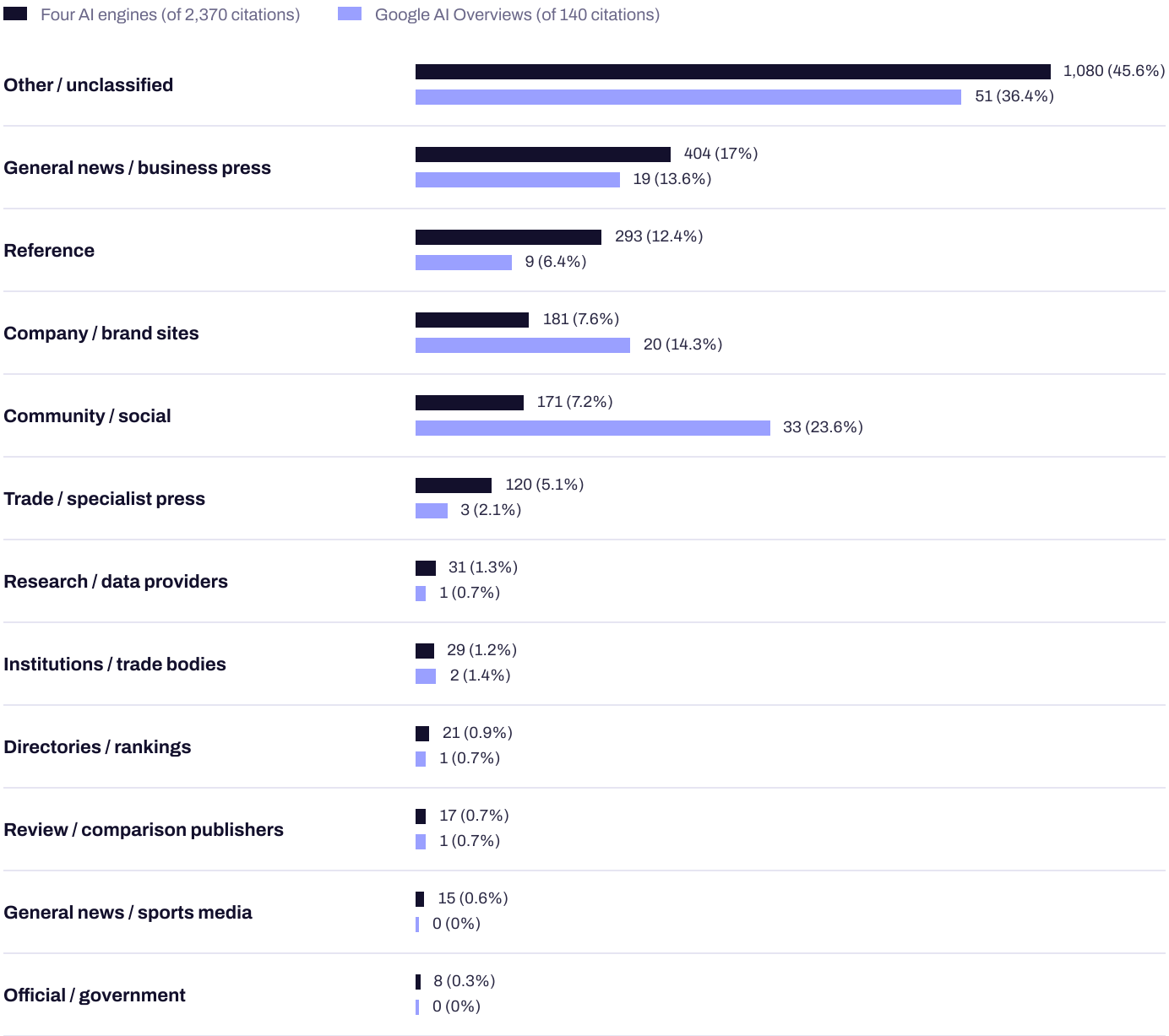
GOOGLE AI OVERVIEWS · SHARE OF 41 OVERVIEWS

| | |
|---|---|
| **youtube.com** | **36.6%** |
| **en.wikipedia.org** | **22%** |
| **google.com** | **19.5%** |
| forbes.com | **17.1%** |
| vidiq.com | **14.6%** |
| instagram.com | **12.2%** |
| businesswire.com | **9.8%** |
| facebook.com | **9.8%** |
| amraandelma.com | **7.3%** |
| outlierkit.com | **7.3%** |

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 creators 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. | MrBeast's own domains were cited in 5.6% of grounded answers, Feastables' in 2.8% and Beast Industries' in 0.7%. |
| Keep your facts accurate on the sites engines cite. | The most-cited sites other than the tracked names' own were en.wikipedia.org (in 35.8% of grounded answers), forbes.com (15.3%), wikipedia.org (13.5%), youtube.com (10.8%) and creatordb.app (9.0%). General news and business press supplied 17.0% of citations and reference sites 12.4%. |
| Check each engine separately. | Claude named Beast Industries in 34.7% of answers against 9.7% on Perplexity. Gemini named Feastables in 54.2% of answers against 38.9% on ChatGPT. |
| 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 creator do AI engines name most often?

MrBeast, named in 232 of 288 four-engine answers (80.6%, CI 75.6–84.7%). Feastables was second at 132 of 288 (45.8%).

## Q2 Which creator is named first most often?

MrBeast was the first creator named in 175 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 41 of 59 searches (69.5%, CI 56.9–79.7%). Within those 41 overviews, MrBeast was named most often, in 34 (82.9%).

## Q4 Which sources do the engines cite?

Across 2,370 four-engine citations, en.wikipedia.org was cited most (237 citations, in 103 of 288 grounded answers), followed by forbes.com (56 citations).

## Q5 Do the four engines agree?

Only in part. Claude named Beast Industries in 25 of 72 answers, against 7 to 14 of 72 on the other engines. Claude named Step in 7 of 72 answers, against 0 to 0 of 72 on the other engines.

METHODOLOGY

# 10 How this study was measured

| 24 | × | 3 | × | 4 | = | 288 | + | 59 |
|---|---|---|---|---|---|---|---|---|
| questions | | runs each | | AI engines | | answers | | Google searches · 41 AI Overviews |

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured October 30, 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) | 59 | 41 shown | 41 |

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 4 tracked creators are ranked; results are not an exhaustive market ranking.
- 347 of 360 planned results were returned. 13 AI Overview lookups were excluded after at most three total attempts.
- 59 successful Google searches: 41 overviews shown; 18 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- No Core question names a tracked name.
- Unverified own domains are not available, never zero or guessed. 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.
- This study tracks the four names from the original report: MrBeast, Beast Industries, Feastables and Step, the finance app Beast Industries bought in 2026. MrBeast Burger and Beast Games are not tracked separately.
- Only MrBeast, Beast Industries, Feastables and Step are tracked. Most-named untracked creators: Emma Chamberlain (99 answers), Logan Paul (98 answers), KSI (94 answers), Mark Rober (50 answers), Kai Cenat (40 answers), IShowSpeed (38 answers), Charli D'Amelio (33 answers), Pokimane (31 answers), PewDiePie (30 answers), Dude Perfect (21 answers). This is supplementary, not an exhaustive creator ranking.
- For a comparison with other creators, see the Creator Documentation Index (5wpr.com/ai-visibility-index/creator-documentation-index-2026/), which tracks 21 creators; there MrBeast was named in 69 of 288 answers (24.0%).
- Answers came from each engine's API (model IDs above); the consumer 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 is the biggest YouTuber in the world? | How AI Describes MrBeast | CORE QUESTION |
| 02 | Which creators have built the most successful businesses? | How AI Describes MrBeast | CORE QUESTION |
| 03 | What are the most successful creator-founded brands? | How AI Describes MrBeast | CORE QUESTION |
| 04 | Who are the most influential content creators in 2026? | How AI Describes MrBeast | CORE QUESTION |
| 05 | What are the best creator-owned snack brands? | How AI Describes MrBeast | CORE QUESTION |
| 06 | Which YouTubers make the most money? | How AI Describes MrBeast | CORE QUESTION |
| 07 | Who are the most popular creators with Gen Z? | How AI Describes MrBeast | CORE QUESTION |
| 08 | Which creators run the biggest philanthropy projects? | How AI Describes MrBeast | CORE QUESTION |
| 09 | Which YouTube creators have the largest global audiences? | How AI Describes MrBeast | ADDED QUESTION |
| 10 | Which US creators operate businesses outside their content channels? | How AI Describes MrBeast | ADDED QUESTION |
| 11 | Which creator-founded food brands are sold in US grocery stores? | How AI Describes MrBeast | ADDED QUESTION |
| 12 | Which creator-founded beverage brands are sold in the United States? | How AI Describes MrBeast | ADDED QUESTION |
| 13 | Which creators have founded consumer product companies? | How AI Describes MrBeast | ADDED QUESTION |
| 14 | Which creators have founded media production companies? | How AI Describes MrBeast | ADDED QUESTION |
| 15 | Which creators have launched businesses with disclosed revenue figures? | How AI Describes MrBeast | ADDED QUESTION |
| 16 | Which creator-owned snack brands publish product ingredient information? | How AI Describes MrBeast | ADDED QUESTION |
| 17 | Which creators have documented charitable foundations? | How AI Describes MrBeast | ADDED QUESTION |
| 18 | Which creators have documented projects addressing food insecurity? | How AI Describes MrBeast | ADDED QUESTION |
| 19 | Which creators have documented environmental fundraising projects? | How AI Describes MrBeast | ADDED QUESTION |
| 20 | Which creators have audiences concentrated among US teenagers and young adults? | How AI Describes MrBeast | ADDED QUESTION |
| 21 | Which creators are known for long-form educational videos? | How AI Describes MrBeast | ADDED QUESTION |
| 22 | Which creators are known for gaming and livestreaming? | How AI Describes MrBeast | ADDED QUESTION |
| 23 | Which creator-founded brands have distribution beyond their founders' audiences? | How AI Describes MrBeast | ADDED QUESTION |
| 24 | Which creators have built businesses in more than one product category? | How AI Describes MrBeast | ADDED QUESTION |

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# How AI Describes MrBeast

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