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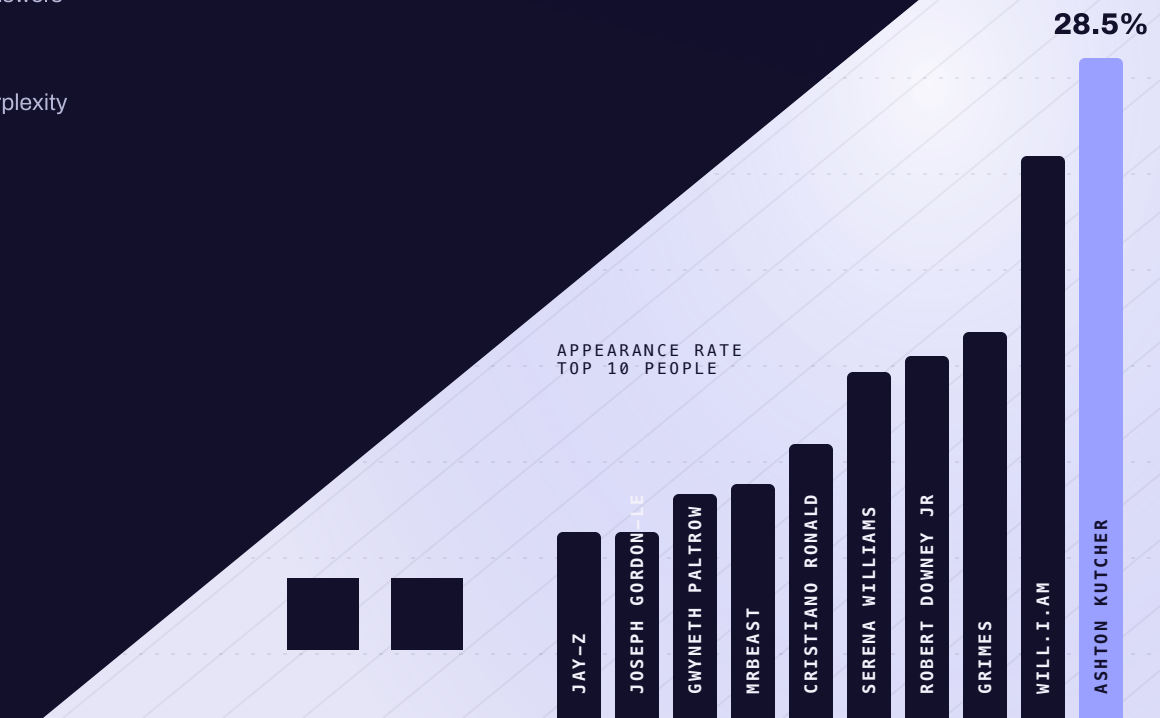
CELEBRITIES & AI INDEX 2.0

Which public figures AI ties to AI
288 AI answers · October 30, 2026

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

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 66 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Ashton Kutcher and will.i.am lead. Too close to separate.

Ashton Kutcher and will.i.am lead this measured set. Ashton Kutcher: 82/288 (28.5%; 95% interval 23.6–33.9%). will.i.am: 70/288 (24.3%; 95% interval 19.7–29.6%). Their 95% intervals overlap; neither can be called the sole leader.

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

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

28.5%
of answers named Ashton Kutcher, the most-named (82 of 288)

27
tracked people named at least once (of 50)

100%
of Google searches showed an AI Overview (66 of 66)

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KEY FINDINGS

01 What the data shows

MOST NAMED

82/288 (28.5%)

Ashton Kutcher appeared in 82 of 288 four-engine answers (CI 23.6–33.9%). will.i.am appeared in 70 of 288 (24.3%, CI 19.7–29.6%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

60/288 (20.8%)

Ashton Kutcher was the first person named in 60 of 288 answers, more than any other tracked person. Ashton Kutcher's average first position was 1.4.

PERPLEXITY SKEW

18/72 (25%)

Perplexity named Serena Williams in 18 of 72 answers. The other engines named Serena Williams in 7 to 9 of 72.

OWN-SITE CITATIONS

3/288 (1%)

Robert Downey Jr.'s own domains were cited in 3 of 288 grounded answers, more than any other tracked person. Gwyneth Paltrow and Joseph Gordon-Levitt followed at 1 of 288 each. 15 of 50 tracked people had 0 of 288, and 32 had no tracked own site.

AIO TRIGGER

66/66 (100%)

Google AI Overviews appeared on 66 of 66 searches (CI 94.5–100%).

AIO LEADER

26/66 (39.4%)

Ashton Kutcher was the person named most often in AI Overviews, at 26 of 66, followed by Robert Downey Jr. at 22 of 66 (33.3%). In the four-engine set, Ashton Kutcher was named in 82 of 288 answers (28.5%).

TOP DOMAIN

42/288 (14.6%)

en.wikipedia.org was cited in 42 of 288 grounded four-engine answers, with 74 of 2,575 citations (2.9%). youtube.com came second with 51 citations in 45 answers (15.6%).

NO TRACKED NAME

0/12 (0%)

For 'Which podcasters interview AI leaders most often?', 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	Ashton Kutcher	28.5%	82/288
2	will.i.am	24.3%	70/288
3	Grimes	16.7%	48/288
4	Robert Downey Jr.	15.6%	45/288
5	Serena Williams	14.9%	43/288
6	Cristiano Ronaldo	11.8%	34/288
7	MrBeast	10.1%	29/288
8	Gwyneth Paltrow	9.7%	28/288
9	Jay-Z	8.0%	23/288
10	Joseph Gordon-Levitt	8.0%	23/288
11	Snoop Dogg	7.6%	22/288
12	Paris Hilton	6.9%	20/288
13	David Guetta	5.6%	16/288
14	Drake	5.6%	16/288
15	Marques Brownlee	5.6%	16/288

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 2,575 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	Ashton Kutcher	82/288	28.5%	23.6–33.9%	1.4	0% (0/288)	0%
2	will.i.am	70/288	24.3%	19.7–29.6%	2.9	0% (0/288)	0%
3	Grimes	48/288	16.7%	12.8–21.4%	2.1	0% (0/288)	0%
4	Robert Downey Jr.	45/288	15.6%	11.9–20.3%	3.3	1% (3/288)	0.1%
5	Serena Williams	43/288	14.9%	11.3–19.5%	2.8	0% (0/288)	0%
6	Cristiano Ronaldo	34/288	11.8%	8.6–16%	2.9	0% (0/288)	0%
7	MrBeast	29/288	10.1%	7.1–14.1%	2.3	None	None
8	Gwyneth Paltrow	28/288	9.7%	6.8–13.7%	2.6	0.3% (1/288)	0%
9	Jay-Z	23/288	8%	5.4–11.7%	4.1	0% (0/288)	0%
10	Joseph Gordon-Levitt	23/288	8%	5.4–11.7%	1.4	0.3% (1/288)	0%
11	Snoop Dogg	22/288	7.6%	5.1–11.3%	1.8	0% (0/288)	0%
12	Paris Hilton	20/288	6.9%	4.5–10.5%	3.3	0% (0/288)	0%
13	David Guetta	16/288	5.6%	3.4–8.8%	2.3	None	None
14	Drake	16/288	5.6%	3.4–8.8%	1.6	0% (0/288)	0%
15	Marques Brownlee	16/288	5.6%	3.4–8.8%	1.6	0% (0/288)	0%
16	Shah Rukh Khan	16/288	5.6%	3.4–8.8%	3.6	None	None
17	LeBron James	9/288	3.1%	1.7–5.8%	3.1	0% (0/288)	0%
18	Naomi Osaka	7/288	2.4%	1.2–4.9%	2.6	None	None
19	Kim Kardashian	6/288	2.1%	1–4.5%	3.3	None	None
20	Mark Cuban	6/288	2.1%	1–4.5%	4.2	0% (0/288)	0%
21	Anil Kapoor	5/288	1.7%	0.7–4%	2	None	None
22	Lewis Hamilton	5/288	1.7%	0.7–4%	1.2	None	None
23	Lionel Messi	5/288	1.7%	0.7–4%	2.4	None	None
24	50 Cent	3/288	1%	0.4–3%	3.7	0% (0/288)	0%
25	Priyanka Chopra Jonas	2/288	0.7%	0.2–2.5%	5.5	None	None
26	Bad Bunny	1/288	0.3%	0.1–1.9%	5	None	None
27	David Beckham	1/288	0.3%	0.1–1.9%	5	None	None
28	Aamir Khan	0/288	0%	0–1.3%	–	None	None

02 THE LEADERBOARD

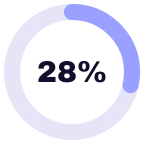
The full list (continued)

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	Anitta	0/288	0%	0–1.3%	–	None	None
30	Beyoncé	0/288	0%	0–1.3%	–	None	None
31	Burna Boy	0/288	0%	0–1.3%	–	None	None
32	Davido	0/288	0%	0–1.3%	–	None	None
33	Deepika Padukone	0/288	0%	0–1.3%	–	None	None
34	G-Dragon	0/288	0%	0–1.3%	–	None	None
35	Hugh Jackman	0/288	0%	0–1.3%	–	None	None
36	Joe Rogan	0/288	0%	0–1.3%	–	0% (0/288)	0%
37	Karol G	0/288	0%	0–1.3%	–	None	None
38	Kylian Mbappé	0/288	0%	0–1.3%	–	None	None
39	M.S. Dhoni	0/288	0%	0–1.3%	–	None	None
40	Naomi Campbell	0/288	0%	0–1.3%	–	None	None
41	Novak Djokovic	0/288	0%	0–1.3%	–	None	None
42	Roger Federer	0/288	0%	0–1.3%	–	None	None
43	Sebastian Vettel	0/288	0%	0–1.3%	–	None	None
44	Shakira	0/288	0%	0–1.3%	–	None	None
45	Steve Aoki	0/288	0%	0–1.3%	–	None	None
46	Tyla	0/288	0%	0–1.3%	–	None	None
47	Victoria Beckham	0/288	0%	0–1.3%	–	0% (0/288)	0%
48	Virat Kohli	0/288	0%	0–1.3%	–	None	None
49	Wizkid	0/288	0%	0–1.3%	–	None	None
50	Zendaya	0/288	0%	0–1.3%	–	None	None

PROFILES

03 The top eight, side by side



RANK 1

Ashton Kutcher

82/288 answers · 95% CI 23.6–33.9%

1.4	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

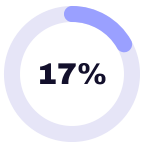


RANK 2

will.i.am

70/288 answers · 95% CI 19.7–29.6%

2.9	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

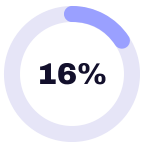


RANK 3

Grimes

48/288 answers · 95% CI 12.8–21.4%

2.1	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

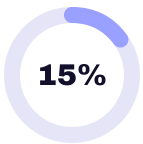


RANK 4

Robert Downey Jr.

45/288 answers · 95% CI 11.9–20.3%

3.3	1%	0.1%
first-mention position	owned-domain citation (3/288)	citation share

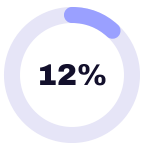


RANK 5

Serena Williams

43/288 answers · 95% CI 11.3–19.5%

2.8	0%	0%
first-mention position	owned-domain citation (0/288)	citation share



RANK 6

Cristiano Ronaldo

34/288 answers · 95% CI 8.6–16%

2.9	0%	0%
first-mention position	owned-domain citation (0/288)	citation share



RANK 7

MrBeast

29/288 answers · 95% CI 7.1–14.1%

2.3
first-mention position



RANK 8

Gwyneth Paltrow

28/288 answers · 95% CI 6.8–13.7%

2.6	0.3%	0%
first-mention position	owned-domain citation (1/288)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Perplexity named Serena Williams in 18 of 72 answers. The other engines named Serena Williams in 7 to 9 of 72.

ChatGPT

	72 ASKED	72 RETURNED	72 GROUNDED
will.i.am			**26.4%**
Ashton Kutcher			**23.6%**
Grimes			**13.9%**
Robert Downey Jr.			**12.5%**
Serena Williams			**12.5%**
MrBeast			**9.7%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
Ashton Kutcher			**27.8%**
will.i.am			**23.6%**
Cristiano Ronaldo			**22.2%**
Robert Downey Jr.			**18.1%**
Jay-Z			**18.1%**
Shah Rukh Khan			**15.3%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
Ashton Kutcher			**30.6%**
will.i.am			**25%**
Grimes			**23.6%**
Robert Downey Jr.			**23.6%**
MrBeast			**15.3%**
Paris Hilton			**13.9%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
Ashton Kutcher			**31.9%**
Serena Williams			**25%**
will.i.am			**22.2%**
Gwyneth Paltrow			**19.4%**
Grimes			**16.7%**
Cristiano Ronaldo			**16.7%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 66 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 66 = 354 answers.



TRIGGER RATE

Google AI Overviews appeared on 66 of 66 searches (100%, CI 94.5–100%). The other 0 searches showed no overview. Within the 66 overviews, Ashton Kutcher was named in 26 (39.4%), Robert Downey Jr. was named in 22 (33.3%), will.i.am was named in 21 (31.8%), Serena Williams was named in 16 (24.2%). youtube.com was the most-cited source, with 65 citations and an appearance in 33 of 66 overviews.

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

1	Ashton Kutcher	30.5%	=
2	will.i.am	25.7%	=
3	Robert Downey Jr.	18.9%	▲ 1
4	Grimes	16.9%	▼ 1
5	Serena Williams	16.7%	=
6	Cristiano Ronaldo	10.5%	=
7	MrBeast	8.5%	=
8	Gwyneth Paltrow	7.9%	=
9	Joseph Gordon-Levitt	7.6%	▲ 1
10	Jay-Z	7.3%	▼ 1

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

Ashton Kutcher 100%

will.i.am	91.7%
Robert Downey Jr.	75%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

will.i.am 66.7%

Ashton Kutcher	33.3%
Gwyneth Paltrow	25%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Serena Williams 75%

Cristiano Ronaldo	66.7%
LeBron James	33.3%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Grimes 91.7%

David Guetta	75%
will.i.am	16.7%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Grimes 91.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Ashton Kutcher 33.3%

Joseph Gordon-Levitt	8.3%
Gwyneth Paltrow	8.3%

AI Overview shown on 1 of 1 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,575 citations in total. en.wikipedia.org was cited most often, with 74 citations (2.9%) across 42 answers. Next came youtube.com (51), businessinsider.com (48), forbes.com (44), yahoo.com (37), netflixjunkie.com (32).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

youtube.com	**15.6%**
businessinsider.com	**15.6%**
forbes.com	**15.3%**
en.wikipedia.org	**14.6%**
yahoo.com	**10.8%**
reddit.com	**10.4%**
cbc.ca	**9.7%**
netflixjunkie.com	**9%**
analyticsinsight.net	**8.7%**
5wpr.com	**7.6%**

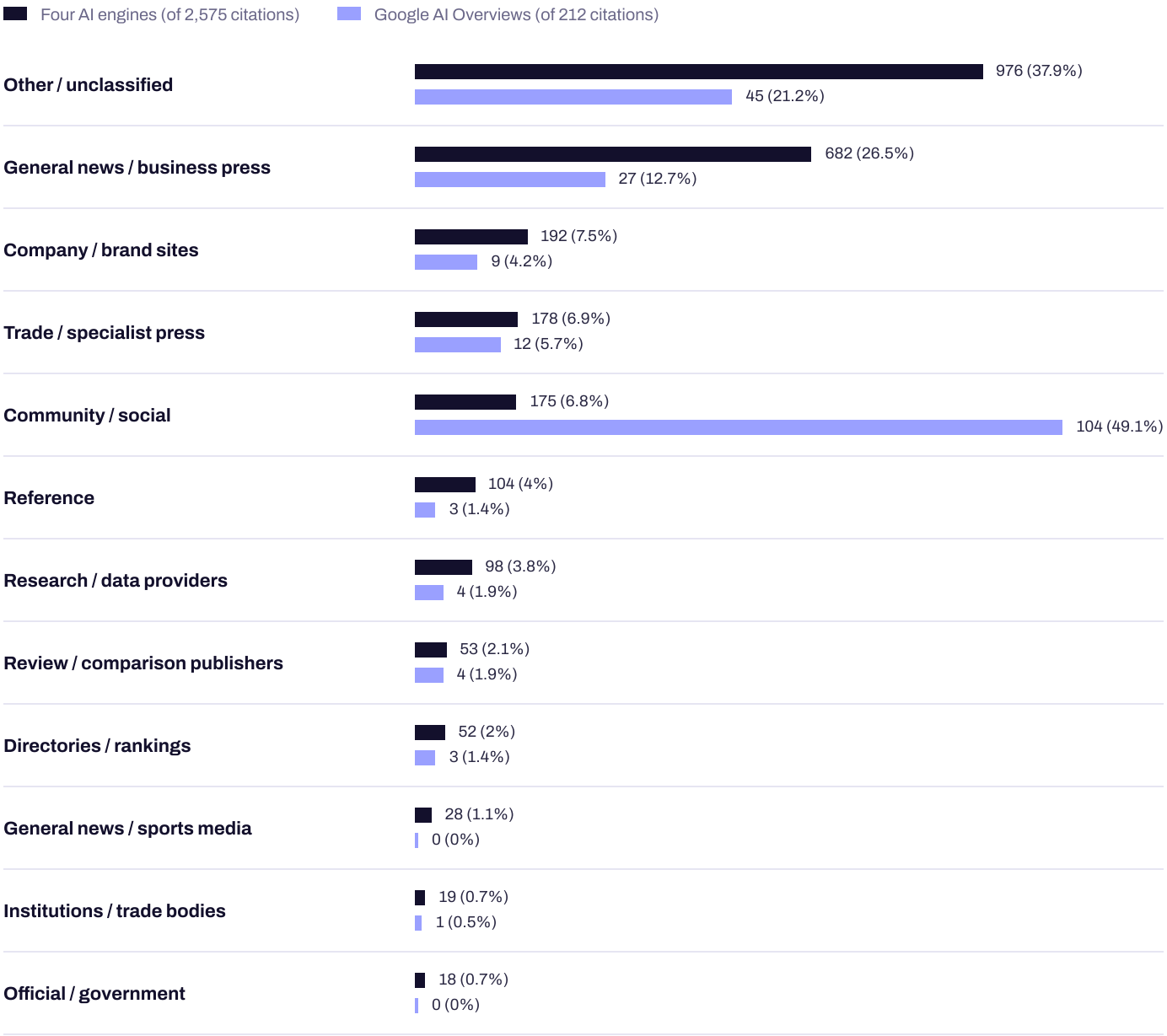
GOOGLE AI OVERVIEWS · SHARE OF 66 OVERVIEWS

youtube.com	**50%**
instagram.com	**27.3%**
businessinsider.com	**15.2%**
reddit.com	**12.1%**
facebook.com	**9.1%**
linkedin.com	**6.1%**
ryandoser.com	**6.1%**
arize.com	**4.5%**
atakinteractive.com	**4.5%**
en.wikipedia.org	**4.5%**

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 people 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.	Robert Downey Jr.'s own domains were cited in 1.0% of grounded answers, Joseph Gordon-Levitt's in 0.3% and Gwyneth Paltrow's in 0.3%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were youtube.com (in 15.6% of grounded answers), businessinsider.com (15.6%), forbes.com (15.3%), en.wikipedia.org (14.6%) and yahoo.com (10.8%). General news and business press supplied 26.5% of citations and trade and specialist press 6.9%.
Check each engine separately.	Perplexity named Gwyneth Paltrow in 19.4% of answers against 0.0% on Claude. Claude named Cristiano Ronaldo in 22.2% of answers against 2.8% on ChatGPT.
Watch names outside the tracked list.	OpenAI (43 answers), Matthew McConaughey (42 answers), Scarlett Johansson (40 answers), Anthropic (37 answers), Sound Ventures (33 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 person do AI engines name most often?

Ashton Kutcher, named in 82 of 288 four-engine answers (28.5%, CI 23.6–33.9%). will.i.am was second at 70 of 288 (24.3%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which person is named first most often?

Ashton Kutcher was the first person named in 60 of 288 answers, with an average first position of 1.4.

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

An overview appeared on 66 of 66 searches (100%, CI 94.5–100%). Within those 66 overviews, Ashton Kutcher was named most often, in 26 (39.4%).

Q4 Which sources do the engines cite?

Across 2,575 four-engine citations, en.wikipedia.org was cited most (74 citations, in 42 of 288 grounded answers), followed by youtube.com (51 citations).

Q5 Do the four engines agree?

Only in part. Perplexity named Serena Williams in 18 of 72 answers, against 7 to 9 of 72 on the other engines. Claude named Jay-Z in 13 of 72 answers, against 2 to 5 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	66
questions		runs each		AI engines		answers		Google searches · 66 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)	66	66 shown	66

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 OpenAI (43 answers), Matthew McConaughey (42 answers), Scarlett Johansson (40 answers), Anthropic (37 answers), Sound Ventures (33 answers).
- 354 of 360 planned results were returned. 6 AI Overview lookups were excluded after at most three total attempts.
- 66 successful Google searches: 66 overviews shown; 0 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- 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.
- All 50 names from the earlier edition at the current live address. No sentiment or engagement scoring: appearance, first mention, consistency across engines and runs, and cited sources only. People's company or fund sites are labelled affiliated sites, not personal domains; names without a verified site have no own-domain figure. Only five subcategories (music, sport, film and TV, creators and podcasters, investors and founders) are used as question groups.
- Answers came from each engine's API (model IDs above); the consumer 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	Which celebrities invest in artificial intelligence companies?	Celebrities and AI Index 2.0	CORE QUESTION
02	Which celebrities have founded AI companies?	Celebrities and AI Index 2.0	CORE QUESTION
03	Which athletes have invested in AI startups?	Celebrities and AI Index 2.0	CORE QUESTION
04	Which musicians are using AI to make music?	Celebrities and AI Index 2.0	CORE QUESTION
05	Which artists have licensed their voice for AI?	Celebrities and AI Index 2.0	CORE QUESTION
06	Which actors are most involved in AI?	Celebrities and AI Index 2.0	CORE QUESTION
07	Which YouTubers use AI in their content?	Celebrities and AI Index 2.0	CORE QUESTION
08	Which podcasters interview AI leaders most often?	Celebrities and AI Index 2.0	CORE QUESTION
09	Which celebrities talk most about artificial intelligence?	Celebrities and AI Index 2.0	CORE QUESTION
10	Which celebrity venture funds invest in AI?	Celebrities and AI Index 2.0	CORE QUESTION
11	Which public figures have sued over the use of their likeness by AI?	Celebrities and AI Index 2.0	CORE QUESTION
12	Which celebrities are known for working with artificial intelligence?	Celebrities and AI Index 2.0	ADDED QUESTION
13	Which public figures have spoken publicly about artificial intelligence?	Celebrities and AI Index 2.0	ADDED QUESTION
14	Which athletes are involved with artificial intelligence companies?	Celebrities and AI Index 2.0	ADDED QUESTION
15	Which musicians have spoken about AI-generated music?	Celebrities and AI Index 2.0	ADDED QUESTION
16	Which actors have spoken about AI in film and television?	Celebrities and AI Index 2.0	ADDED QUESTION
17	Which online creators are known for covering artificial intelligence?	Celebrities and AI Index 2.0	ADDED QUESTION
18	Which celebrities have partnered with AI companies?	Celebrities and AI Index 2.0	ADDED QUESTION
19	Which celebrities have appeared in advertising for AI products?	Celebrities and AI Index 2.0	ADDED QUESTION
20	Which entertainers have backed AI startups?	Celebrities and AI Index 2.0	ADDED QUESTION
21	Which celebrities have raised concerns about artificial intelligence?	Celebrities and AI Index 2.0	ADDED QUESTION
22	Which film and TV stars have launched technology companies?	Celebrities and AI Index 2.0	ADDED QUESTION
23	Which technology reviewers on YouTube cover AI products?	Celebrities and AI Index 2.0	ADDED QUESTION
24	Which public figures have licensed their likeness for AI?	Celebrities and AI Index 2.0	ADDED QUESTION

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