5W Public Relations
Research · 2026

5W RESEARCH · 2026 SERIES

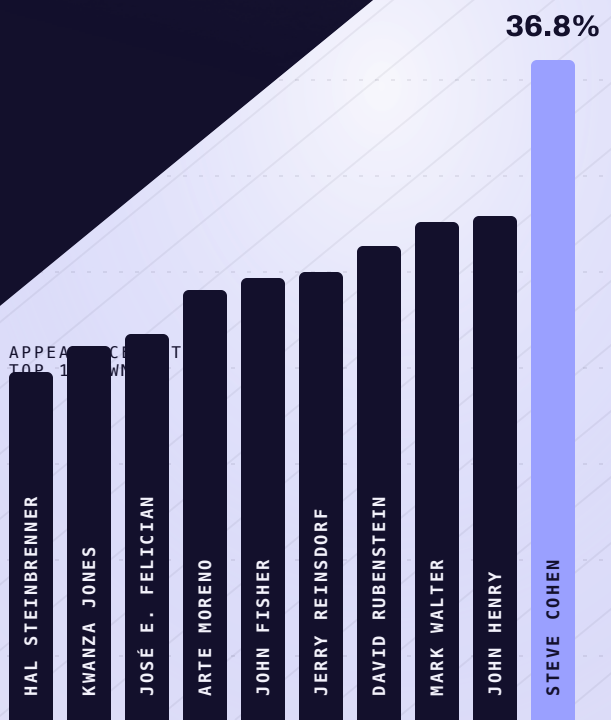
MLB OWNERS REPUTATION INDEX

Which MLB owners AI engines name
288 AI answers · October 27, 2026

Measured :
October 27, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 50 Google AI Overviews

Prepared by :
5W
5wpr.com



AT A GLANCE

Cohen and Henry lead. The two are within the margin of error.

Steve Cohen was the owner that ChatGPT, Claude, Gemini and Perplexity named most often. Steve Cohen appeared in 106 of 288 answers (36.8%) measured on October 27, 2026. John Henry came next at 81 of 288 (28.1%). The two confidence intervals overlap, so the data cannot confirm that Steve Cohen is ahead. Steve Cohen was named first more often than any other owner, in 43 of 288 answers. Google AI Overviews appeared on 50 of 62 searches (80.6%).

> 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.

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

36.8%
of answers named Steve Cohen, the most-named (106 of 288)

31
tracked owners named at least once (of 31)

80.6%
of Google searches showed an AI Overview (50 of 62)

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 questions 15

KEY FINDINGS

01 What the data shows

MOST NAMED

106/288 (36.8%)

Steve Cohen appeared in 106 of 288 four-engine answers (CI 31.4–42.5%). John Henry appeared in 81 of 288 (28.1%, CI 23.2–33.6%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

43/288 (14.9%)

Steve Cohen was the first owner named in 43 of 288 answers, more than any other tracked owner. Average first position: 3.7.

OWN-SITE CITATIONS

14/288 (4.9%)

Patrick Zalupski's own domains were cited in 14 of 288 grounded answers, more than any other tracked owner. Arte Moreno followed at 12 of 288. 7 of 31 tracked owners had 0 of 288.

AIO TRIGGER

50/62 (80.6%)

Google AI Overviews appeared on 50 of 62 searches (CI 69.1–88.6%). On the other 12, no overview was shown.

AIO LEADER

17/50 (34%)

Steve Cohen was the owner named most often in AI Overviews, at 17 of 50, followed by John Henry at 16 of 50 (32%). In the four-engine set, Steve Cohen was named in 106 of 288 answers (36.8%).

TOP DOMAIN

129/288 (44.8%)

mlb.com was cited in 129 of 288 grounded four-engine answers, with 215 of 2,220 citations (9.7%). en.wikipedia.org came second with 197 citations in 80 answers (27.8%).

02

THE LEADERBOARD

Which owners 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	Steve Cohen	36.8%	106/288
2	John Henry	28.1%	81/288
3	Mark Walter	27.8%	80/288
4	David Rubenstein	26.4%	76/288
5	Jerry Reinsdorf	25.0%	72/288
6	John Fisher	24.7%	71/288
7	Arte Moreno	24.0%	69/288
8	José E. Feliciano	21.5%	62/288
9	Kwanza Jones	20.8%	60/288
10	Hal Steinbrenner	19.4%	56/288
11	Patrick Zalupski	19.4%	56/288
12	John Middleton	18.4%	53/288
13	Bill DeWitt Jr.	16.7%	48/288
14	Bob Nutting	15.3%	44/288
15	Bruce Sherman	14.9%	43/288

02 THE LEADERBOARD

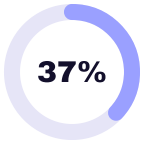
The full list

Own-domain citation is the share of 288 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,220 citations.

#	OWNER	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Steve Cohen**	106/288	**36.8%**	31.4–42.5%	3.7	1.4% (4/288)	0.2%
2	**John Henry**	81/288	**28.1%**	23.2–33.6%	2.6	3.5% (10/288)	0.5%
3	**Mark Walter**	80/288	**27.8%**	22.9–33.2%	4.4	2.8% (8/288)	0.4%
4	**David Rubenstein**	76/288	**26.4%**	21.6–31.8%	2.4	1% (3/288)	0.1%
5	**Jerry Reinsdorf**	72/288	**25%**	20.4–30.3%	3.9	1.4% (4/288)	0.2%
6	**John Fisher**	71/288	**24.7%**	20–29.9%	4.9	1.7% (5/288)	0.2%
7	**Arte Moreno**	69/288	**24%**	19.4–29.2%	6	4.2% (12/288)	0.5%
8	**José E. Feliciano**	62/288	**21.5%**	17.2–26.6%	4.8	4.2% (12/288)	0.5%
9	**Kwanza Jones**	60/288	**20.8%**	16.5–25.9%	5.2	4.2% (12/288)	0.5%
10	**Hal Steinbrenner**	56/288	**19.4%**	15.3–24.4%	4.4	0.3% (1/288)	0%
11	**Patrick Zalupski**	56/288	**19.4%**	15.3–24.4%	5	4.9% (14/288)	0.8%
12	**John Middleton**	53/288	**18.4%**	14.4–23.3%	7.3	0% (0/288)	0%
13	**Bill DeWitt Jr.**	48/288	**16.7%**	12.8–21.4%	8.9	0.3% (1/288)	0%
14	**Bob Nutting**	44/288	**15.3%**	11.6–19.9%	7.8	0% (0/288)	0%
15	**Bruce Sherman**	43/288	**14.9%**	11.3–19.5%	5.5	0.7% (2/288)	0.1%
16	**Ray Davis**	43/288	**14.9%**	11.3–19.5%	9.8	0.7% (2/288)	0.1%
17	**Jim Crane**	41/288	**14.2%**	10.7–18.7%	7.7	0.7% (2/288)	0.1%
18	**John Sherman**	40/288	**13.9%**	10.4–18.4%	6.3	1% (3/288)	0.1%
19	**Mark Attanasio**	40/288	**13.9%**	10.4–18.4%	7.3	0.3% (1/288)	0%
20	**Paul Dolan**	40/288	**13.9%**	10.4–18.4%	3.9	0.3% (1/288)	0%
21	**John Stanton**	35/288	**12.2%**	8.9–16.4%	9.7	0% (0/288)	0%
22	**Christopher Ilitch**	34/288	**11.8%**	8.6–16%	5.6	0.3% (1/288)	0%
23	**Dick Monfort**	33/288	**11.5%**	8.3–15.7%	8.6	0% (0/288)	0%
24	**Mark Lerner**	32/288	**11.1%**	8–15.3%	8.1	0% (0/288)	0%
25	**Ken Kendrick**	30/288	**10.4%**	7.4–14.5%	8.1	0% (0/288)	0%

PROFILES

03 The top eight, side by side

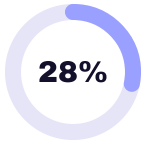


RANK 1

Steve Cohen

106/288 answers · 95% CI 31.4–42.5%

3.7	1.4%	0.2%
first-mention position	owned-domain citation (4/288)	citation share



RANK 2

John Henry

81/288 answers · 95% CI 23.2–33.6%

2.6	3.5%	0.5%
first-mention position	owned-domain citation (10/288)	citation share



RANK 3

Mark Walter

80/288 answers · 95% CI 22.9–33.2%

4.4	2.8%	0.4%
first-mention position	owned-domain citation (8/288)	citation share



RANK 4

David Rubenstein

76/288 answers · 95% CI 21.6–31.8%

2.4	1%	0.1%
first-mention position	owned-domain citation (3/288)	citation share



RANK 5

Jerry Reinsdorf

72/288 answers · 95% CI 20.4–30.3%

3.9	1.4%	0.2%
first-mention position	owned-domain citation (4/288)	citation share



RANK 6

John Fisher

71/288 answers · 95% CI 20–29.9%

4.9	1.7%	0.2%
first-mention position	owned-domain citation (5/288)	citation share



RANK 7

Arte Moreno

69/288 answers · 95% CI 19.4–29.2%

6	4.2%	0.5%
first-mention position	owned-domain citation (12/288)	citation share



RANK 8

José E. Feliciano

62/288 answers · 95% CI 17.2–26.6%

4.8	4.2%	0.5%
first-mention position	owned-domain citation (12/288)	citation share

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
Steve Cohen			**27.8%**
Mark Walter			**19.4%**
José E. Feliciano			**19.4%**
David Rubenstein			**18.1%**
Jerry Reinsdorf			**18.1%**
Kwanza Jones			**16.7%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
Steve Cohen			**37.5%**
Arte Moreno			**36.1%**
David Rubenstein			**30.6%**
John Fisher			**30.6%**
John Henry			**27.8%**
Jerry Reinsdorf			**27.8%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
Steve Cohen			**44.4%**
Mark Walter			**40.3%**
David Rubenstein			**37.5%**
John Henry			**31.9%**
John Fisher			**29.2%**
Jerry Reinsdorf			**26.4%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
Steve Cohen			**37.5%**
John Henry			**37.5%**
Mark Walter			**33.3%**
Jerry Reinsdorf			**27.8%**
John Fisher			**27.8%**
Hal Steinbrenner			**26.4%**

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 + 50 = 338 answers.



TRIGGER RATE

Google AI Overviews appeared on 50 of 62 searches (80.6%, CI 69.1–88.6%). The other 12 searches showed no overview. Within the 50 overviews, Steve Cohen was named in 17 (34%), John Henry was named in 16 (32%), David Rubenstein was named in 16 (32%), Mark Walter was named in 15 (30%). en.wikipedia.org was the most-cited source, with 22 citations and an appearance in 18 of 50 overviews.

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

1	Steve Cohen	36.4%	=
2	John Henry	28.7%	=
3	Mark Walter	28.1%	=
4	David Rubenstein	27.2%	=
5	Jerry Reinsdorf	25.7%	=
6	John Fisher	24.9%	=
7	Arte Moreno	24.3%	=
8	José E. Feliciano	20.7%	=
9	Kwanza Jones	20.4%	=
10	Hal Steinbrenner	19.8%	=

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

Steve Cohen — 100%

TIED WITH HAL STEINBRENNER, RAY DAVIS

Hal Steinbrenner	100%
Ray Davis	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Mark Walter — 100%

John Henry	91.7%
Steve Cohen	91.7%

AI Overview shown on 1 of 1 searches

Q03 · 12 ANSWERS

Steve Cohen — 100%

Mark Walter	33.3%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Steve Cohen — 100%

John Middleton	66.7%
Hal Steinbrenner	66.7%

AI Overview shown on 1 of 2 searches

Q05 · 12 ANSWERS

Bob Nutting — 91.7%

John Fisher	83.3%
Jerry Reinsdorf	75%

AI Overview shown on 2 of 3 searches

Q06 · 12 ANSWERS

José E. Feliciano — 100%

TIED WITH KWANZA JONES

Kwanza Jones	100%
Arte Moreno	83.3%

AI Overview shown on 1 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,220 citations in total. mlb.com was cited most often, with 215 citations (9.7%) across 129 answers. Next came en.wikipedia.org (197), espn.com (149), sports.yahoo.com (106), wikipedia.org (58), baseball-reference.com (55).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

mlb.com	**44.8%**
en.wikipedia.org	**27.8%**
espn.com	**26.7%**
sports.yahoo.com	**25.7%**
wikipedia.org	**20.1%**
baseball-reference.com	**19.1%**
fansided.com	**14.9%**
forbes.com	**14.2%**
nytimes.com	**13.9%**
frontofficesports.com	**12.2%**

GOOGLE AI OVERVIEWS · SHARE OF 50 OVERVIEWS

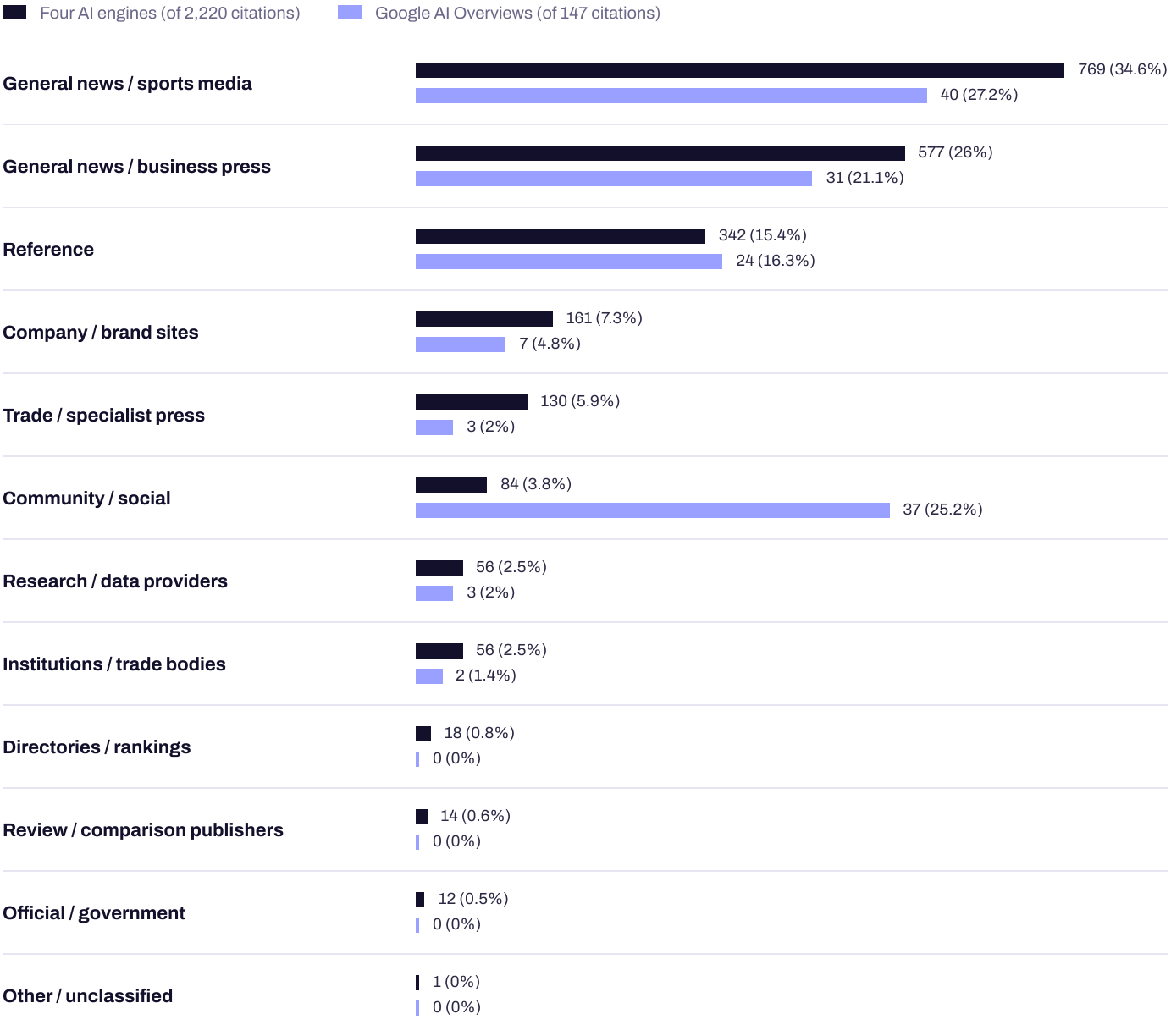
espn.com	**38%**
en.wikipedia.org	**36%**
youtube.com	**30%**
facebook.com	**16%**
nytimes.com	**14%**
mlb.com	**12%**
sports.yahoo.com	**6%**
bleacherreport.com	**6%**
sports-entertainment.bro...	**6%**
sports.betmgm.com	**6%**

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.	Patrick Zalupski's affiliated domains were cited in 4.9% of grounded answers, Kwanza Jones's in 4.2% and José E. Feliciano's in 4.2%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were mlb.com (in 44.8% of grounded answers), en.wikipedia.org (27.8%), espn.com (26.7%), sports.yahoo.com (25.7%) and wikipedia.org (20.1%). General news and sports media supplied 34.6% of citations and general news and business press 26.0%.
Check each engine separately.	Perplexity named John Henry in 37.5% of answers against 15.3% on ChatGPT. Gemini named Mark Walter in 40.3% of answers against 18.1% on Claude.
Do not ignore video and community sites.	Community and social sites supplied 25.2% of Google AI Overview citations against 3.8% in the four chat engines. youtube.com was cited in 30.0% of overviews, facebook.com in 16.0% and quora.com in 4.0%.
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?

Steve Cohen, named in 106 of 288 four-engine answers (36.8%, CI 31.4–42.5%). John Henry was second at 81 of 288 (28.1%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which owner is named first most often?

Steve Cohen was the first owner named in 43 of 288 answers, with an average first position of 3.7.

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

An overview appeared on 50 of 62 searches (80.6%, CI 69.1–88.6%). Within those 50 overviews, Steve Cohen was named most often, in 17 (34%).

Q4 Which sources do the engines cite?

Across 2,220 four-engine citations, mlb.com was cited most (215 citations, in 129 of 288 grounded answers), followed by en.wikipedia.org (197 citations).

Q5 Do the four engines agree?

Only in part. Steve Cohen was named on every engine, from 27.8% on ChatGPT to 44.4% on Gemini. The widest gap among tracked names was John Henry, from 15.3% on ChatGPT to 37.5% on Perplexity.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	62
questions		runs each		AI engines		answers		Google searches · 50 AI Overviews

24 questions, each asked 3 times on each engine, measured October 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 72 Gemini answers had search sources. 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.

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	50 shown	50

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 on one day, October 27, 2026. Each engine answered 24 questions 3 times. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 31 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 50 overviews, so estimates for individual owners are less precise than the four-engine figures.
- 10 Google searches could not be fetched by DataForSEO after three tries. They are excluded from the AI Overview figures, so the trigger rate uses 62 searches.
- 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 24 repeated questions.

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 MLB team owners?	MLB Owners	CORE QUESTION
02	Who are the best owners in Major League Baseball?	MLB Owners	CORE QUESTION
03	Who is the richest owner in MLB?	MLB Owners	CORE QUESTION
04	Which MLB owners spend the most on payroll?	MLB Owners	CORE QUESTION
05	Which MLB owners are most criticized by fans?	MLB Owners	CORE QUESTION
06	Which MLB teams have changed ownership recently?	MLB Owners	CORE QUESTION
07	Which MLB owners have won the most World Series titles?	MLB Owners	CORE QUESTION
08	Which MLB owners also own teams in other sports?	MLB Owners	CORE QUESTION
09	Why are the Athletics moving to Las Vegas, and who made the decision?	MLB Owners	CORE QUESTION
10	Who owns each American League team?	MLB Owners	ADDED QUESTION
11	Who owns each National League team?	MLB Owners	ADDED QUESTION
12	Which MLB teams are owned by groups or companies rather than one person?	MLB Owners	ADDED QUESTION
13	Which MLB owners bought their teams most recently?	MLB Owners	ADDED QUESTION
14	What is the highest price paid for an MLB team?	MLB Owners	ADDED QUESTION
15	Who are the longest-serving MLB owners?	MLB Owners	ADDED QUESTION
16	Which MLB teams have been owned by the same family for generations?	MLB Owners	ADDED QUESTION
17	How does MLB approve a new team owner?	MLB Owners	ADDED QUESTION
18	Which MLB owners have built new ballparks recently?	MLB Owners	ADDED QUESTION
19	In which industries did MLB owners make their fortunes?	MLB Owners	ADDED QUESTION
20	Which MLB teams have the lowest payrolls, and who owns them?	MLB Owners	ADDED QUESTION
21	Which MLB owners are known for philanthropy?	MLB Owners	ADDED QUESTION
22	Which MLB teams are owned by media companies?	MLB Owners	ADDED QUESTION
23	Who owns the Baltimore Orioles?	MLB Owners	ADDED QUESTION
24	Who owns the Tampa Bay Rays?	MLB Owners	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Reputation Index: MLB Owners 2026

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

WEB
5wpr.com

RESEARCH
5wpr.com/research