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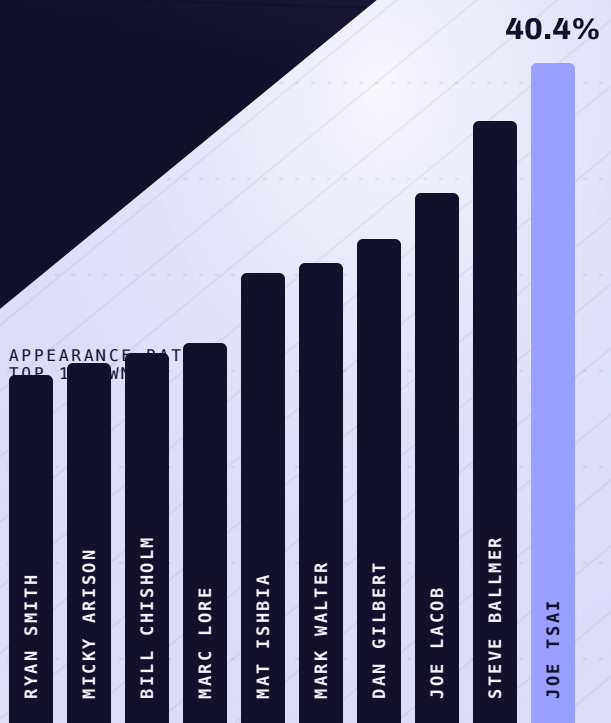
NBA OWNERS REPUTATION INDEX

Which NBA owners AI engines name
287 AI answers · October 26 and 27, 2026

Measured :
October 26 and 27, 2026
24 questions × 3 runs · 287 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 72 Google AI Overviews

Prepared by :
5W
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AT A GLANCE

Tsai and Ballmer lead. The two are within the margin of error.

Joe Tsai was the owner that ChatGPT, Claude, Gemini and Perplexity named most often. Joe Tsai appeared in 116 of 287 answers (40.4%) measured October 26 and 27, 2026. Steve Ballmer came next at 106 of 287 (36.9%). The two confidence intervals overlap, so the data cannot confirm that Joe Tsai is ahead. Steve Ballmer was named first more often than any other owner, in 58 of 287 answers. Google AI Overviews appeared on 72 of 72 searches (100%).

> 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.

287
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

40.4%
of answers named Joe Tsai, the most-named (116 of 287)

30
tracked owners named at least once (of 30)

100%
of Google searches showed an AI Overview (72 of 72)

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KEY FINDINGS

01 What the data shows

MOST NAMED

116/287 (40.4%)

Joe Tsai appeared in 116 of 287 four-engine answers (CI 34.9–46.2%). Steve Ballmer appeared in 106 of 287 (36.9%, CI 31.6–42.7%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

58/287 (20.2%)

Steve Ballmer was the first owner named in 58 of 287 answers, more than any other tracked owner. Average first position: 3.3. Joe Tsai was named first in 15 of 287.

PERPLEXITY SKEW

27/72 (37.5%)

Perplexity named Micky Arison in 27 of 72 answers. The other engines did so in 8 to 15 of 72.

OWN-SITE CITATIONS

12/287 (4.2%)

Joe Tsai's own domains were cited in 12 of 287 grounded answers, more than any other tracked owner. Mark Walter followed at 10 of 287. 13 of 30 tracked owners had 0 of 287.

AIO TRIGGER

72/72 (100%)

Google AI Overviews appeared on 72 of 72 searches (CI 94.9–100%).

AIO LEADER

26/72 (36.1%)

Steve Ballmer was the owner named most often in AI Overviews, at 26 of 72, followed by Joe Lacob at 22 of 72 (30.6%). In the four-engine set, Steve Ballmer was named in 106 of 287 answers (36.9%).

TOP DOMAIN

150/287 (52.3%)

en.wikipedia.org was cited in 150 of 287 grounded four-engine answers, with 319 of 2,477 citations (12.9%). nba.com came second with 95 citations in 55 answers (19.2%).

02 THE LEADERBOARD

Which owners AI engines name

Appearance rate across 287 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	Joe Tsai	40.4%	116/287
2	Steve Ballmer	36.9%	106/287
3	Joe Lacob	32.4%	93/287
4	Dan Gilbert	29.6%	85/287
5	Mark Walter	28.2%	81/287
6	Mat Ishbia	27.5%	79/287
7	Marc Lore	23.3%	67/287
8	Bill Chisholm	22.6%	65/287
9	Micky Arison	22.0%	63/287
10	Ryan Smith	21.3%	61/287
11	Patrick Dumont	20.9%	60/287
12	Jerry Reinsdorf	19.2%	55/287
13	Ted Leonsis	18.8%	54/287
14	Vivek Ranadive	18.8%	54/287
15	Tilman Fertitta	18.5%	53/287

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 287 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,477 citations.

#	OWNER	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Joe Tsai	116/287	40.4%	34.9–46.2%	3.6	4.2% (12/287)	0.5%
2	Steve Ballmer	106/287	36.9%	31.6–42.7%	3.3	1% (3/287)	0.1%
3	Joe Lacob	93/287	32.4%	27.3–38%	4.3	0.7% (2/287)	0.1%
4	Dan Gilbert	85/287	29.6%	24.6–35.1%	5.6	2.4% (7/287)	0.3%
5	Mark Walter	81/287	28.2%	23.3–33.7%	3.9	3.5% (10/287)	0.4%
6	Mat Ishbia	79/287	27.5%	22.7–33%	5.7	0% (0/287)	0%
7	Marc Lore	67/287	23.3%	18.8–28.6%	5.3	0.3% (1/287)	0%
8	Bill Chisholm	65/287	22.6%	18.2–27.8%	2.8	0% (0/287)	0%
9	Micky Arison	63/287	22%	17.6–27.1%	5.3	0.3% (1/287)	0%
10	Ryan Smith	61/287	21.3%	16.9–26.4%	6.3	0% (0/287)	0%
11	Patrick Dumont	60/287	20.9%	16.6–26%	4.7	0% (0/287)	0%
12	Jerry Reinsdorf	55/287	19.2%	15–24.1%	5.1	0% (0/287)	0%
13	Ted Leonsis	54/287	18.8%	14.7–23.7%	7.1	0.7% (2/287)	0.1%
14	Vivek Ranadive	54/287	18.8%	14.7–23.7%	7.2	0% (0/287)	0%
15	Tilman Fertitta	53/287	18.5%	14.4–23.4%	6.8	0.7% (2/287)	0.1%
16	James Dolan	51/287	17.8%	13.8–22.6%	5.4	0% (0/287)	0%
17	Robert Pera	48/287	16.7%	12.9–21.5%	7.2	0% (0/287)	0%
18	Gayle Benson	45/287	15.7%	11.9–20.3%	7.3	0.3% (1/287)	0%
19	Peter J. Holt	44/287	15.3%	11.6–20%	7.2	0% (0/287)	0%
20	Josh Harris	43/287	15%	11.3–19.6%	5.8	0.3% (1/287)	0%
21	Rick Schnall	42/287	14.6%	11–19.2%	6.2	0% (0/287)	0%
22	Tony Ressler	42/287	14.6%	11–19.2%	6.7	0.7% (2/287)	0.1%
23	Herb Simon	41/287	14.3%	10.7–18.8%	5.6	0% (0/287)	0%
24	Stan Kroenke	41/287	14.3%	10.7–18.8%	4.2	0% (0/287)	0%
25	Tom Dundon	40/287	13.9%	10.4–18.4%	5.5	0.3% (1/287)	0%

PROFILES

03 The top eight, side by side



RANK 1

Joe Tsai

116/287 answers · 95% CI 34.9–46.2%

3.6	4.2%	0.5%
first-mention position	owned-domain citation (12/287)	citation share

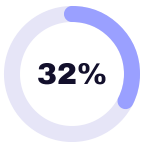


RANK 2

Steve Ballmer

106/287 answers · 95% CI 31.6–42.7%

3.3	1%	0.1%
first-mention position	owned-domain citation (3/287)	citation share



RANK 3

Joe Lacob

93/287 answers · 95% CI 27.3–38%

4.3	0.7%	0.1%
first-mention position	owned-domain citation (2/287)	citation share



RANK 4

Dan Gilbert

85/287 answers · 95% CI 24.6–35.1%

5.6	2.4%	0.3%
first-mention position	owned-domain citation (7/287)	citation share



RANK 5

Mark Walter

81/287 answers · 95% CI 23.3–33.7%

3.9	3.5%	0.4%
first-mention position	owned-domain citation (10/287)	citation share



RANK 6

Mat Ishbia

79/287 answers · 95% CI 22.7–33%

5.7	0%	0%
first-mention position	owned-domain citation (0/287)	citation share

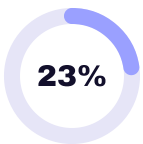


RANK 7

Marc Lore

67/287 answers · 95% CI 18.8–28.6%

5.3	0.3%	0%
first-mention position	owned-domain citation (1/287)	citation share



RANK 8

Bill Chisholm

65/287 answers · 95% CI 18.2–27.8%

2.8	0%	0%
first-mention position	owned-domain citation (0/287)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Perplexity named Micky Arison in 27 of 72 answers. The other engines did so in 8 to 15 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Joe Tsai	**33.3%**
Steve Ballmer	**33.3%**
Mat Ishbia	**27.8%**
Dan Gilbert	**20.8%**
Vivek Ranadive	**20.8%**
Joe Lacob	**16.7%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

Joe Tsai	**40.3%**
Joe Lacob	**36.1%**
Steve Ballmer	**33.3%**
Bill Chisholm	**33.3%**
Mark Walter	**31.9%**
Dan Gilbert	**30.6%**

Gemini

72 ASKED | 71 RETURNED | 71 GROUNDED

Joe Lacob	**38%**
Joe Tsai	**36.6%**
Steve Ballmer	**36.6%**
Mat Ishbia	**32.4%**
Marc Lore	**31%**
Dan Gilbert	**29.6%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Joe Tsai	**51.4%**
Steve Ballmer	**44.4%**
Mark Walter	**40.3%**
Joe Lacob	**38.9%**
Dan Gilbert	**37.5%**
Micky Arison	**37.5%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 72 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 287 + 72 = 359 answers.



TRIGGER RATE

Google AI Overviews appeared on 72 of 72 searches (100%, CI 94.9–100%). The other 0 searches showed no overview. Within the 72 overviews, Steve Ballmer was named in 26 (36.1%), Joe Lacob was named in 22 (30.6%), Dan Gilbert was named in 20 (27.8%), Joe Tsai was named in 19 (26.4%). en.wikipedia.org was the most-cited source, with 46 citations and an appearance in 31 of 72 overviews.

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

1	Joe Tsai	37.6%	=
2	Steve Ballmer	36.8%	=
3	Joe Lacob	32.0%	=
4	Dan Gilbert	29.2%	=
5	Mark Walter	27.6%	=
6	Mat Ishbia	26.5%	=
7	Bill Chisholm	22.3%	▲ 1
8	Micky Arison	20.6%	▲ 1
9	Marc Lore	20.3%	▼ 2
10	Patrick Dumont	20.1%	▲ 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

Joe Tsai — 83.3%

TIED WITH JOE LACOB, TILMAN FERTITTA

Joe Lacob	83.3%
Tilman Fertitta	83.3%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Steve Ballmer — 100%

Micky Arison	83.3%
Joe Lacob	83.3%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Steve Ballmer — 100%

Robert Pera	75%
Dan Gilbert	75%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Joe Lacob — 58.3%

Steve Ballmer	50%
Dan Gilbert	50%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

James Dolan — 100%

Vivek Ranadive	91.7%
Joe Tsai	75%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Marc Lore — 83.3%

Mark Walter	66.7%
Bill Chisholm	58.3%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,477 citations in total. en.wikipedia.org was cited most often, with 319 citations (12.9%) across 150 answers. Next came nba.com (95), espn.com (66), forbes.com (63), wikipedia.org (61), stadiumtalk.com (52).

FOUR AI ENGINES · SHARE OF 287 GROUNDED ANSWERS

en.wikipedia.org	**52.3%**
wikipedia.org	**21.3%**
nba.com	**19.2%**
forbes.com	**18.8%**
espn.com	**17.4%**
stadiumtalk.com	**16%**
ranker.com	**13.9%**
clutchpoints.com	**13.9%**
sports.yahoo.com	**13.6%**
reddit.com	**12.2%**

GOOGLE AI OVERVIEWS · SHARE OF 72 OVERVIEWS

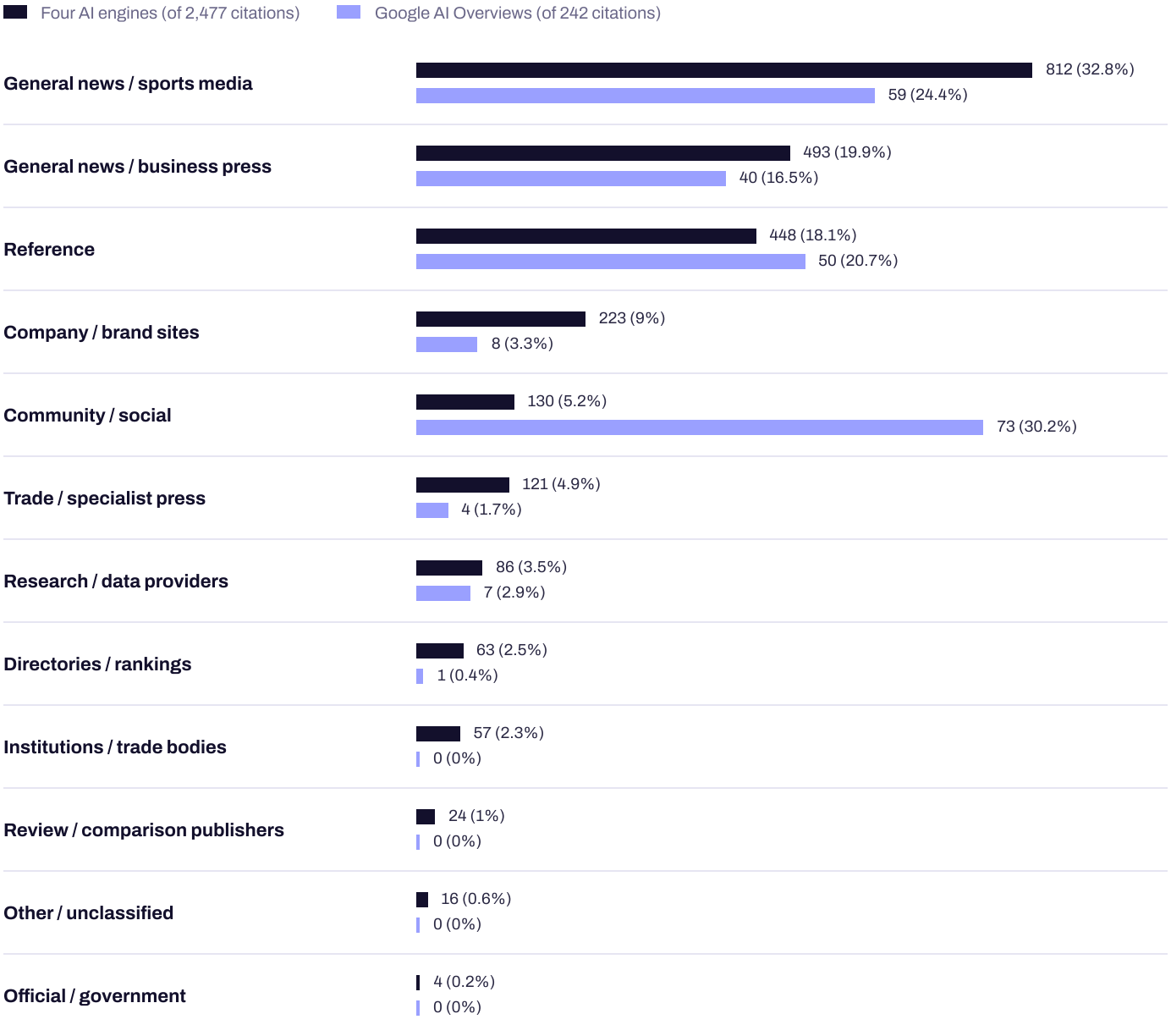
en.wikipedia.org	**43.1%**
youtube.com	**29.2%**
facebook.com	**26.4%**
espn.com	**19.4%**
sports.yahoo.com	**12.5%**
forbes.com	**9.7%**
spotrac.com	**9.7%**
nba.com	**8.3%**
quora.com	**6.9%**
reddit.com	**6.9%**

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.	Joe Tsai's affiliated domains were cited in 4.2% of grounded answers, Mark Walter's in 3.5% and Dan Gilbert's in 2.4%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 52.3% of grounded answers), wikipedia.org (21.3%), nba.com (19.2%), forbes.com (18.8%) and espn.com (17.4%). General news and sports media supplied 32.8% of citations and general news and business press 19.9%.
Check each engine separately.	Perplexity named Patrick Dumont in 33.3% of answers against 0.0% on ChatGPT. Perplexity named Ryan Smith in 36.1% of answers against 9.7% on Claude.
Do not ignore video and community sites.	Community and social sites supplied 30.2% of Google AI Overview citations against 5.2% in the four chat engines. youtube.com was cited in 29.2% of overviews, facebook.com in 26.4% and quora.com in 6.9%.
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?

Joe Tsai, named in 116 of 287 four-engine answers (40.4%, CI 34.9–46.2%). Steve Ballmer was second at 106 of 287 (36.9%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which owner is named first most often?

Steve Ballmer was the first owner named in 58 of 287 answers, with an average first position of 3.3.

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

An overview appeared on 72 of 72 searches (100%, CI 94.9–100%). Within those 72 overviews, Steve Ballmer was named most often, in 26 (36.1%).

Q4 Which sources do the engines cite?

Across 2,477 four-engine citations, en.wikipedia.org was cited most (319 citations, in 150 of 287 grounded answers), followed by nba.com (95 citations).

Q5 Do the four engines agree?

Only in part. Perplexity named Micky Arison in 27 of 72 answers, against 8 to 15 of 72 on the other engines. Gemini named Ted Leonsis in 21 of 71 answers, against 8 to 13 of 71 on the other engines.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	287	+	72
questions		runs each		AI engines		answers		Google searches · 72 AI Overviews

24 questions, each asked 3 times on each engine, 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 71 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	71	71
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	72	72 shown	72

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. Each engine answered 24 questions 3 times. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 30 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 72 overviews, so estimates for individual owners are less precise than the four-engine figures.
- 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.

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	Who are the NBA team owners?	NBA Owners	CORE QUESTION
02	Who are the best owners in the NBA?	NBA Owners	CORE QUESTION
03	Who is the richest NBA owner?	NBA Owners	CORE QUESTION
04	Which NBA owners spend the most to win?	NBA Owners	CORE QUESTION
05	Which NBA owners are most criticized by fans?	NBA Owners	CORE QUESTION
06	Which NBA teams have changed ownership recently?	NBA Owners	CORE QUESTION
07	Which NBA owners have won the most championships?	NBA Owners	CORE QUESTION
08	Which NBA owners are most involved in day-to-day team decisions?	NBA Owners	CORE QUESTION
09	Who owns the Los Angeles Lakers?	NBA Owners	CORE QUESTION
10	Which NBA owners also own teams in other leagues?	NBA Owners	CORE QUESTION
11	Who owns each NBA team in the Western Conference?	NBA Owners	ADDED QUESTION
12	Who owns each NBA team in the Eastern Conference?	NBA Owners	ADDED QUESTION
13	Which NBA teams are owned by ownership groups rather than one person?	NBA Owners	ADDED QUESTION
14	What was the price of the most recent NBA team sale?	NBA Owners	ADDED QUESTION
15	Which NBA owners bought their teams most recently?	NBA Owners	ADDED QUESTION
16	Who are the longest-serving NBA owners?	NBA Owners	ADDED QUESTION
17	Which NBA owners made their fortunes in technology?	NBA Owners	ADDED QUESTION
18	Which NBA owners also own their team's arena?	NBA Owners	ADDED QUESTION
19	Which NBA teams have women as principal owners?	NBA Owners	ADDED QUESTION
20	How does the NBA approve a new team owner?	NBA Owners	ADDED QUESTION
21	Which NBA owners are known for philanthropy?	NBA Owners	ADDED QUESTION
22	Which NBA owners also own WNBA teams?	NBA Owners	ADDED QUESTION
23	Who owns the Boston Celtics?	NBA Owners	ADDED QUESTION
24	Who owns the Dallas Mavericks?	NBA Owners	ADDED QUESTION

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5W PUBLIC RELATIONS · RESEARCH

Reputation Index: NBA Owners 2026

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

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RESEARCH
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