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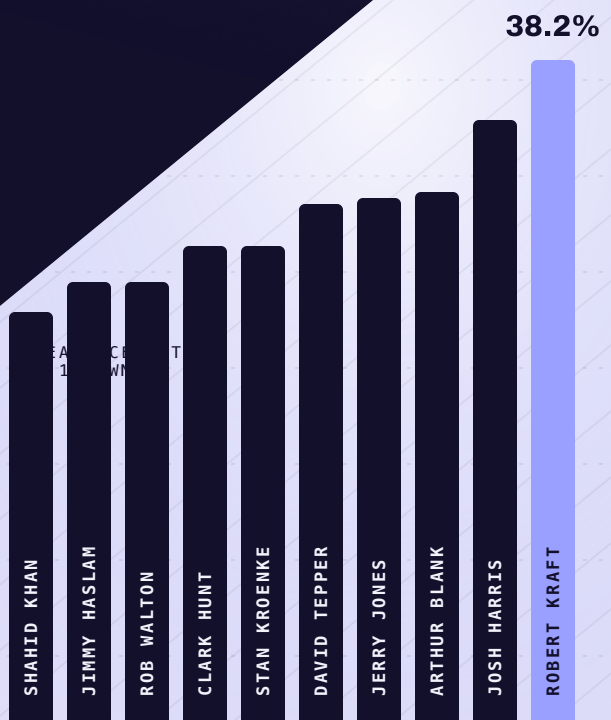
NFL OWNERS REPUTATION INDEX

Which NFL owners AI engines name
288 AI answers · October 26 and 27, 2026

Measured :
October 26 and 27, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 54 Google AI Overviews

Prepared by :
5W
5wpr.com



AT A GLANCE

Kraft and Harris lead. The two are within the margin of error.

Robert Kraft was the owner that ChatGPT, Claude, Gemini and Perplexity named most often. Robert Kraft appeared in 110 of 288 answers (38.2%) measured October 26 and 27, 2026. Josh Harris came next at 100 of 288 (34.7%). The two confidence intervals overlap, so the data cannot confirm that Robert Kraft is ahead. Vinod and Neeru Khosla were named first more often than any other owner, in 28 of 288 answers. Google AI Overviews appeared on 54 of 65 searches (83.1%).

> 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

38.2%
of answers named Robert Kraft, the most-named (110 of 288)

31
tracked owners named at least once (of 31)

83.1%
of Google searches showed an AI Overview (54 of 65)

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KEY FINDINGS

01 What the data shows

MOST NAMED

110/288 (38.2%)

Robert Kraft appeared in 110 of 288 four-engine answers (CI 32.8–43.9%). Josh Harris appeared in 100 of 288 (34.7%, CI 29.5–40.4%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

28/288 (9.7%)

Vinod and Neeru Khosla were the first owner named in 28 of 288 answers, more than any other tracked owner. Average first position: 5.4. Robert Kraft was named first in 26 of 288.

GEMINI SKEW

27/72 (37.5%)

Gemini named Rob Walton in 27 of 72 answers. The other engines did so in 14 to 17 of 72.

OWN-SITE CITATIONS

14/286 (4.9%)

Carlie Irsay-Gordon's own domains were cited in 14 of 286 grounded answers, more than any other tracked owner. Robert Kraft followed at 13 of 286. 1 of 31 tracked owners had 0 of 286.

AIO TRIGGER

54/65 (83.1%)

Google AI Overviews appeared on 54 of 65 searches (CI 72.2–90.3%). On the other 11, no overview was shown.

AIO LEADER

17/54 (31.5%)

Jerry Jones was the owner named most often in AI Overviews, at 17 of 54, followed by Josh Harris at 16 of 54 (29.6%). In the four-engine set, Jerry Jones was named in 87 of 288 answers (30.2%).

TOP DOMAIN

109/286 (38.1%)

en.wikipedia.org was cited in 109 of 286 grounded four-engine answers, with 225 of 2,295 citations (9.8%). espn.com came second with 123 citations in 82 answers (28.7%).

NO TRACKED NAME

0/12 (0%)

For 'Which NFL team is publicly owned?', none of the tracked owners was named in any of 12 four-engine answers.

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	Robert Kraft	38.2%	110/288
2	Josh Harris	34.7%	100/288
3	Arthur Blank	30.6%	88/288
4	Jerry Jones	30.2%	87/288
5	David Tepper	29.9%	86/288
6	Clark Hunt	27.4%	79/288
7	Stan Kroenke	27.4%	79/288
8	Jimmy Haslam	25.3%	73/288
9	Rob Walton	25.3%	73/288
10	Shahid Khan	23.6%	68/288
11	Terry Pegula	23.3%	67/288
12	Art Rooney II	22.9%	66/288
13	Jeffrey Lurie	22.6%	65/288
14	Stephen Ross	22.6%	65/288
15	John Mara	21.5%	62/288

02 THE LEADERBOARD

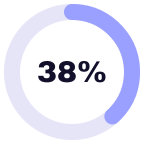
The full list

Own-domain citation is the share of 286 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,295 citations.

#	OWNER	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Robert Kraft**	110/288	**38.2%**	32.8–43.9%	4.5	4.5% (13/286)	0.6%
2	**Josh Harris**	100/288	**34.7%**	29.5–40.4%	5.6	0.7% (2/286)	0.1%
3	**Arthur Blank**	88/288	**30.6%**	25.5–36.1%	4.9	2.4% (7/286)	0.3%
4	**Jerry Jones**	87/288	**30.2%**	25.2–35.7%	4.6	3.8% (11/286)	0.5%
5	**David Tepper**	86/288	**29.9%**	24.9–35.4%	6.1	2.4% (7/286)	0.3%
6	**Clark Hunt**	79/288	**27.4%**	22.6–32.9%	6.5	3.5% (10/286)	0.4%
7	**Stan Kroenke**	79/288	**27.4%**	22.6–32.9%	6.6	1% (3/286)	0.1%
8	**Jimmy Haslam**	73/288	**25.3%**	20.7–30.7%	6.1	0.7% (2/286)	0.1%
9	**Rob Walton**	73/288	**25.3%**	20.7–30.7%	4.3	4.2% (12/286)	0.7%
10	**Shahid Khan**	68/288	**23.6%**	19.1–28.8%	7.2	0.7% (2/286)	0.1%
11	**Terry Pegula**	67/288	**23.3%**	18.8–28.5%	3.7	3.1% (9/286)	0.4%
12	**Art Rooney II**	66/288	**22.9%**	18.4–28.1%	6.5	1% (3/286)	0.1%
13	**Jeffrey Lurie**	65/288	**22.6%**	18.1–27.7%	6.2	1.7% (5/286)	0.2%
14	**Stephen Ross**	65/288	**22.6%**	18.1–27.7%	4.9	1% (3/286)	0.1%
15	**John Mara**	62/288	**21.5%**	17.2–26.6%	6.5	1.4% (4/286)	0.2%
16	**Mark Davis**	57/288	**19.8%**	15.6–24.8%	8.3	0.3% (1/286)	0%
17	**Sheila Ford Hamp**	57/288	**19.8%**	15.6–24.8%	6.8	2.8% (8/286)	0.3%
18	**Michael Bidwill**	56/288	**19.4%**	15.3–24.4%	7.1	1% (3/286)	0.1%
19	**Steve Bisciotti**	54/288	**18.8%**	14.7–23.7%	5.3	1.7% (5/286)	0.2%
20	**Zygi Wilf**	53/288	**18.4%**	14.4–23.3%	7.8	1.7% (5/286)	0.2%
21	**Amy Adams Strunk**	52/288	**18.1%**	14–22.9%	8.7	1.4% (4/286)	0.2%
22	**Vinod and Neeru Khosla**	48/288	**16.7%**	12.8–21.4%	5.4	2.8% (8/286)	0.3%
23	**Carlie Irsay-Gordon**	46/288	**16%**	12.2–20.6%	5.5	4.9% (14/286)	1.3%
24	**Gayle Benson**	46/288	**16%**	12.2–20.6%	9.5	1.7% (5/286)	0.2%
25	**Mike Brown**	44/288	**15.3%**	11.6–19.9%	5.6	0% (0/286)	0%

PROFILES

03 The top eight, side by side

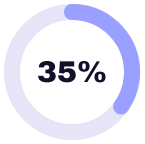


RANK 1

Robert Kraft

110/288 answers · 95% CI 32.8–43.9%

4.5	4.5%	0.6%
first-mention position	owned-domain citation (13/286)	citation share

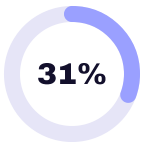


RANK 2

Josh Harris

100/288 answers · 95% CI 29.5–40.4%

5.6	0.7%	0.1%
first-mention position	owned-domain citation (2/286)	citation share



RANK 3

Arthur Blank

88/288 answers · 95% CI 25.5–36.1%

4.9	2.4%	0.3%
first-mention position	owned-domain citation (7/286)	citation share



RANK 4

Jerry Jones

87/288 answers · 95% CI 25.2–35.7%

4.6	3.8%	0.5%
first-mention position	owned-domain citation (11/286)	citation share



RANK 5

David Tepper

86/288 answers · 95% CI 24.9–35.4%

6.1	2.4%	0.3%
first-mention position	owned-domain citation (7/286)	citation share



RANK 6

Clark Hunt

79/288 answers · 95% CI 22.6–32.9%

6.5	3.5%	0.4%
first-mention position	owned-domain citation (10/286)	citation share



RANK 7

Stan Kroenke

79/288 answers · 95% CI 22.6–32.9%

6.6	1%	0.1%
first-mention position	owned-domain citation (3/286)	citation share



RANK 8

Jimmy Haslam

73/288 answers · 95% CI 20.7–30.7%

6.1	0.7%	0.1%
first-mention position	owned-domain citation (2/286)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

Gemini named Rob Walton in 27 of 72 answers. The other engines did so in 14 to 17 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Robert Kraft	**34.7%**
Josh Harris	**27.8%**
Arthur Blank	**27.8%**
Jerry Jones	**27.8%**
Stan Kroenke	**27.8%**
David Tepper	**22.2%**

Claude

72 ASKED | 72 RETURNED | 70 GROUNDED

Robert Kraft	**33.3%**
Jerry Jones	**30.6%**
David Tepper	**30.6%**
Art Rooney II	**30.6%**
Stan Kroenke	**29.2%**
Josh Harris	**27.8%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Josh Harris	**43.1%**
Robert Kraft	**37.5%**
Arthur Blank	**37.5%**
Clark Hunt	**37.5%**
Rob Walton	**37.5%**
Jimmy Haslam	**34.7%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Robert Kraft	**47.2%**
Josh Harris	**40.3%**
David Tepper	**36.1%**
Clark Hunt	**33.3%**
Arthur Blank	**31.9%**
Jerry Jones	**31.9%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 65 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 54 = 342 answers.



TRIGGER RATE

Google AI Overviews appeared on 54 of 65 searches (83.1%, CI 72.2–90.3%). The other 11 searches showed no overview. Within the 54 overviews, Jerry Jones was named in 17 (31.5%), Josh Harris was named in 16 (29.6%), Arthur Blank was named in 15 (27.8%), David Tepper was named in 14 (25.9%). youtube.com was the most-cited source, with 23 citations and an appearance in 16 of 54 overviews.

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

1	Robert Kraft	36.0%	=
2	Josh Harris	33.9%	=
3	Jerry Jones	30.4%	▲ 1
4	Arthur Blank	30.1%	▼ 1
5	David Tepper	29.2%	=
6	Stan Kroenke	26.9%	▲ 1
7	Clark Hunt	25.4%	▼ 1
8	Rob Walton	25.1%	▲ 1
9	Jimmy Haslam	23.4%	▼ 1
10	Art Rooney II	22.5%	▲ 2

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

Arthur Blank 91.7%

TIED WITH STEVE BISCIOTTI, JERRY JONES

Steve Bisciotti	91.7%
Jerry Jones	91.7%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Arthur Blank 75%

TIED WITH CLARK HUNT, JEFFREY LURIE

Clark Hunt	75%
Jeffrey Lurie	75%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Rob Walton 100%

Stan Kroenke	33.3%
David Tepper	33.3%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Jeffrey Lurie 100%

TIED WITH STAN KROENKE

Stan Kroenke	100%
Robert Kraft	75%

AI Overview shown on 2 of 3 searches

Q05 · 12 ANSWERS

Arthur Blank 75%

Steve Bisciotti	66.7%
Clark Hunt	50%

AI Overview shown on 1 of 1 searches

Q06 · 12 ANSWERS

Robert Kraft 100%

Jerry Jones	91.7%
Art Rooney II	50%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,295 citations in total. en.wikipedia.org was cited most often, with 225 citations (9.8%) across 109 answers. Next came espn.com (123), sports.yahoo.com (87), nfl.com (74), profootballnetwork.com (62), foxsports.com (61).

FOUR AI ENGINES · SHARE OF 286 GROUNDED ANSWERS

en.wikipedia.org	**38.1%**
espn.com	**28.7%**
sports.yahoo.com	**24.1%**
nfl.com	**21.3%**
foxsports.com	**20.6%**
profootballnetwork.com	**19.9%**
businessinsider.com	**18.9%**
wikipedia.org	**14.3%**
si.com	**12.2%**
washingtonpost.com	**12.2%**

GOOGLE AI OVERVIEWS · SHARE OF 54 OVERVIEWS

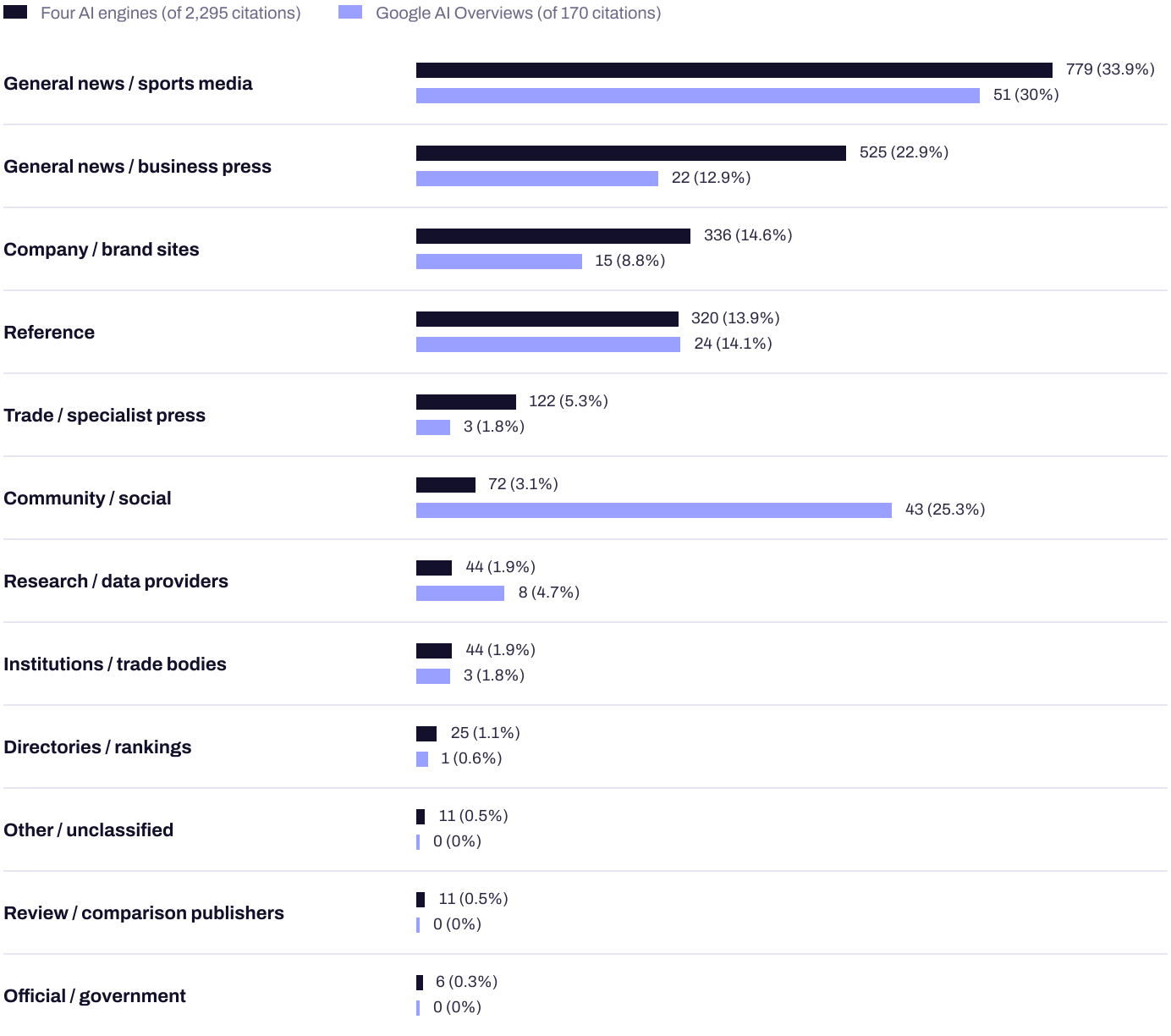
en.wikipedia.org	**37%**
youtube.com	**29.6%**
espn.com	**25.9%**
facebook.com	**16.7%**
reddit.com	**13%**
cbssports.com	**9.3%**
foxsports.com	**9.3%**
nfl.com	**9.3%**
5wpr.com	**7.4%**
en.as.com	**7.4%**

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.	Robert Kraft's affiliated domains were cited in 4.5% of grounded answers, Rob Walton's in 4.2% and Jerry Jones's in 3.8%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 38.1% of grounded answers), espn.com (28.7%), sports.yahoo.com (24.1%), nfl.com (21.3%) and foxsports.com (20.6%). General news and sports media supplied 33.9% of citations and general news and business press 22.9%.
Check each engine separately.	Claude named Art Rooney II in 30.6% of answers against 6.9% on ChatGPT. Gemini named Clark Hunt in 37.5% of answers against 15.3% on ChatGPT.
Do not ignore video and community sites.	Community and social sites supplied 25.3% of Google AI Overview citations against 3.1% in the four chat engines. youtube.com was cited in 29.6% of overviews, facebook.com in 16.7% and reddit.com in 13.0%.
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?

Robert Kraft, named in 110 of 288 four-engine answers (38.2%, CI 32.8–43.9%). Josh Harris was second at 100 of 288 (34.7%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which owner is named first most often?

Vinod and Neeru Khosla were the first owner named in 28 of 288 answers, with an average first position of 5.4.

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

An overview appeared on 54 of 65 searches (83.1%, CI 72.2–90.3%). Within those 54 overviews, Jerry Jones was named most often, in 17 (31.5%).

Q4 Which sources do the engines cite?

Across 2,295 four-engine citations, en.wikipedia.org was cited most (225 citations, in 109 of 286 grounded answers), followed by espn.com (123 citations).

Q5 Do the four engines agree?

Only in part. Gemini named Rob Walton in 27 of 72 answers, against 14 to 17 of 72 on the other engines. Perplexity named John Mara in 23 of 72 answers, against 10 to 15 of 72 on the other engines.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	65
questions		runs each		AI engines		answers		Google searches · 54 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 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. Tracked owners are the controlling or principal owners as of October 2026. The Seattle Seahawks entry is the Khosla family (Vinod and Neeru Khosla), whose purchase closed in September 2026; mentions of either Vinod Khosla or Neeru Khosla count toward that single entry. The Minnesota Vikings entry is Zygi Wilf; mentions of Mark Wilf count toward it. Former owners, including Jody Allen and Mark Cuban, are not scored.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	70
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	65	54 shown	54

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 31 tracked owners were scored. Team names and former owners were not scored.
- AI Overview figures are based on only 54 overviews, so estimates for individual owners are less precise than the four-engine figures.
- 7 Google searches could not be fetched by DataForSEO after three tries. They are excluded from the AI Overview figures, so the trigger rate uses 65 searches.
- 2 Claude answers had no search sources after retries. They count for appearance but contribute no citations.
- 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 NFL team owners?	NFL Owners	CORE QUESTION
02	Who are the best owners in the NFL?	NFL Owners	CORE QUESTION
03	Who is the richest NFL owner?	NFL Owners	CORE QUESTION
04	Which NFL owners are most committed to winning?	NFL Owners	CORE QUESTION
05	Which NFL owners are most respected by players and coaches?	NFL Owners	CORE QUESTION
06	Which NFL owners have won the most Super Bowls?	NFL Owners	CORE QUESTION
07	Which NFL owners are most criticized by fans?	NFL Owners	CORE QUESTION
08	Which NFL teams have changed ownership recently?	NFL Owners	CORE QUESTION
09	Which NFL owners also own teams in other leagues or sports?	NFL Owners	CORE QUESTION
10	Who owns each team in the AFC?	NFL Owners	ADDED QUESTION
11	Who owns each team in the NFC?	NFL Owners	ADDED QUESTION
12	Which NFL teams have been owned by the same family for generations?	NFL Owners	ADDED QUESTION
13	Which NFL owners bought their teams most recently?	NFL Owners	ADDED QUESTION
14	What is the highest price paid for an NFL team?	NFL Owners	ADDED QUESTION
15	Who are the longest-serving NFL owners?	NFL Owners	ADDED QUESTION
16	Which NFL teams have women as principal owners?	NFL Owners	ADDED QUESTION
17	How does the NFL approve a new team owner?	NFL Owners	ADDED QUESTION
18	Which NFL team is publicly owned?	NFL Owners	ADDED QUESTION
19	Which NFL owners have built new stadiums recently?	NFL Owners	ADDED QUESTION
20	In which industries did NFL owners make their fortunes?	NFL Owners	ADDED QUESTION
21	Which NFL owners serve on league committees?	NFL Owners	ADDED QUESTION
22	Which NFL owners are known for philanthropy?	NFL Owners	ADDED QUESTION
23	Who owns the Indianapolis Colts?	NFL Owners	ADDED QUESTION
24	Who owns the Denver Broncos?	NFL Owners	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Reputation Index: NFL Owners 2026

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

WEB
5wpr.com

RESEARCH
5wpr.com/research