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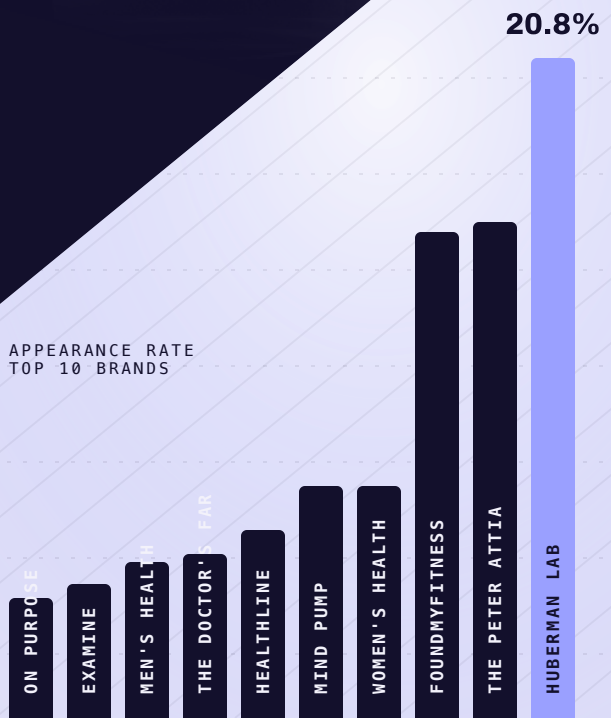
WELLNESS PODCAST INDEX 2.0

Which wellness podcasts and outlets AI names
288 AI answers · November 6 to 7, 2026

Measured :
November 6 to 7, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 59 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

No sole leader is established. The Peter Attia Drive and FoundMyFitness are within its margin.

Huberman Lab: 60/288 returned four-engine answers (20.8%; 95% interval 16.5–25.9%). Three or more leading intervals overlap; no sole leader is established.

Version 2. This version replaces the first version of this study, first published June 18, 2026. It uses measured counts, so the two versions are not comparable.

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

20.8%
of answers named Huberman Lab, the most-named (60 of 288)

16
tracked sources named at least once (of 17)

86.8%
of Google searches showed an AI Overview (59 of 68)

INSIDE THIS REPORT

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Huberman Lab

Huberman Lab: 60/288 returned four-engine answers (20.8%; 95% interval 16.5–25.9%). Three or more leading intervals overlap; no sole leader is established.

NAMED FIRST

32/288 (11.1%)

The Peter Attia Drive was the first source named in 32 of 288 answers, more than any other tracked source. Its average first position was 1.3. Huberman Lab was named first in 30 of 288.

OWN-SITE CITATIONS

54/285 (18.9%)

Healthline's own domains were cited in 54 of 285 grounded answers, more than any other tracked source. Huberman Lab followed at 12 of 285. 7 of 17 tracked sources had 0 of 285.

AIO TRIGGER

59/68 (86.8%)

Google AI Overviews appeared on 59 of 68 searches (CI 76.7–92.9%). On the other 9, no overview was shown.

AIO LEADER

12/59 (20.3%)

Huberman Lab was the source named most often in AI Overviews, at 12 of 59, followed by Mind Pump at 7 of 59 (11.9%). In the four-engine set, Huberman Lab was named in 60 of 288 answers (20.8%).

TOP DOMAIN

42/285 (14.7%)

podcasts.apple.com received the most citation links, 143 of 2,427 (5.9%), across 42 of 285 grounded answers (14.7%). healthline.com appeared in the most answers, 51 of 285 (17.9%).

NO TRACKED NAME

0/12 (0.0%)

For 'What are the best supplements for longevity?', none of the tracked sources was named in any of 12 four-engine answers.

02 THE LEADERBOARD

Which sources 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	Huberman Lab	20.8%	60/288
2	The Peter Attia Drive	15.6%	45/288
3	FoundMyFitness	15.3%	44/288
4	Mind Pump	7.3%	21/288
5	Women's Health	7.3%	21/288
6	Healthline	5.9%	17/288
7	The Doctor's Farmacy	5.2%	15/288
8	Men's Health	4.9%	14/288
9	Examine	4.2%	12/288
10	On Purpose	3.8%	11/288
11	The Model Health Show	3.1%	9/288
12	The Tim Ferriss Show	2.4%	7/288
13	The Diary of a CEO	1.4%	4/288
14	The Genius Life	1.0%	3/288
15	The Joe Rogan Experience	1.0%	3/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 285 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,427 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Huberman Lab**	60/288	**20.8%**	16.5–25.9%	1.6	4.2% (12/285)	0.5%
2	**The Peter Attia Drive**	45/288	**15.6%**	11.9–20.3%	1.3	3.2% (9/285)	0.4%
3	**FoundMyFitness**	44/288	**15.3%**	11.6–19.9%	2.5	2.1% (6/285)	0.2%
4	**Mind Pump**	21/288	**7.3%**	4.8–10.9%	2.3	0.7% (2/285)	0.1%
5	**Women's Health**	21/288	**7.3%**	4.8–10.9%	1.7	1.1% (3/285)	0.2%
6	**Healthline**	17/288	**5.9%**	3.7–9.2%	1.2	18.9% (54/285)	3.1%
7	**The Doctor's Farmacy**	15/288	**5.2%**	3.2–8.4%	3.9	0.7% (2/285)	0.1%
8	**Men's Health**	14/288	**4.9%**	2.9–8%	1.1	0.7% (2/285)	0.1%
9	**Examine**	12/288	**4.2%**	2.4–7.1%	1	2.8% (8/285)	0.5%
10	**On Purpose**	11/288	**3.8%**	2.1–6.7%	1.6	0% (0/285)	0%
11	**The Model Health Show**	9/288	**3.1%**	1.7–5.8%	3.9	1.1% (3/285)	0.1%
12	**The Tim Ferriss Show**	7/288	**2.4%**	1.2–4.9%	4.3	0% (0/285)	0%
13	**The Diary of a CEO**	4/288	**1.4%**	0.5–3.5%	4	0% (0/285)	0%
14	**The Genius Life**	3/288	**1%**	0.4–3%	4	0% (0/285)	0%
15	**The Joe Rogan Experience**	3/288	**1%**	0.4–3%	3	0% (0/285)	0%
16	**The Rich Roll Podcast**	3/288	**1%**	0.4–3%	4.7	0% (0/285)	0%
17	**The Goop Podcast**	0/288	**0%**	0–1.3%	–	0% (0/285)	0%

02 THE LEADERBOARD

Separately ranked: Wellness brands

Appearance counts in 288 returned four-engine answers. Separate from the main ranking.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Oura**	44/288	15.3%	11.6–19.9%	39
2	**Thorne**	40/288	13.9%	10.4–18.4%	34
3	**Headspace**	34/288	11.8%	8.6–16.0%	19
4	**Whoop**	32/288	11.1%	8.0–15.3%	8
5	**Calm**	25/288	8.7%	5.9–12.5%	14
6	**Function Health**	23/288	8.0%	5.4–11.7%	19
7	**InsideTracker**	21/288	7.3%	4.8–10.9%	14
8	**Momentous**	19/288	6.6%	4.3–10.1%	4
9	**AG1**	12/288	4.2%	2.4–7.1%	12
10	**Eight Sleep**	3/288	1.0%	0.4–3.0%	2

02 THE LEADERBOARD

Question group: Podcasts and sources

132 returned four-engine answers to this group's 11 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Huberman Lab	60/132	45.5%	37.2–54.0%	30
2	The Peter Attia Drive	45/132	34.1%	26.6–42.5%	32
3	FoundMyFitness	44/132	33.3%	25.9–41.7%	5
4	Mind Pump	21/132	15.9%	10.6–23.1%	8
5	Women's Health	16/132	12.1%	7.6–18.8%	3
6	The Doctor's Farmacy	15/132	11.4%	7.0–17.9%	0
7	Examine	12/132	9.1%	5.3–15.2%	12
8	Men's Health	12/132	9.1%	5.3–15.2%	12
9	On Purpose	11/132	8.3%	4.7–14.3%	4
10	The Model Health Show	9/132	6.8%	3.6–12.5%	0
11	Healthline	7/132	5.3%	2.6–10.5%	4
12	The Tim Ferriss Show	7/132	5.3%	2.6–10.5%	0
13	The Diary of a CEO	4/132	3.0%	1.2–7.5%	0
14	The Genius Life	3/132	2.3%	0.8–6.5%	0
15	The Joe Rogan Experience	3/132	2.3%	0.8–6.5%	0
16	The Rich Roll Podcast	3/132	2.3%	0.8–6.5%	0
17	The Goop Podcast	0/132	0.0%	0.0–2.8%	0

02 THE LEADERBOARD

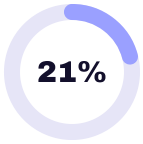
Question group: Product questions

156 returned four-engine answers to this group's 13 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Healthline	10/156	6.4%	3.5–11.4%	10
2	Women's Health	5/156	3.2%	1.4–7.3%	5
3	Men's Health	2/156	1.3%	0.4–4.6%	0
4	Examine	0/156	0.0%	0.0–2.4%	0
5	FoundMyFitness	0/156	0.0%	0.0–2.4%	0
6	Huberman Lab	0/156	0.0%	0.0–2.4%	0
7	Mind Pump	0/156	0.0%	0.0–2.4%	0
8	On Purpose	0/156	0.0%	0.0–2.4%	0
9	The Diary of a CEO	0/156	0.0%	0.0–2.4%	0
10	The Doctor's Farmacy	0/156	0.0%	0.0–2.4%	0
11	The Genius Life	0/156	0.0%	0.0–2.4%	0
12	The Goop Podcast	0/156	0.0%	0.0–2.4%	0
13	The Joe Rogan Experience	0/156	0.0%	0.0–2.4%	0
14	The Model Health Show	0/156	0.0%	0.0–2.4%	0
15	The Peter Attia Drive	0/156	0.0%	0.0–2.4%	0
16	The Rich Roll Podcast	0/156	0.0%	0.0–2.4%	0
17	The Tim Ferriss Show	0/156	0.0%	0.0–2.4%	0

PROFILES

03 The top eight, side by side

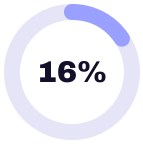


RANK 1

Huberman Lab

60/288 answers · 95% CI 16.5–25.9%

1.6	4.2%	0.5%
first-mention position	owned-domain citation (12/285)	citation share

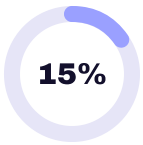


RANK 2

The Peter Attia Drive

45/288 answers · 95% CI 11.9–20.3%

1.3	3.2%	0.4%
first-mention position	owned-domain citation (9/285)	citation share

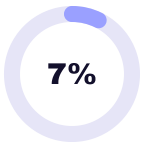


RANK 3

FoundMyFitness

44/288 answers · 95% CI 11.6–19.9%

2.5	2.1%	0.2%
first-mention position	owned-domain citation (6/285)	citation share

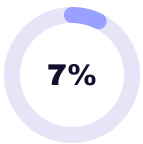


RANK 4

Mind Pump

21/288 answers · 95% CI 4.8–10.9%

2.3	0.7%	0.1%
first-mention position	owned-domain citation (2/285)	citation share

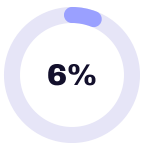


RANK 5

Women's Health

21/288 answers · 95% CI 4.8–10.9%

1.7	1.1%	0.2%
first-mention position	owned-domain citation (3/285)	citation share

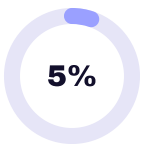


RANK 6

Healthline

17/288 answers · 95% CI 3.7–9.2%

1.2	18.9%	3.1%
first-mention position	owned-domain citation (54/285)	citation share

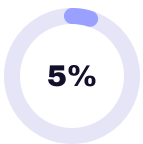


RANK 7

The Doctor's Farmacy

15/288 answers · 95% CI 3.2–8.4%

3.9	0.7%	0.1%
first-mention position	owned-domain citation (2/285)	citation share



RANK 8

Men's Health

14/288 answers · 95% CI 2.9–8%

1.1	0.7%	0.1%
first-mention position	owned-domain citation (2/285)	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

Huberman Lab	**22.2%**
The Peter Attia Drive	**18.1%**
FoundMyFitness	**18.1%**
Mind Pump	**6.9%**
The Model Health Show	**6.9%**
Healthline	**5.6%**

Claude

72 ASKED | 72 RETURNED | 69 GROUNDED

Huberman Lab	**22.2%**
FoundMyFitness	**22.2%**
The Peter Attia Drive	**16.7%**
Mind Pump	**8.3%**
The Doctor's Farmacy	**8.3%**
Healthline	**6.9%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Huberman Lab	**23.6%**
The Peter Attia Drive	**19.4%**
FoundMyFitness	**12.5%**
Mind Pump	**8.3%**
Women's Health	**8.3%**
The Doctor's Farmacy	**8.3%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Huberman Lab	**15.3%**
Women's Health	**11.1%**
The Peter Attia Drive	**8.3%**
FoundMyFitness	**8.3%**
Healthline	**6.9%**
Men's Health	**6.9%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 68 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 59 = 347 answers.



TRIGGER RATE

Google AI Overviews appeared on 59 of 68 searches (86.8%, CI 76.7–92.9%). The other 9 searches showed no overview. Within the 59 overviews, Huberman Lab was named in 12 (20.3%), Mind Pump was named in 7 (11.9%), The Peter Attia Drive was named in 6 (10.2%), On Purpose was named in 5 (8.5%). youtube.com was the most-cited source, with 35 citations and an appearance in 25 of 59 overviews.

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

1	Huberman Lab	20.7%	=
2	The Peter Attia Drive	14.7%	=
3	FoundMyFitness	13.5%	=
4	Mind Pump	8.1%	=
5	Women's Health	6.9%	=
6	The Doctor's Farmacy	5.2%	▲ 1
7	Healthline	4.9%	▼ 1
8	Men's Health	4.9%	=
9	On Purpose	4.6%	▲ 1
10	Examine	3.7%	▼ 1

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

The Peter Attia Drive 100%

TIED WITH HUBERMAN LAB, FOUNDMYFITNESS

Huberman Lab	100%
FoundMyFitness	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Huberman Lab 100%

The Peter Attia Drive	75%
FoundMyFitness	58.3%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Healthline 33.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Women's Health 16.7%

TIED WITH MEN'S HEALTH

Men's Health	16.7%
Healthline	8.3%

AI Overview shown on 3 of 3 searches

Q07 · 12 ANSWERS

Healthline 33.3%

AI Overview shown on 3 of 3 searches

Q08 · 12 ANSWERS

Healthline 8.3%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,427 citations in total. podcasts.apple.com was cited most often, with 143 citations (5.9%) across 42 answers. Next came en.wikipedia.org (75), healthline.com (61), podcast.feedspot.com (52), millionpodcasts.com (45), forbes.com (41).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

healthline.com	**17.9%**
podcasts.apple.com	**14.7%**
en.wikipedia.org	**14.7%**
forbes.com	**11.2%**
millionpodcasts.com	**10.2%**
sleepfoundation.org	**9.8%**
youtube.com	**9.8%**
podcast.feedspot.com	**9.1%**
apple.com	**9.1%**
everydayhealth.com	**7.4%**

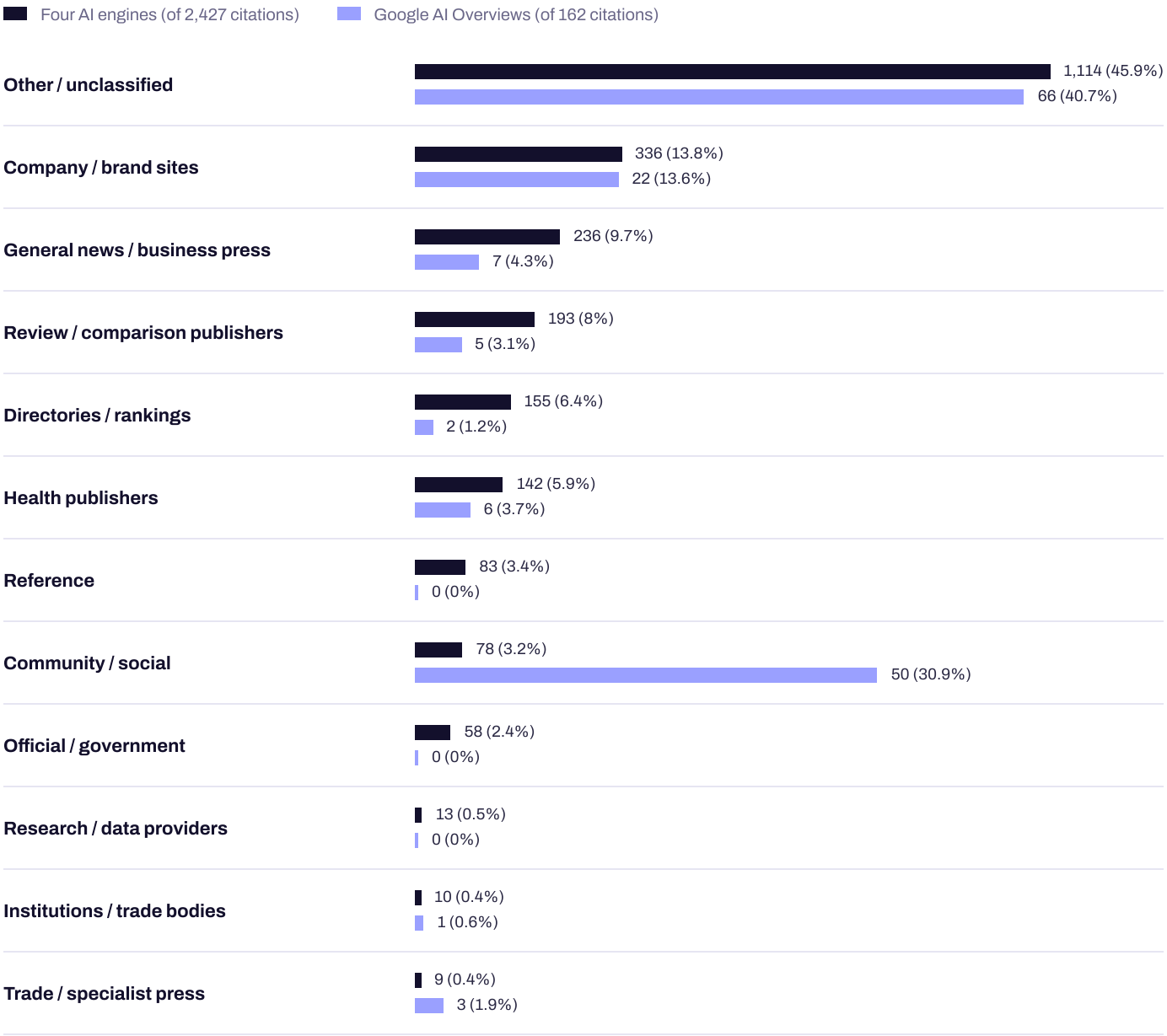
GOOGLE AI OVERVIEWS · SHARE OF 59 OVERVIEWS

youtube.com	**42.4%**
reddit.com	**15.3%**
facebook.com	**10.2%**
podcasts.apple.com	**10.2%**
open.spotify.com	**8.5%**
nytimes.com	**6.8%**
bscg.org	**5.1%**
drstavy.com	**5.1%**
drtimpearce.com	**5.1%**
elchemy.com	**5.1%**

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 podcasts and outlets 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.	Healthline's own domains were cited in 18.9% of grounded answers, Huberman Lab's in 4.2% and The Peter Attia Drive's in 3.2%. Healthline was named in only 5.9% of answers, yet its own domains were cited in 18.9%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were podcasts.apple.com (in 14.7% of grounded answers), en.wikipedia.org (14.7%), forbes.com (11.2%), millionpodcasts.com (10.2%) and sleepfoundation.org (9.8%). General news and business press supplied 9.7% of citations and review and comparison publishers 8.0%.
Check each engine separately.	Claude named FoundMyFitness in 22.2% of answers against 8.3% on Perplexity. Gemini named The Peter Attia Drive in 19.4% of answers against 8.3% on Perplexity.
Watch names outside the tracked list.	ZOE Science & Nutrition (17 answers), Mayo Clinic (14 answers) and Shape (12 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 wellness podcasts and outlets appear in these AI answers?

Huberman Lab: 60/288 returned four-engine answers (20.8%; 95% interval 16.5–25.9%). Three or more leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

The Peter Attia Drive was the first source named in 32 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 59 of 68 searches (86.8%, CI 76.7–92.9%). Within those 59 overviews, Huberman Lab was named most often, in 12 (20.3%).

Q4 Which sources do the engines cite?

Across 2,427 four-engine citations, podcasts.apple.com was cited most (143 citations, in 42 of 285 grounded answers), followed by en.wikipedia.org (75 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	68
questions		runs each		AI engines		answers		Google searches · 59 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 6 to 7, 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	69
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	68	59 shown	59

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 17 tracked sources are ranked; results are not an exhaustive market ranking.
- Only the tracked sources were scored. The untracked podcasts and outlets named most often were ZOE Science & Nutrition (17 answers), Mayo Clinic (14 answers) and Shape (12 answers); other product names were not counted.
- 356 of 360 planned results were returned: 4 of 72 AI Overview lookups were excluded after three attempts because Google search retrieval failed or returned incomplete results. They are not counted as no-overview results.
- 68 successful Google searches: 59 overviews shown; 9 without an overview. Failures are excluded, not scored as zero.
- 3 chat answers had no search sources and are left out of the citation figures.
- No Core question names a tracked name.
- Source types use Company / brand sites only for verified official sites; 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.
- Podcasts and outlets are the main ranking; the ten wellness brands on the card are ranked in their own table. Shared domain: The Goop Podcast is path-scoped on goop.com. The index counts how often names appear and makes no medical or safety claim.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Appearance rates use all returned four-engine answers; own-site citation rates use grounded answers, so the two are separate measures.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity 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	What are the best health and longevity podcasts?	Podcasts and sources	CORE QUESTION
02	Which podcasts give evidence-based advice on sleep and fitness?	Podcasts and sources	CORE QUESTION
03	What are the most trustworthy sources for health and wellness information?	Podcasts and sources	CORE QUESTION
04	What are the best supplements for longevity?	Product questions	CORE QUESTION
05	Which wearable is best for tracking sleep and recovery?	Product questions	CORE QUESTION
06	What are the best at-home blood testing services?	Product questions	CORE QUESTION
07	What are the best greens powders?	Product questions	CORE QUESTION
08	Which meditation apps are best for stress?	Product questions	CORE QUESTION
09	Which podcasts interview longevity researchers?	Podcasts and sources	ADDED QUESTION
10	Which podcasts cover nutrition science?	Podcasts and sources	ADDED QUESTION
11	Which podcasts cover strength training and fitness?	Podcasts and sources	ADDED QUESTION
12	Which wellness podcasts are most popular in the US?	Podcasts and sources	ADDED QUESTION
13	Which podcasts discuss mental health and mindfulness?	Podcasts and sources	ADDED QUESTION
14	Which websites review supplements based on research?	Podcasts and sources	ADDED QUESTION
15	Which health magazines cover fitness and nutrition?	Podcasts and sources	ADDED QUESTION
16	Which podcasts discuss metabolic health?	Podcasts and sources	ADDED QUESTION
17	Which supplement brands are third-party tested?	Product questions	ADDED QUESTION
18	Which smart rings track sleep?	Product questions	ADDED QUESTION
19	Which companies offer full-body health testing memberships?	Product questions	ADDED QUESTION
20	What are the best products for improving sleep?	Product questions	ADDED QUESTION
21	Which protein powder brands are most trusted?	Product questions	ADDED QUESTION
22	Which fitness trackers measure heart rate variability?	Product questions	ADDED QUESTION
23	Which apps help with sleep and relaxation?	Product questions	ADDED QUESTION
24	Which electrolyte drinks are best for athletes?	Product questions	ADDED QUESTION

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