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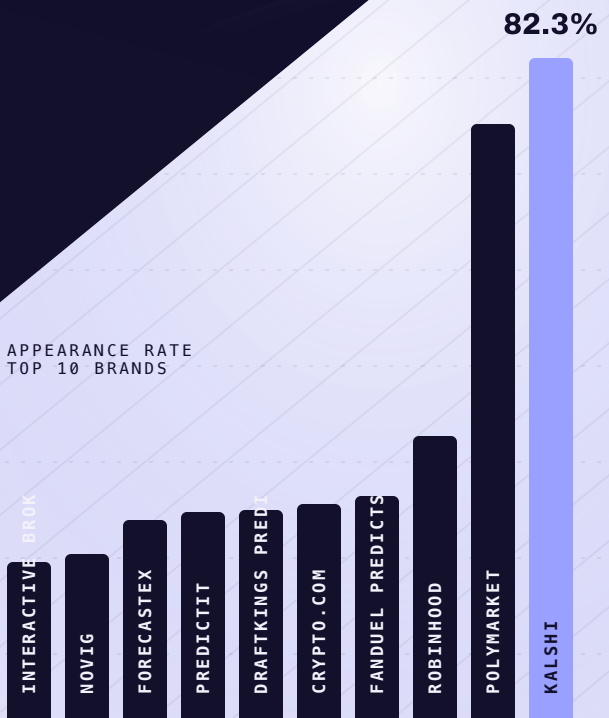
PREDICTION MARKETS INDEX 2.0

Which prediction market platforms 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 64 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

No sole leader is established. Polymarket is within its margin.

Kalshi: 237/288 returned four-engine answers (82.3%; 95% interval 77.5–86.3%). The two leading intervals overlap; no sole leader is established. Without all seven named Core questions, Kalshi and Polymarket remain the leading pair, each named in 185/204 chat answers; their Wilson intervals overlap, so no sole leader is established.

> Version 2. This version replaces the first version of this study, first published August 24, 2026. It uses measured counts, so the two versions are not comparable.

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

82.3%
of answers named Kalshi, the most-named (237 of 288)

19
tracked platforms named at least once (of 19)

92.8%
of Google searches showed an AI Overview (64 of 69)

INSIDE THIS REPORT

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Kalshi

Kalshi: 237/288 returned four-engine answers (82.3%; 95% interval 77.5–86.3%). The two leading intervals overlap; no sole leader is established. Without all seven named Core questions, Kalshi and Polymarket remain the leading pair, each named in 185/204 chat answers; their Wilson intervals overlap, so no sole leader is established.

NAMED FIRST

177/288 (61.5%)

Kalshi was the first platform named in 177 of 288 answers, more than any other tracked platform. Its average first position was 1.5.

GEMINI SKEW

31/72 (43.1%)

Gemini named Interactive Brokers in 31 of 72 answers. The other engines named it in 4 to 15 of 72.

GEMINI SKEW

32/72 (44.4%)

Gemini named ForecastEx in 32 of 72 answers. The other engines named it in 7 to 21 of 72.

OWN-SITE CITATIONS

52/288 (18.1%)

Kalshi's own domains were cited in 52 of 288 grounded answers, more than any other tracked platform. Polymarket followed at 27 of 288. 6 of 19 tracked platforms had 0 of 288.

AIO TRIGGER

64/69 (92.8%)

Google AI Overviews appeared on 64 of 69 searches (CI 84.1–96.9%). On the other 5, no overview was shown.

AIO LEADER

50/64 (78.1%)

Kalshi was the platform named most often in AI Overviews, at 50 of 64, followed by Polymarket at 39 of 64 (60.9%). In the four-engine set, Kalshi was named in 237 of 288 answers (82.3%).

TOP DOMAIN

25/288 (8.7%)

robinhood.com received the most citation links, 71 of 2,358 (3%), across 25 of 288 grounded answers (8.7%). cbssports.com appeared in the most answers, 62 of 288 (21.5%).

THE LEADERBOARD

02 Which platforms 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	Kalshi	82.3%	237/288
2	Polymarket	74.0%	213/288
3	Robinhood	35.1%	101/288
4	FanDuel Predicts	27.8%	80/288
5	Crypto.com	26.7%	77/288
6	DraftKings Predictions	26.0%	75/288
7	PredictIt	25.7%	74/288
8	ForecastEx	24.7%	71/288
9	Novig	20.5%	59/288
10	Interactive Brokers	19.4%	56/288
11	Underdog	15.3%	44/288
12	CME Group	14.6%	42/288
13	ProphetX	10.4%	30/288
14	Manifold	10.1%	29/288
15	Coinbase	8.0%	23/288

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 2,358 citations. Seven Core questions name tracked platforms, so those counts include answers that name them by design: Q2 "Is Kalshi legal?" names Kalshi; Q3 "Is Polymarket available in the US?" names Polymarket; Q4 "Is Kalshi gambling or a financial product?" names Kalshi; Q5 "Kalshi vs Polymarket: which is better?" names Kalshi and Polymarket; Q9 "Is Kalshi legal in New York?" names Kalshi; Q10 "What is Novig?" names Novig; Q11 "Does Robinhood offer event contracts?" names Robinhood. Without them: Kalshi 237/288 (rank 1) becomes 185/204 (rank 1); Polymarket 213/288 (rank 2) becomes 185/204 (rank 2); Novig 59/288 (rank 9) becomes 47/204 (rank 10); Robinhood 101/288 (rank 3) becomes 88/204 (rank 3). The top-five order changes: Kalshi, Polymarket, Robinhood, Crypto.com, FanDuel Predicts.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Kalshi**	237/288	**82.3%**	77.5–86.3%	1.5	18.1% (52/288)	2.6%
2	**Polymarket**	213/288	**74%**	68.6–78.7%	2.6	9.4% (27/288)	1.5%
3	**Robinhood**	101/288	**35.1%**	29.8–40.7%	3.8	8.7% (25/288)	3.1%
4	**FanDuel Predicts**	80/288	**27.8%**	22.9–33.2%	4.1	0% (0/288)	0%
5	**Crypto.com**	77/288	**26.7%**	22–32.1%	4.7	0% (0/288)	0%
6	**DraftKings Predictions**	75/288	**26%**	21.3–31.4%	4	0.3% (1/288)	0%
7	**PredictIt**	74/288	**25.7%**	21–31%	4	2.8% (8/288)	0.3%
8	**ForecastEx**	71/288	**24.7%**	20–29.9%	4.1	1.4% (4/288)	0.2%
9	**Novig**	59/288	**20.5%**	16.2–25.5%	3.8	4.2% (12/288)	0.8%
10	**Interactive Brokers**	56/288	**19.4%**	15.3–24.4%	3.7	7.3% (21/288)	0.9%
11	**Underdog**	44/288	**15.3%**	11.6–19.9%	5.9	0% (0/288)	0%
12	**CME Group**	42/288	**14.6%**	11–19.1%	3.5	4.9% (14/288)	0.6%
13	**ProphetX**	30/288	**10.4%**	7.4–14.5%	5.3	0% (0/288)	0%
14	**Manifold**	29/288	**10.1%**	7.1–14.1%	3.8	2.4% (7/288)	0.3%
15	**Coinbase**	23/288	**8%**	5.4–11.7%	6.1	0.3% (1/288)	0%
16	**Metaculus**	18/288	**6.3%**	4–9.7%	2.6	1% (3/288)	0.2%
17	**Webull**	18/288	**6.3%**	4–9.7%	6.3	0.3% (1/288)	0%
18	**PrizePicks**	13/288	**4.5%**	2.7–7.6%	6.8	0% (0/288)	0%
19	**Sporttrade**	5/288	**1.7%**	0.7–4%	5	0% (0/288)	0%

02 THE LEADERBOARD

Question group: Prediction market platforms

84 returned four-engine answers to this group's 7 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Polymarket	74/84	88.1%	79.5–93.4%	18
2	Kalshi	69/84	82.1%	72.6–88.9%	42
3	PredictIt	32/84	38.1%	28.4–48.8%	0
4	Novig	29/84	34.5%	25.2–45.2%	12
5	Manifold	19/84	22.6%	15.0–32.6%	0
6	Metaculus	16/84	19.0%	12.1–28.7%	12
7	Crypto.com	15/84	17.9%	11.1–27.4%	0
8	FanDuel Predicts	14/84	16.7%	10.2–26.1%	0
9	Robinhood	14/84	16.7%	10.2–26.1%	0
10	DraftKings Predictions	11/84	13.1%	7.5–21.9%	0
11	ProphetX	11/84	13.1%	7.5–21.9%	0
12	Underdog	11/84	13.1%	7.5–21.9%	0
13	ForecastEx	10/84	11.9%	6.6–20.5%	0
14	Interactive Brokers	7/84	8.3%	4.1–16.2%	0
15	Coinbase	3/84	3.6%	1.2–10.0%	0
16	CME Group	1/84	1.2%	0.2–6.4%	0
17	PrizePicks	0/84	0.0%	0.0–4.4%	0
18	Sporttrade	0/84	0.0%	0.0–4.4%	0
19	Webull	0/84	0.0%	0.0–4.4%	0

02 THE LEADERBOARD

Question group: Legality and regulation questions

72 returned four-engine answers to this group's 6 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Kalshi	57/72	79.2%	68.4–86.9%	57
2	Polymarket	35/72	48.6%	37.4–59.9%	12
3	Robinhood	16/72	22.2%	14.2–33.1%	2
4	Crypto.com	15/72	20.8%	13.1–31.6%	0
5	ForecastEx	10/72	13.9%	7.7–23.7%	0
6	DraftKings Predictions	9/72	12.5%	6.7–22.1%	0
7	PredictIt	8/72	11.1%	5.7–20.4%	0
8	Underdog	8/72	11.1%	5.7–20.4%	0
9	Interactive Brokers	7/72	9.7%	4.8–18.7%	0
10	FanDuel Predicts	6/72	8.3%	3.9–17.0%	1
11	Coinbase	5/72	6.9%	3.0–15.2%	0
12	CME Group	4/72	5.6%	2.2–13.4%	0
13	Novig	3/72	4.2%	1.4–11.5%	0
14	Webull	2/72	2.8%	0.8–9.6%	0
15	Manifold	0/72	0.0%	0.0–5.1%	0
16	Metaculus	0/72	0.0%	0.0–5.1%	0
17	PrizePicks	0/72	0.0%	0.0–5.1%	0
18	ProphetX	0/72	0.0%	0.0–5.1%	0
19	Sporttrade	0/72	0.0%	0.0–5.1%	0

02 THE LEADERBOARD

Question group: Sports event contracts

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Polymarket	31/36	86.1%	71.3–93.9%	3
2	Kalshi	27/36	75.0%	58.9–86.2%	20
3	FanDuel Predicts	24/36	66.7%	50.3–79.8%	1
4	DraftKings Predictions	21/36	58.3%	42.2–72.9%	12
5	Crypto.com	19/36	52.8%	37.0–68.0%	0
6	CME Group	12/36	33.3%	20.2–49.7%	0
7	Robinhood	11/36	30.6%	18.0–46.9%	0
8	Novig	9/36	25.0%	13.8–41.1%	0
9	ProphetX	7/36	19.4%	9.8–35.0%	0
10	Underdog	7/36	19.4%	9.8–35.0%	0
11	PrizePicks	6/36	16.7%	7.9–31.9%	0
12	Webull	5/36	13.9%	6.1–28.7%	0
13	ForecastEx	4/36	11.1%	4.4–25.3%	0
14	Interactive Brokers	4/36	11.1%	4.4–25.3%	0
15	Sporttrade	4/36	11.1%	4.4–25.3%	0
16	Coinbase	3/36	8.3%	2.9–21.8%	0
17	Manifold	1/36	2.8%	0.5–14.2%	0
18	Metaculus	0/36	0.0%	0.0–9.6%	0
19	PredictIt	0/36	0.0%	0.0–9.6%	0

02 THE LEADERBOARD

Question group: Economic and financial event contracts

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Robinhood	31/36	86.1%	71.3–93.9%	16
2	ForecastEx	28/36	77.8%	61.9–88.3%	0
3	Kalshi	26/36	72.2%	56.0–84.2%	12
4	Interactive Brokers	21/36	58.3%	42.2–72.9%	7
5	CME Group	20/36	55.6%	39.6–70.5%	1
6	Crypto.com	16/36	44.4%	29.5–60.4%	0
7	Polymarket	15/36	41.7%	27.1–57.8%	0
8	Webull	9/36	25.0%	13.8–41.1%	0
9	Coinbase	7/36	19.4%	9.8–35.0%	0
10	Underdog	4/36	11.1%	4.4–25.3%	0
11	FanDuel Predicts	3/36	8.3%	2.9–21.8%	0
12	PrizePicks	3/36	8.3%	2.9–21.8%	0
13	Novig	1/36	2.8%	0.5–14.2%	0
14	DraftKings Predictions	0/36	0.0%	0.0–9.6%	0
15	Manifold	0/36	0.0%	0.0–9.6%	0
16	Metaculus	0/36	0.0%	0.0–9.6%	0
17	PredictIt	0/36	0.0%	0.0–9.6%	0
18	ProphetX	0/36	0.0%	0.0–9.6%	0
19	Sporttrade	0/36	0.0%	0.0–9.6%	0

02 THE LEADERBOARD

Question group: Comparisons with sportsbooks

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Kalshi	34/36	94.4%	81.9–98.5%	22
2	Polymarket	34/36	94.4%	81.9–98.5%	3
3	FanDuel Predicts	26/36	72.2%	56.0–84.2%	0
4	DraftKings Predictions	25/36	69.4%	53.1–82.0%	5
5	PredictIt	18/36	50.0%	34.5–65.5%	5
6	Novig	17/36	47.2%	32.0–63.0%	0
7	Underdog	14/36	38.9%	24.8–55.1%	0
8	ProphetX	12/36	33.3%	20.2–49.7%	0
9	Robinhood	11/36	30.6%	18.0–46.9%	0
10	Crypto.com	6/36	16.7%	7.9–31.9%	0
11	ForecastEx	6/36	16.7%	7.9–31.9%	0
12	Manifold	5/36	13.9%	6.1–28.7%	0
13	Interactive Brokers	4/36	11.1%	4.4–25.3%	0
14	PrizePicks	4/36	11.1%	4.4–25.3%	0
15	Coinbase	2/36	5.6%	1.5–18.1%	0
16	CME Group	1/36	2.8%	0.5–14.2%	0
17	Metaculus	1/36	2.8%	0.5–14.2%	0
18	Sporttrade	1/36	2.8%	0.5–14.2%	0
19	Webull	0/36	0.0%	0.0–9.6%	0

02 THE LEADERBOARD

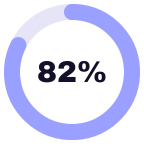
Question group: Election and politics markets

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Kalshi	24/24	100.0%	86.2–100.0%	24
2	Polymarket	24/24	100.0%	86.2–100.0%	0
3	Robinhood	18/24	75.0%	55.1–88.0%	0
4	PredictIt	16/24	66.7%	46.7–82.0%	0
5	ForecastEx	13/24	54.2%	35.1–72.1%	0
6	Interactive Brokers	13/24	54.2%	35.1–72.1%	0
7	DraftKings Predictions	9/24	37.5%	21.2–57.3%	0
8	FanDuel Predicts	7/24	29.2%	14.9–49.2%	0
9	Crypto.com	6/24	25.0%	12.0–44.9%	0
10	CME Group	4/24	16.7%	6.7–35.9%	0
11	Manifold	4/24	16.7%	6.7–35.9%	0
12	Coinbase	3/24	12.5%	4.3–31.0%	0
13	Webull	2/24	8.3%	2.3–25.8%	0
14	Metaculus	1/24	4.2%	0.7–20.2%	0
15	Novig	0/24	0.0%	0.0–13.8%	0
16	PrizePicks	0/24	0.0%	0.0–13.8%	0
17	ProphetX	0/24	0.0%	0.0–13.8%	0
18	Sporttrade	0/24	0.0%	0.0–13.8%	0
19	Underdog	0/24	0.0%	0.0–13.8%	0

PROFILES

03 The top eight, side by side

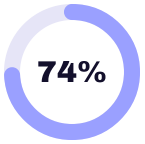


RANK 1

Kalshi

237/288 answers · 95% CI 77.5–86.3%

1.5	18.1%	2.6%
first-mention position	owned-domain citation (52/288)	citation share

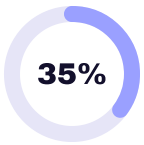


RANK 2

Polymarket

213/288 answers · 95% CI 68.6–78.7%

2.6	9.4%	1.5%
first-mention position	owned-domain citation (27/288)	citation share



RANK 3

Robinhood

101/288 answers · 95% CI 29.8–40.7%

3.8	8.7%	3.1%
first-mention position	owned-domain citation (25/288)	citation share



RANK 4

FanDuel Predicts

80/288 answers · 95% CI 22.9–33.2%

4.1	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

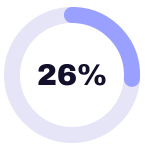


RANK 5

Crypto.com

77/288 answers · 95% CI 22–32.1%

4.7	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

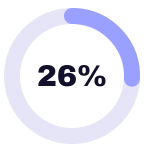


RANK 6

DraftKings Predictions

75/288 answers · 95% CI 21.3–31.4%

4	0.3%	0%
first-mention position	owned-domain citation (1/288)	citation share



RANK 7

PredictIt

74/288 answers · 95% CI 21–31%

4	2.8%	0.3%
first-mention position	owned-domain citation (8/288)	citation share



RANK 8

ForecastEx

71/288 answers · 95% CI 20–29.9%

4.1	1.4%	0.2%
first-mention position	owned-domain citation (4/288)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Gemini named Interactive Brokers in 31 of 72 answers. The other engines named it in 4 to 15 of 72. Gemini named ForecastEx in 32 of 72 answers. The other engines named it in 7 to 21 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Kalshi	**81.9%**
Polymarket	**73.6%**
PredictIt	**34.7%**
FanDuel Predicts	**25%**
DraftKings Predictions	**22.2%**
Novig	**18.1%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

Kalshi	**86.1%**
Polymarket	**79.2%**
Crypto.com	**45.8%**
Robinhood	**38.9%**
FanDuel Predicts	**29.2%**
DraftKings Predictions	**27.8%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Kalshi	**83.3%**
Polymarket	**72.2%**
ForecastEx	**44.4%**
Interactive Brokers	**43.1%**
Robinhood	**41.7%**
PredictIt	**36.1%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Kalshi	**77.8%**
Polymarket	**70.8%**
Robinhood	**44.4%**
Crypto.com	**37.5%**
FanDuel Predicts	**33.3%**
DraftKings Predictions	**31.9%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 69 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 64 = 352 answers.



TRIGGER RATE

Google AI Overviews appeared on 64 of 69 searches (92.8%, CI 84.1–96.9%). The other 5 searches showed no overview. Within the 64 overviews, Kalshi was named in 50 (78.1%), Polymarket was named in 39 (60.9%), Robinhood was named in 20 (31.3%), DraftKings Predictions was named in 14 (21.9%). youtube.com was the most-cited source, with 44 citations and an appearance in 19 of 64 overviews.

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

1	Kalshi	81.5%	=
2	Polymarket	71.6%	=
3	Robinhood	34.4%	=
4	FanDuel Predicts	26.4%	=
5	DraftKings Predictions	25.3%	▲ 1
6	Crypto.com	23.9%	▼ 1
7	PredictIt	21.6%	=
8	ForecastEx	21.6%	=
9	Novig	20.5%	=
10	Interactive Brokers	17.9%	=

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

Kalshi 100%

TIED WITH POLYMARKET

Polymarket	100%
Novig	91.7%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Kalshi 100%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Polymarket 100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Kalshi 100%

ForecastEx	8.3%
Interactive Brokers	8.3%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Kalshi 100%

TIED WITH POLYMARKET

Polymarket	100%
Coinbase	8.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Kalshi 100%

TIED WITH POLYMARKET

Polymarket	100%
PredictIt	66.7%

AI Overview shown on 3 of 3 searches

07 WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,358 citations in total. robinhood.com was cited most often, with 71 citations (3%) across 25 answers. Next came cbssports.com (67), si.com (66), covers.com (60), sailgp.com (58), cftc.gov (50).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

cbssports.com	**21.5%**
si.com	**20.1%**
covers.com	**17.4%**
sailgp.com	**14.6%**
foxsports.com	**14.2%**
actionnetwork.com	**13.5%**
kalshi.com	**12.8%**
defirate.com	**12.8%**
thelines.com	**11.5%**
en.wikipedia.org	**10.1%**

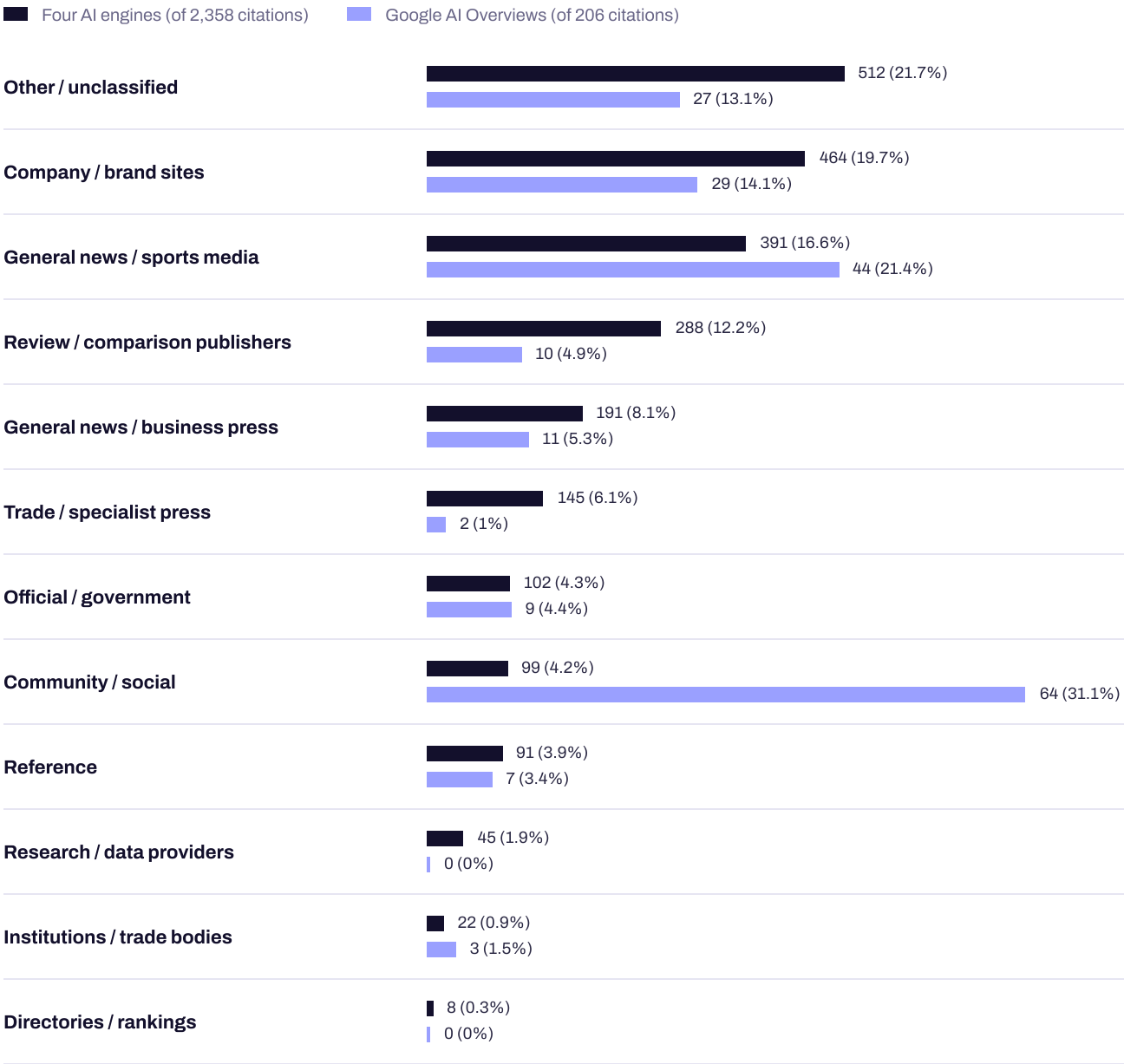
GOOGLE AI OVERVIEWS · SHARE OF 64 OVERVIEWS

youtube.com	**29.7%**
si.com	**18.8%**
sailgp.com	**10.9%**
facebook.com	**9.4%**
foxsports.com	**9.4%**
saturdaydownsouth.com	**9.4%**
cbssports.com	**7.8%**
linkedin.com	**7.8%**
nerdwallet.com	**7.8%**
nextpredict.io	**7.8%**

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 prediction market platforms 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.	Kalshi's own domains were cited in 18.1% of grounded answers, Polymarket's in 9.4% and Robinhood's in 8.7%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were cbssports.com (in 21.5% of grounded answers), si.com (20.1%), covers.com (17.4%), sailgp.com (14.6%) and foxsports.com (14.2%). General news and sports media supplied 16.6% of citations and review and comparison publishers 12.2%.
Check each engine separately.	Gemini named Interactive Brokers in 43.1% of answers against 5.6% on ChatGPT. Gemini named ForecastEx in 44.4% of answers against 9.7% on ChatGPT.
Watch names outside the tracked list.	Fanatics Markets (26 answers), Augur (14 answers) and Gemini Predictions (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 prediction market platforms appear in these AI answers?

Kalshi: 237/288 returned four-engine answers (82.3%; 95% interval 77.5–86.3%). The two leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

Kalshi was the first platform named in 177 of 288 answers, with an average first position of 1.5.

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

An overview appeared on 64 of 69 searches (92.8%, CI 84.1–96.9%). Within those 64 overviews, Kalshi was named most often, in 50 (78.1%).

Q4 Which sources do the engines cite?

Across 2,358 four-engine citations, robinhood.com was cited most (71 citations, in 25 of 288 grounded answers), followed by cbssports.com (67 citations).

Q5 Do the four engines agree?

Only in part. Gemini named Interactive Brokers in 31 of 72 answers, against 4 to 15 of 72 on the other engines. Gemini named ForecastEx in 32 of 72 answers, against 7 to 21 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	69
questions		runs each		AI engines		answers		Google searches · 64 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	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	69	64 shown	64

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 19 tracked platforms are ranked; results are not an exhaustive market ranking.
- Only the tracked platforms were scored. The untracked platforms named most often were Fanatics Markets (26 answers), Augur (14 answers) and Gemini Predictions (12 answers); regulators and places were not counted.
- 357 of 360 planned results were returned: 3 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.
- 69 successful Google searches: 64 overviews shown; 5 without an overview. Failures are excluded, not scored as zero.
- 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.
- Legality questions are asked word for word; answers are not scored for accuracy. The index counts how often names appear and makes no legal or financial claim.
- Sportsbook-only mentions of DraftKings and FanDuel were not counted for their prediction-market products.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Status: Polymarket operates in the US as Polymarket US through QCX, bought in July 2025; Coinbase has offered Kalshi event contracts since December 2025.
- Seven Core questions name Kalshi, Polymarket, Novig or Robinhood (listed under the full ranking table). Without them, Kalshi and Polymarket stay tied at 185 of 204 answers each.
- 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.

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	**What are the best prediction market apps in the US?**	Prediction market platforms	CORE QUESTION
02	**Is Kalshi legal?**	Legality and regulation questions	CORE QUESTION
03	**Is Polymarket available in the US?**	Legality and regulation questions	CORE QUESTION
04	**Is Kalshi gambling or a financial product?**	Legality and regulation questions	CORE QUESTION
05	**Kalshi vs Polymarket: which is better?**	Prediction market platforms	CORE QUESTION
06	**What are prediction markets and how do they work?**	Prediction market platforms	CORE QUESTION
07	**Can I bet on sports through prediction markets?**	Sports event contracts	CORE QUESTION
08	**Which prediction markets are regulated by the CFTC?**	Legality and regulation questions	CORE QUESTION
09	**Is Kalshi legal in New York?**	Legality and regulation questions	CORE QUESTION
10	**What is Novig?**	Prediction market platforms	CORE QUESTION
11	**Does Robinhood offer event contracts?**	Economic and financial event contracts	CORE QUESTION
12	**What are the best alternatives to sportsbooks for sports predictions?**	Comparisons with sportsbooks	CORE QUESTION
13	**Where can I trade on election outcomes in the US?**	Election and politics markets	ADDED QUESTION
14	**Which platforms offer contracts on presidential elections?**	Election and politics markets	ADDED QUESTION
15	**Which platforms let you trade on economic data like inflation and interest rates?**	Economic and financial event contracts	ADDED QUESTION
16	**Which brokerages offer event contracts?**	Economic and financial event contracts	ADDED QUESTION
17	**Which apps offer sports event contracts in states without legal sports betting?**	Sports event contracts	ADDED QUESTION
18	**Which sportsbooks have launched prediction market products?**	Sports event contracts	ADDED QUESTION
19	**How do prediction markets differ from sportsbooks?**	Comparisons with sportsbooks	ADDED QUESTION
20	**Which states have challenged sports event contracts?**	Legality and regulation questions	ADDED QUESTION
21	**What are the largest prediction markets by trading volume?**	Prediction market platforms	ADDED QUESTION
22	**Which prediction markets use cryptocurrency?**	Prediction market platforms	ADDED QUESTION
23	**Which forecasting platforms do researchers use to predict events?**	Prediction market platforms	ADDED QUESTION
24	**What fees do prediction market apps charge?**	Comparisons with sportsbooks	ADDED QUESTION

5W

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