5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

BANKING SOURCES INDEX 2.0

Which banking sources AI engines cite
288 AI answers · November 4, 2026

Measured :
November 4, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 22 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Federal Reserve Board leads. Federal Deposit Insurance Corporation is second.

Federal Reserve Board: 94/168 (56.0%; 95% interval 48.4–63.2%). Federal Deposit Insurance Corporation: 46/168 (27.4%; 95% interval 21.2–34.6%). The most-cited untracked site, sec.gov, was cited in 19 answers.

Version 2. This version replaces the first version of this study, first published July 20, 2026. It uses measured counts, so the two versions are not comparable.

192
AI answers to the 16 banking questions across ChatGPT, Claude, Gemini and Perplexity

56.0%
of 168 grounded answers cited Federal Reserve Board (94/168)

16
tracked sources cited at least once (of 26)

71%
of Google searches showed an AI Overview (22 of 31)

INSIDE THIS REPORT

01 Key findings 03
02 The leaderboard 04
03 Newsletters and authors (not ranked) 06
04 Insurance sources, ranked separately 07
05 Profiles 10
06 How the engines differ 11
07 Google AI Overviews 13
08 Leaders by question 14
09 Who the engines cite 15
10 Citation share by source type 16
11 Improving AI visibility 17
12 Questions people ask 18
13 Methodology 19
14 Appendix: the 24 questions 20

KEY FINDINGS

01 What the data shows

MOST CITED TRACKED SOURCES

94/168 (56.0%)

Federal Reserve Board leads this measured set. Federal Reserve Board: 94/168 (56.0%; 95% interval 48.4–63.2%). Federal Deposit Insurance Corporation: 46/168 (27.4%; 95% interval 21.2–34.6%). The ranking covers tracked sources only. Untracked cited domains include sec.gov (19 answers), en.wikipedia.org (17 answers), finance.yahoo.com (14 answers), congress.gov (13 answers), spglobal.com (13 answers), jpmorganchase.com (12 answers), cnbc.com (9 answers), ffiec.gov (9 answers), banksift.org (8 answers), brookings.edu (8 answers).

NAMED FIRST

115/192 (59.9%)

Federal Reserve Board was the first tracked source named in 115 of 192 answers, more than any other tracked source. Its average first position was 1.7.

OWN-SITE CITATIONS

94/168 (56%)

Federal Reserve Board's own domains were cited in 94 of 168 grounded answers, more than any other tracked source. Federal Deposit Insurance Corporation followed at 46 of 168. 10 of 26 tracked sources had 0 of 168.

AIO TRIGGER

22/31 (71%)

Google AI Overviews appeared on 22 of 31 searches (CI 53.4–83.9%). On the other 9, no overview was shown.

AIO LEADER

13/22 (59.1%)

Federal Reserve Board was named in the text of 13 of 22 AI Overviews, more than any other tracked source, followed by Federal Deposit Insurance Corporation at 7 of 22 (31.8%). In the four-engine set, Federal Reserve Board was named in 146 of 192 answers (76.0%).

TOP DOMAIN

94/168 (56%)

federalreserve.gov was cited in 94 of 168 grounded four-engine answers, with 164 of 1,326 citations (12.4%). fdic.gov came second with 83 citations in 44 answers (26.2%).

02 THE LEADERBOARD

Tracked sources by cited-answer penetration

Ranking of tracked sources by citation penetration across 168 grounded answers; not textual mentions.

	BRAND	RATE	NAMED IN
1	Federal Reserve Board	56.0%	94/168
2	Federal Deposit Insurance Corporation	27.4%	46/168
3	Federal Reserve regional research	25.0%	42/168
4	Bank for International Settlements	16.7%	28/168
5	Banking Dive	7.1%	12/168
6	European Central Bank	6.0%	10/168
7	Bank of England	5.4%	9/168
8	Bloomberg	5.4%	9/168
9	Investopedia	5.4%	9/168
10	S&P Global Market Intelligence	5.4%	9/168
11	International Monetary Fund	3.0%	5/168
12	Office of the Comptroller of the Currency	3.0%	5/168
13	The Wall Street Journal	2.4%	4/168
14	Central Banking	1.2%	2/168
15	FRED	0.6%	1/168

THE LEADERBOARD

02 The full list

Tracked sources only. Text mention and first-mention data remain separate in the evidence.

#	TRACKED SOURCE	CITED ANSWERS	CITATION PENETRATION	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Federal Reserve Board	94/168	56%	48.4–63.2%	1.7	56% (94/168)	12.5%
2	Federal Deposit Insurance Corporation	46/168	27.4%	21.2–34.6%	2.7	27.4% (46/168)	7.8%
3	Federal Reserve regional research	42/168	25%	19.1–32.1%	2	25% (42/168)	6.3%
4	Bank for International Settlements	28/168	16.7%	11.8–23%	4.9	16.7% (28/168)	3.7%
5	Banking Dive	12/168	7.1%	4.1–12.1%	3	7.1% (12/168)	0.9%
6	European Central Bank	10/168	6%	3.3–10.6%	3.8	6% (10/168)	1.1%
7	Bank of England	9/168	5.4%	2.8–9.9%	4.3	5.4% (9/168)	0.9%
8	Bloomberg	9/168	5.4%	2.8–9.9%	4.3	5.4% (9/168)	0.7%
9	Investopedia	9/168	5.4%	2.8–9.9%	–	5.4% (9/168)	0.7%
10	S&P Global Market Intelligence	9/168	5.4%	2.8–9.9%	5.5	5.4% (9/168)	1%
11	International Monetary Fund	5/168	3%	1.3–6.8%	5.4	3% (5/168)	0.4%
12	Office of the Comptroller of the Currency	5/168	3%	1.3–6.8%	4.3	3% (5/168)	0.4%
13	The Wall Street Journal	4/168	2.4%	0.9–6%	4.6	2.4% (4/168)	0.3%
14	Central Banking	2/168	1.2%	0.3–4.2%	3	1.2% (2/168)	0.2%
15	FRED	1/168	0.6%	0.1–3.3%	–	0.6% (1/168)	0.1%
16	Risk.net	1/168	0.6%	0.1–3.3%	8.5	0.6% (1/168)	0.1%
17	American Banker	0/168	0%	0–2.2%	2.2	0% (0/168)	0%
18	BCG on Banking	0/168	0%	0–2.2%	12.8	0% (0/168)	0%
19	Bain & Company	0/168	0%	0–2.2%	11.5	0% (0/168)	0%
20	Bank of Japan	0/168	0%	0–2.2%	–	0% (0/168)	0%
21	Financial Times	0/168	0%	0–2.2%	4.5	0% (0/168)	0%
22	McKinsey on Banking	0/168	0%	0–2.2%	11.1	0% (0/168)	0%
23	People's Bank of China	0/168	0%	0–2.2%	–	0% (0/168)	0%
24	Reserve Bank of India	0/168	0%	0–2.2%	–	0% (0/168)	0%
25	Reuters Banking	0/168	0%	0–2.2%	4.8	0% (0/168)	0%
26	The Banker	0/168	0%	0–2.2%	5	0% (0/168)	0%

03 THE LEADERBOARD

Newsletters and authors (not ranked)

Citation penetration among 261 grounded answers to all 24 questions. Not pooled with the main ranking.

SOURCE	CITED ANSWERS	PENETRATION	95% INTERVAL	NAMED FIRST
Net Interest	0/261	0.0%	0.0–1.5%	0

04 THE LEADERBOARD

Insurance sources, ranked separately

Citation penetration among 93 grounded answers to the 8 insurance questions. Not pooled with the main ranking.

#	SOURCE	CITED ANSWERS	PENETRATION	95% INTERVAL	NAMED FIRST
1	National Association of Insurance Commissioners	29/93	31.2%	22.7–41.2%	25
2	AM Best	18/93	19.4%	12.6–28.5%	18
3	Insurance Journal	11/93	11.8%	6.7–20.0%	12
4	NerdWallet	11/93	11.8%	6.7–20.0%	5
5	Artemis	10/93	10.8%	5.9–18.7%	7
6	Moody's Ratings	9/93	9.7%	5.2–17.4%	6
7	Insurance Information Institute	8/93	8.6%	4.4–16.1%	0
8	Reinsurance News	8/93	8.6%	4.4–16.1%	0
9	S&P Global Ratings	8/93	8.6%	4.4–16.1%	0
10	Fitch Ratings	2/93	2.2%	0.6–7.5%	0
11	Policygenius	0/93	0.0%	0.0–4.0%	0

04 UNTRACKED SOURCES

Top untracked domains beside the tracked ranking

The ranking covers tracked sources only. Untracked cited domains include sec.gov (19 answers), en.wikipedia.org (17 answers), finance.yahoo.com (14 answers), congress.gov (13 answers), spglobal.com (13 answers), jpmorganchase.com (12 answers), cnbc.com (9 answers), ffiec.gov (9 answers), banksift.org (8 answers), brookings.edu (8 answers).

DOMAIN	CITED ANSWERS	PENETRATION	CITATION SHARE
sec.gov	19/168	11.3%	2.2%
en.wikipedia.org	17/168	10.1%	1.4%
finance.yahoo.com	14/168	8.3%	1.3%
congress.gov	13/168	7.7%	2.1%
spglobal.com	13/168	7.7%	1.3%
jpmorganchase.com	12/168	7.1%	1.0%
cnbc.com	9/168	5.4%	1.6%
ffiec.gov	9/168	5.4%	0.7%
banksift.org	8/168	4.8%	0.6%
brookings.edu	8/168	4.8%	0.6%
bpi.com	7/168	4.2%	0.5%
visbanking.com	7/168	4.2%	0.5%
apnews.com	6/168	3.6%	0.7%
dealstream.com	6/168	3.6%	0.5%
ecfr.gov	6/168	3.6%	0.5%
freshfields.com	6/168	3.6%	0.5%
hark.news	6/168	3.6%	0.5%
ibinterviewquestions.com	6/168	3.6%	0.5%
investing.com	6/168	3.6%	0.9%
jpmorgan.com	6/168	3.6%	0.5%

04 TEXT MENTIONS

Secondary measure: text mentions

Answers naming each tracked source in text, out of 192 four-engine answers. This is secondary; the main ranking above is citation penetration of grounded answers.

#	TRACKED SOURCE	NAMED ANSWERS	APPEARANCE RATE	NAMED FIRST
1	Federal Reserve Board	146/192	76.0%	115
2	Federal Deposit Insurance Corporation	76/192	39.6%	30
3	Office of the Comptroller of the Currency	38/192	19.8%	0
4	European Central Bank	30/192	15.6%	1
5	Bank of England	23/192	12.0%	1
6	Bank for International Settlements	19/192	9.9%	3
7	Reuters Banking	16/192	8.3%	0
8	Banking Dive	15/192	7.8%	0
9	American Banker	12/192	6.3%	8
10	Bloomberg	12/192	6.3%	4
11	Financial Times	11/192	5.7%	0
12	S&P Global Market Intelligence	11/192	5.7%	1
13	The Banker	11/192	5.7%	0
14	The Wall Street Journal	11/192	5.7%	0
15	McKinsey on Banking	10/192	5.2%	0
16	International Monetary Fund	5/192	2.6%	0
17	BCG on Banking	4/192	2.1%	0
18	Bain & Company	2/192	1.0%	0
19	Risk.net	2/192	1.0%	0
20	Central Banking	1/192	0.5%	0
21	Federal Reserve regional research	1/192	0.5%	0
22	Bank of Japan	0/192	0.0%	0
23	FRED	0/192	0.0%	0
24	Investopedia	0/192	0.0%	0
25	People's Bank of China	0/192	0.0%	0
26	Reserve Bank of India	0/192	0.0%	0

PROFILES

05 The top eight, side by side

RANK 1

Federal Reserve Board

56%

Cited in 94/168 grounded answers · 95% interval 48.4–63.2%

1.7	56%	12.5%
first-mention position	owned-domain citation (94/168)	citation share

RANK 2

Federal Deposit Insurance Corporation

27%

Cited in 46/168 grounded answers · 95% interval 21.2–34.6%

2.7	27.4%	7.8%
first-mention position	owned-domain citation (46/168)	citation share

RANK 3

Federal Reserve regional research

25%

Cited in 42/168 grounded answers · 95% interval 19.1–32.1%

2	25%	6.3%
first-mention position	owned-domain citation (42/168)	citation share

RANK 4

Bank for International Settlements

17%

Cited in 28/168 grounded answers · 95% interval 11.8–23.0%

4.9	16.7%	3.7%
first-mention position	owned-domain citation (28/168)	citation share

RANK 5

Banking Dive

7%

Cited in 12/168 grounded answers · 95% interval 4.1–12.1%

3	7.1%	0.9%
first-mention position	owned-domain citation (12/168)	citation share

RANK 6

European Central Bank

6%

Cited in 10/168 grounded answers · 95% interval 3.3–10.6%

3.8	6%	1.1%
first-mention position	owned-domain citation (10/168)	citation share

RANK 7

Bank of England

5%

Cited in 9/168 grounded answers · 95% interval 2.8–9.9%

4.3	5.4%	0.9%
first-mention position	owned-domain citation (9/168)	citation share

RANK 8

Bloomberg

5%

Cited in 9/168 grounded answers · 95% interval 2.8–9.9%

4.3	5.4%	0.7%
first-mention position	owned-domain citation (9/168)	citation share

06 HOW THE ENGINES DIFFER

Same questions, different answers

Cited-answer penetration for tracked sources, using each engine's own grounded-answer denominator.

ChatGPT

48 ASKED | 48 RETURNED | 48 GROUNDED

Federal Reserve Board	**79.2%**
Federal Deposit Insuranc...	**41.7%**
Federal Reserve regional ...	**33.3%**
Bank for International Set...	**20.8%**
European Central Bank	**8.3%**
International Monetary Fu...	**8.3%**

Claude

48 ASKED | 48 RETURNED | 24 GROUNDED

Federal Reserve Board	**25%**
Federal Deposit Insuranc...	**25%**
Banking Dive	**12.5%**
Bloomberg	**12.5%**
S&P Global Market Intelli...	**12.5%**
Federal Reserve regional ...	**0%**

Gemini

48 ASKED | 48 RETURNED | 48 GROUNDED

Federal Reserve Board	**41.7%**
Federal Deposit Insuranc...	**29.2%**
Federal Reserve regional ...	**16.7%**
Bank for International Set...	**12.5%**
Banking Dive	**12.5%**
Bank of England	**4.2%**

Perplexity

48 ASKED | 48 RETURNED | 48 GROUNDED

Federal Reserve Board	**62.5%**
Federal Reserve regional ...	**37.5%**
Bank for International Set...	**25%**
Investopedia	**18.8%**
Federal Deposit Insuranc...	**12.5%**
European Central Bank	**12.5%**

06 BY QUESTION GROUP

Which sources each question group cites

Up to three tracked sources cited in the most grounded answers for each group of banking questions, as cited answers / grounded answers. Sources with no citations are left out.

QUESTION GROUP	FOUR CHAT ENGINES: MOST-CITED TRACKED SOURCES	GOOGLE AI OVERVIEWS
Bank health	**Federal Reserve Board (27/42), Federal Deposit Insurance Corporation (9/42), Federal Reserve regional research (9/42)**	Bank of England (3/4), Federal Reserve Board (1/4)
Banking data	**Federal Deposit Insurance Corporation (12/12), Federal Reserve Board (6/12), Federal Reserve regional research (4/12)**	None cited
Banking news	**Banking Dive (6/9), Central Banking (2/9), S&P Global Market Intelligence (2/9)**	BCG on Banking (1/1)
Banking rates	**Federal Reserve Board (29/54), Federal Reserve regional research (19/54), Bank of England (9/54)**	Federal Deposit Insurance Corporation (2/6), Federal Reserve regional research (2/6), Federal Reserve Board (1/6)
Banking regulation	**Federal Reserve Board (32/51), Federal Deposit Insurance Corporation (21/51), Bank for International Settlements (17/51)**	Investopedia (5/11), Federal Deposit Insurance Corporation (3/11), Federal Reserve regional research (3/11)

07

GOOGLE AI OVERVIEWS

The fifth engine

AI Overview rankings below use citations to tracked source domains; they are not pooled with text-mention rankings.



TRIGGER RATE

22 of 31 successful searches showed an AI Overview. Federal Deposit Insurance Corporation was cited in 5/22 overviews (22.7%). Federal Reserve regional research was cited in 5/22 overviews (22.7%). Investopedia was cited in 5/22 overviews (22.7%). Federal Reserve Board was cited in 3/22 overviews (13.6%).

TRACKED PLATFORM RANK IN AI OVERVIEWS (CHAT CITATION RANK IN ARROWS)

1	Federal Deposit Insurance Corporation	22.7%	▲ 1
2	Federal Reserve regional research	22.7%	▲ 1
3	Investopedia	22.7%	▲ 6
4	Federal Reserve Board	13.6%	▼ 3
5	Bank of England	13.6%	▲ 2
6	BCG on Banking	4.5%	▲ 12
7	Bank for International Settlements	0.0%	▼ 3
8	Banking Dive	0.0%	▼ 3
9	European Central Bank	0.0%	▼ 3
10	Bloomberg	0.0%	▼ 2

LEADERS BY QUESTION

08 Who each question surfaces first

Six questions, ranked by cited-domain penetration within each question's grounded answers.

Q01 · 12 GROUNDED ANSWERS

Federal Reserve Board 83.3%

The Wall Street Journal	25%
Federal Reserve regional research	16.7%

AI Overview shown on 1 of 1 successful searches

Q02 · 12 GROUNDED ANSWERS

Bank of England 41.7%

TIED WITH FEDERAL RESERVE BOARD, FEDERAL RESERVE REGIONAL RESEARCH

Federal Reserve Board	41.7%
Federal Reserve regional research	41.7%

AI Overview shown on 0 of 1 successful searches

Q03 · 12 GROUNDED ANSWERS

Federal Deposit Insurance Corporation 100%

American Banker	0%
BCG on Banking	0%

AI Overview shown on 3 of 3 successful searches

Q04 · 12 GROUNDED ANSWERS

Federal Reserve Board 66.7%

Bloomberg	50%
Federal Deposit Insurance Corporation	41.7%

AI Overview shown on 1 of 1 successful searches

Q05 · 9 GROUNDED ANSWERS

Bank for International Settlements 100%

Federal Reserve Board	66.7%
European Central Bank	33.3%

AI Overview shown on 3 of 3 successful searches

Q06 · 12 GROUNDED ANSWERS

Federal Reserve Board 91.7%

Banking Dive	41.7%
American Banker	0%

AI Overview shown on 1 of 2 successful searches

09

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 1,326 citations in total. federalreserve.gov was cited most often, with 164 citations (12.4%) across 94 answers. Next came fdic.gov (83), bis.org (49), sec.gov (29), congress.gov (28), stlouisfed.org (24).

FOUR AI ENGINES · SHARE OF 168 GROUNDED ANSWERS

federalreserve.gov	**56%**
fdic.gov	**26.2%**
bis.org	**16.7%**
stlouisfed.org	**14.3%**
sec.gov	**11.3%**
en.wikipedia.org	**10.1%**
finance.yahoo.com	**8.3%**
congress.gov	**7.7%**
spglobal.com	**7.7%**
jpmorganchase.com	**7.1%**

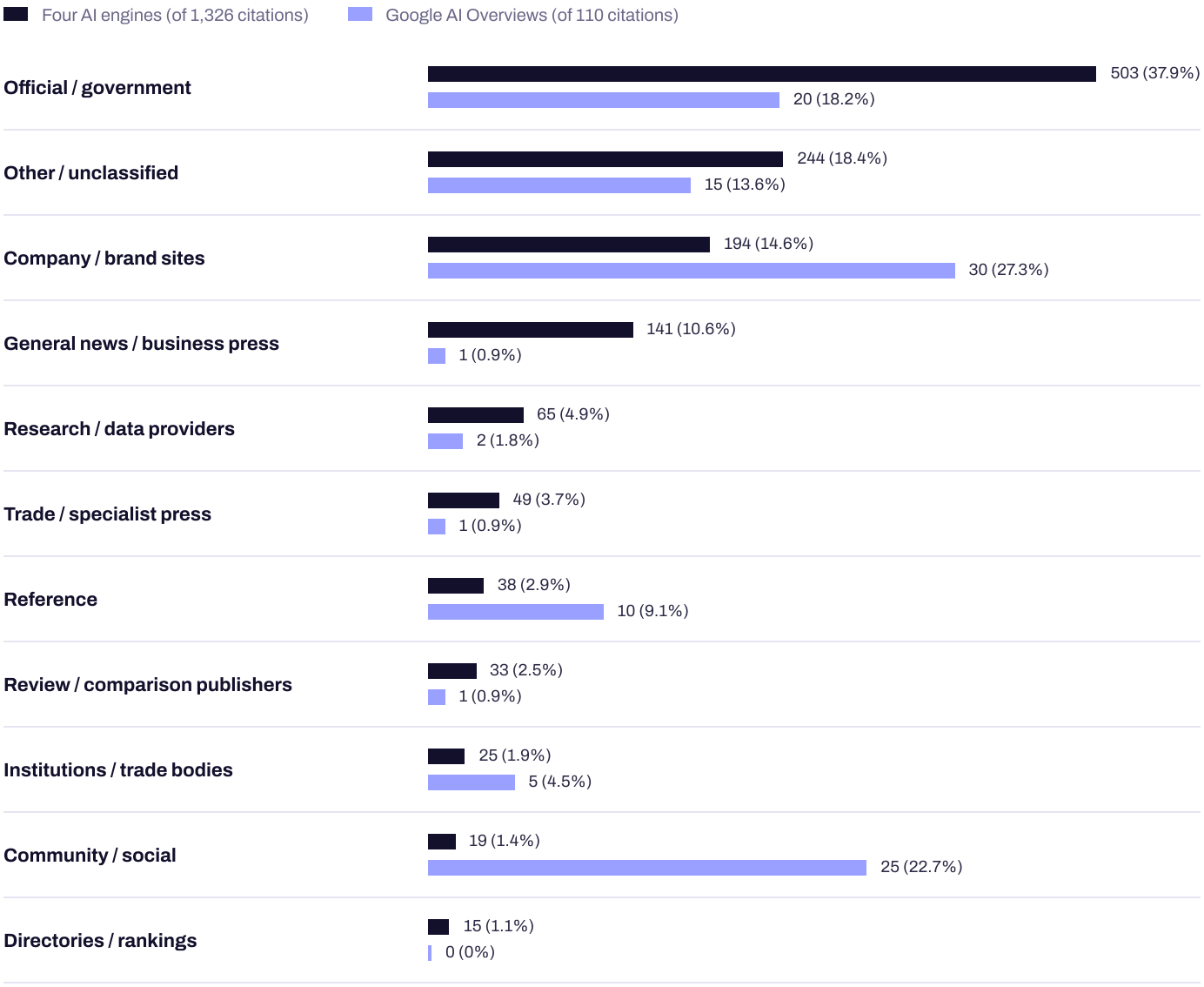
GOOGLE AI OVERVIEWS · SHARE OF 22 OVERVIEWS

youtube.com	**40.9%**
fdic.gov	**22.7%**
investopedia.com	**22.7%**
federalreserve.gov	**13.6%**
andrewjohnsonbank.com	**13.6%**
bankofengland.co.uk	**13.6%**
bbva.com	**13.6%**
economicsobservatory.c...	**13.6%**
edie.fdic.gov	**13.6%**
en.wikipedia.org	**13.6%**

WHO THE ENGINES CITE

10 Citation share by source type

Share of all citations by the type of site cited.



11

WHAT THE DATA SUGGESTS

How can banking sources 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.	Federal Reserve Board's own domains were cited in 56.0% of grounded answers, Federal Deposit Insurance Corporation's in 27.4% and Federal Reserve regional research's in 25.0%. Federal Reserve regional research was named in only 0.5% of answers, yet its own domains were cited in 25.0%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were sec.gov (in 11.3% of grounded answers), en.wikipedia.org (10.1%), finance.yahoo.com (8.3%), congress.gov (7.7%) and jpmorganchase.com (7.1%). Official and government supplied 37.9% of citations and general news and business press 10.6%.
Check each engine separately.	ChatGPT named Federal Reserve Board in 89.6% of answers against 60.4% on Perplexity. ChatGPT named Federal Deposit Insurance Corporation in 50.0% of answers against 31.3% on Perplexity.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

12 What AI answers

Q1 Which tracked sources are cited most often?

Federal Reserve Board leads this measured set. Federal Reserve Board: 94/168 (56.0%; 95% interval 48.4–63.2%). Federal Deposit Insurance Corporation: 46/168 (27.4%; 95% interval 21.2–34.6%). The ranking covers tracked sources only. Untracked cited domains include sec.gov (19 answers), en.wikipedia.org (17 answers), finance.yahoo.com (14 answers), congress.gov (13 answers), spglobal.com (13 answers), jpmorganchase.com (12 answers), cnbc.com (9 answers), ffiec.gov (9 answers), banksift.org (8 answers), brookings.edu (8 answers).

Q2 Which source is named first most often?

Federal Reserve Board was the first tracked source named in 115 of 192 answers, with an average first position of 1.7.

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

An overview appeared on 22 of 31 searches (71%, CI 53.4–83.9%). Within those 22 overviews, Federal Reserve Board was named in the text most often, in 13 (59.1%), though its own site was cited in only 3.

Q4 Which sources do the engines cite?

Across 1,326 four-engine citations, federalreserve.gov was cited most (164 citations, in 94 of 168 grounded answers), followed by fdic.gov (83 citations).

Q5 Do the four engines agree?

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

METHODOLOGY

13 How this study was measured

24	×	3	×	4	=	288	+	31
questions		runs each		AI engines		answers		Google searches · 22 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 4, 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	48	48	48
Claude	claude-sonnet-5-5	48	48	24
Gemini	gemini-3.6-flash	48	48	48
Perplexity	sonar-pro	48	48	48
Google AI Overviews	DataForSEO Google SERP (live, advanced)	31	22 shown	22

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Citation penetration: grounded answers citing tracked source domains ÷ grounded answers, with Wilson 95% intervals. Text mentions remain separate in the evidence.
- 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 26 tracked sources are measured; results are not an exhaustive ranking of banking and insurance sources.
- 339 of 360 planned results were returned across all 24 questions. 21 AI Overview lookups were excluded after at most three total attempts.
- 31 successful Google searches: 22 overviews shown; 9 without an overview. Failures are excluded, not scored as zero.
- 24 chat answers had no search sources and are left out of the citation figures.
- Questions 1 and 6 name the Federal Reserve and question 3 names the FDIC, so their counts include up to 12 answers to each of those questions.
- Without those 3 questions, 132 grounded answers remain. Federal Reserve Board stays first (73/132) and Federal Reserve regional research moves to second (40/132).
- Unverified own domains are not available, never zero or guessed. Source types use Company / brand sites only for verified official organisations; 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.
- The 12 questions from the earlier Banking study were asked word for word. Four more banking questions and eight insurance questions were added.
- The eight insurance questions are not a full insurance study; insurance sources are ranked in their own table.
- The Federal Reserve Board, Federal Reserve regional research and FRED are counted separately; FRED is not included in the regional research figure.
- The banking term “net interest” was not counted as the Net Interest newsletter.
- Short forms such as Fed, BIS, OCC and FT were counted only with exact capitals and when they meant the institution or publication.
- “III” on its own (as in Basel III) was not counted; only Insurance Information Institute or Triple-I was.
- S&P Global Market Intelligence and S&P Global Ratings are counted from separate parts of spglobal.com, so no citation counts for both.

APPENDIX

14 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 did the Federal Reserve decide at its last meeting?	Banking Sources Index 2.0	CORE QUESTION
02	What is quantitative tightening and when will it end?	Banking Sources Index 2.0	CORE QUESTION
03	What is the FDIC deposit insurance limit?	Banking Sources Index 2.0	CORE QUESTION
04	How is Basel III being implemented in the US?	Banking Sources Index 2.0	CORE QUESTION
05	What is the liquidity coverage ratio?	Banking Sources Index 2.0	CORE QUESTION
06	What were the latest Fed stress test results?	Banking Sources Index 2.0	CORE QUESTION
07	How are regional bank deposits trending?	Banking Sources Index 2.0	CORE QUESTION
08	What is deposit beta?	Banking Sources Index 2.0	CORE QUESTION
09	What is the outlook for bank net interest margins?	Banking Sources Index 2.0	CORE QUESTION
10	What happened to Silicon Valley Bank?	Banking Sources Index 2.0	CORE QUESTION
11	How does the discount window work?	Banking Sources Index 2.0	CORE QUESTION
12	What are the best sources for banking industry news and analysis?	Banking Sources Index 2.0	CORE QUESTION
13	How are insurance companies rated for financial strength?	Banking Sources Index 2.0	ADDED QUESTION
14	How do insurers assess capital adequacy and claims-paying capacity?	Banking Sources Index 2.0	ADDED QUESTION
15	How are state insurance regulators organized in the US?	Banking Sources Index 2.0	ADDED QUESTION
16	How is reinsurance priced for hurricane risk?	Banking Sources Index 2.0	ADDED QUESTION
17	How big is the insurance-linked securities market?	Banking Sources Index 2.0	ADDED QUESTION
18	What are the best sources for insurance industry news?	Banking Sources Index 2.0	ADDED QUESTION
19	What does cyber insurance usually exclude?	Banking Sources Index 2.0	ADDED QUESTION
20	How are home insurance premiums changing in the US?	Banking Sources Index 2.0	ADDED QUESTION
21	How are bank capital requirements calculated?	Banking Sources Index 2.0	ADDED QUESTION
22	What is the relationship between bank lending and credit losses?	Banking Sources Index 2.0	ADDED QUESTION
23	How do central bank policy rates affect commercial bank funding costs?	Banking Sources Index 2.0	ADDED QUESTION
24	Where are US banks' regulatory financial reports published?	Banking Sources Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Banking Sources Index 2.0

Measured November 4, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research