5W | 5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

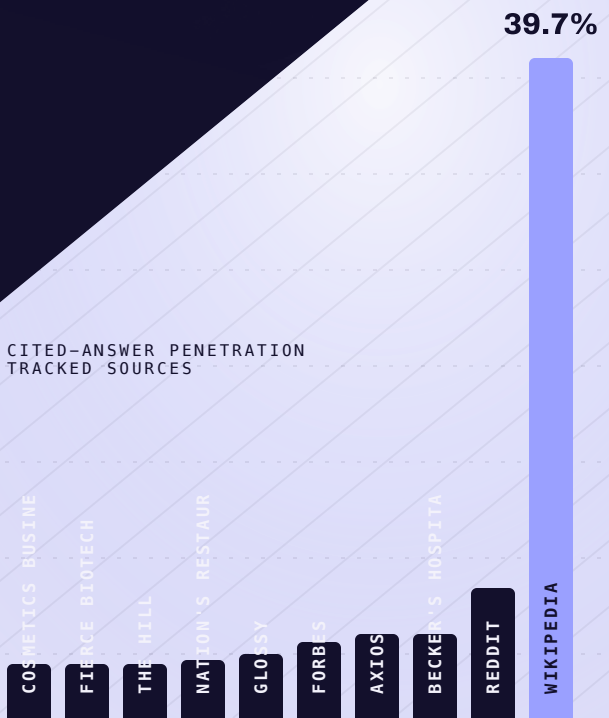
TRADE PRESS INDEX 2.0

Which trade publications AI engines cite
288 AI answers · October 30 to 31, 2026

Measured :
October 30 to 31, 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

Wikipedia leads. Reddit is second.

Wikipedia: 112/282 (39.7%; 95% interval 34.2–45.5%). Reddit: 22/282 (7.8%; 95% interval 5.2–11.5%). Three untracked sites, dealstream.com, feedspot.com and guides.loc.gov, were each cited in 24 of 282 grounded answers, more than Reddit (22), the second tracked source.

Version 2. This version replaces the first version of this study, first published June 21, 2026. It uses measured counts, so the two versions are not comparable.

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

39.7%
of 282 grounded answers cited Wikipedia (112/282)

44
tracked sources cited at least once (of 59)

100%
of Google searches showed an AI Overview (64 of 64)

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KEY FINDINGS

01 What the data shows

MOST CITED TRACKED SOURCES

112/282 (39.7%)

Wikipedia leads this measured set. Wikipedia: 112/282 (39.7%; 95% interval 34.2–45.5%). Reddit: 22/282 (7.8%; 95% interval 5.2–11.5%). The ranking covers tracked sources only. Untracked cited domains include dealstream.com (24 answers), feedspot.com (24 answers), guides.loc.gov (24 answers), thectoclub.com (19 answers), digitalconvex.com (18 answers), channelvmedia.com (17 answers), modernsoapmaking.com (15 answers), pmc.com (14 answers), bmsg.org (13 answers), datassential.com (13 answers).

NAMED FIRST

20/288 (6.9%)

Variety was the first source named in 20 of 288 answers, more than any other tracked source. Its average first position was 1.5. Wikipedia was named first in 5 of 288.

CHATGPT SKEW

41/72 (56.9%)

ChatGPT named Wikipedia in 41 of 72 answers. The other engines named it in 0 to 1 of 72.

OWN-SITE CITATIONS

112/282 (39.7%)

Wikipedia's own domains were cited in 112 of 282 grounded answers, more than any other tracked source. Reddit followed at 22 of 282. 15 of 59 tracked sources had 0 of 282.

AIO TRIGGER

64/64 (100%)

Google AI Overviews appeared on 64 of 64 searches (CI 94.3–100%).

AIO LEADER

8/64 (12.5%)

Wikipedia was the source named most often in AI Overviews, at 8 of 64, followed by Reddit at 7 of 64 (10.9%). In the four-engine set, Wikipedia was named in 112 of 288 answers (39.7%).

TOP DOMAIN

94/282 (33.3%)

en.wikipedia.org was cited in 94 of 282 grounded four-engine answers, with 201 of 2,481 citations (8.1%). thectoclub.com came second with 37 citations in 19 answers (6.7%).

THE LEADERBOARD

02 Tracked sources by cited-answer penetration

Ranking of tracked sources by citation penetration across 282 grounded answers; not textual mentions.

	BRAND	0% 10% 20% 30% 40% 50%	RATE	NAMED IN
1	Wikipedia		39.7%	112/282
2	Reddit		7.8%	22/282
3	Axios		5.0%	14/282
4	Becker's Hospital Review		5.0%	14/282
5	Forbes		4.6%	13/282
6	Glossy		3.9%	11/282
7	Nation's Restaurant News		3.5%	10/282
8	Cosmetics Business		3.2%	9/282
9	Fierce Biotech		3.2%	9/282
10	The Hill		3.2%	9/282
11	BeautyMatter		2.8%	8/282
12	Hospitality Net		2.8%	8/282
13	Skift		2.8%	8/282
14	Adweek		2.5%	7/282
15	Punchbowl News		2.5%	7/282

THE LEADERBOARD

02 The full list

Tracked platforms 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	Wikipedia	112/282	39.7%	34.2–45.5%	3.3	39.7% (112/282)	8.8%
2	Reddit	22/282	7.8%	5.2–11.5%	5.8	7.8% (22/282)	0.9%
3	Axios	14/282	5%	3–8.2%	4.5	5% (14/282)	0.6%
4	Becker's Hospital Review	14/282	5%	3–8.2%	1.4	5% (14/282)	1%
5	Forbes	13/282	4.6%	2.7–7.7%	3.3	4.6% (13/282)	0.8%
6	Glossy	11/282	3.9%	2.2–6.8%	3.4	3.9% (11/282)	0.4%
7	Nation's Restaurant News	10/282	3.5%	1.9–6.4%	1.9	3.5% (10/282)	0.5%
8	Cosmetics Business	9/282	3.2%	1.7–6%	3.9	3.2% (9/282)	0.4%
9	Fierce Biotech	9/282	3.2%	1.7–6%	3.1	3.2% (9/282)	0.5%
10	The Hill	9/282	3.2%	1.7–6%	3.5	3.2% (9/282)	0.4%
11	BeautyMatter	8/282	2.8%	1.4–5.5%	1.9	2.8% (8/282)	0.3%
12	Hospitality Net	8/282	2.8%	1.4–5.5%	3.7	2.8% (8/282)	0.4%
13	Skift	8/282	2.8%	1.4–5.5%	1.5	2.8% (8/282)	0.4%
14	Adweek	7/282	2.5%	1.2–5%	2.7	2.5% (7/282)	0.3%
15	Punchbowl News	7/282	2.5%	1.2–5%	2.8	2.5% (7/282)	0.3%
16	Retail Dive	7/282	2.5%	1.2–5%	1.5	2.5% (7/282)	0.3%
17	Roll Call	7/282	2.5%	1.2–5%	2.3	2.5% (7/282)	0.3%
18	BioPharma Dive	6/282	2.1%	1–4.6%	3.8	2.1% (6/282)	0.2%
19	CNBC	6/282	2.1%	1–4.6%	4.9	2.1% (6/282)	0.2%
20	Digiday	6/282	2.1%	1–4.6%	3.9	2.1% (6/282)	0.2%
21	Restaurant Business	6/282	2.1%	1–4.6%	2.7	2.1% (6/282)	0.4%
22	Bloomberg	5/282	1.8%	0.8–4.1%	4.3	1.8% (5/282)	0.2%
23	Business of Fashion	5/282	1.8%	0.8–4.1%	2.5	1.8% (5/282)	0.2%
24	Modern Healthcare	5/282	1.8%	0.8–4.1%	1.9	1.8% (5/282)	0.2%
25	The Information	5/282	1.8%	0.8–4.1%	3.5	1.8% (5/282)	0.2%
26	CIO.com	4/282	1.4%	0.6–3.6%	1.7	1.4% (4/282)	0.2%
27	Travel Weekly	4/282	1.4%	0.6–3.6%	2.7	1.4% (4/282)	0.2%
28	Food Dive	3/282	1.1%	0.4–3.1%	2.2	1.1% (3/282)	0.1%
29	Politico	3/282	1.1%	0.4–3.1%	1.8	1.1% (3/282)	0.1%

THE LEADERBOARD

02 The full list (continued)

#	TRACKED SOURCE	CITED ANSWERS	CITATION PENETRATION	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
30	STAT	3/282	1.1%	0.4–3.1%	2.5	1.1% (3/282)	0.1%
31	The Hollywood Reporter	3/282	1.1%	0.4–3.1%	2	1.1% (3/282)	0.4%
32	The Verge	3/282	1.1%	0.4–3.1%	4.4	1.1% (3/282)	0.1%
33	WWD	3/282	1.1%	0.4–3.1%	2.4	1.1% (3/282)	0.1%
34	Beverage Digest	2/282	0.7%	0.2–2.5%	1.7	0.7% (2/282)	0.1%
35	PhocusWire	2/282	0.7%	0.2–2.5%	2.2	0.7% (2/282)	0.1%
36	The Wall Street Journal	2/282	0.7%	0.2–2.5%	3.7	0.7% (2/282)	0.1%
37	Variety	2/282	0.7%	0.2–2.5%	1.5	0.7% (2/282)	0.1%
38	Ad Age	1/282	0.4%	0.1–2%	2.4	0.4% (1/282)	0%
39	Billboard	1/282	0.4%	0.1–2%	1.2	0.4% (1/282)	0%
40	Business Insider	1/282	0.4%	0.1–2%	4.6	0.4% (1/282)	0%
41	Food Business News	1/282	0.4%	0.1–2%	1.6	0.4% (1/282)	0%
42	Marketing Brew	1/282	0.4%	0.1–2%	4	0.4% (1/282)	0%
43	TechRadar	1/282	0.4%	0.1–2%	7	0.4% (1/282)	0%
44	The Points Guy	1/282	0.4%	0.1–2%	3	0.4% (1/282)	0%
45	Allure	0/282	0%	0–1.3%	6	0% (0/282)	0%
46	Ars Technica	0/282	0%	0–1.3%	–	0% (0/282)	0%
47	Axios Vitals	0/282	0%	0–1.3%	4.4	0% (0/282)	0%
48	Chain Store Age	0/282	0%	0–1.3%	–	0% (0/282)	0%
49	Deadline	0/282	0%	0–1.3%	2.8	0% (0/282)	0%
50	Eater	0/282	0%	0–1.3%	2.3	0% (0/282)	0%
51	Endpoints News	0/282	0%	0–1.3%	2.3	0% (0/282)	0%
52	Modern Retail	0/282	0%	0–1.3%	2.9	0% (0/282)	0%
53	PCMag	0/282	0%	0–1.3%	–	0% (0/282)	0%
54	Puck	0/282	0%	0–1.3%	5.4	0% (0/282)	0%
55	Reuters	0/282	0%	0–1.3%	5.1	0% (0/282)	0%
56	TechCrunch	0/282	0%	0–1.3%	3.4	0% (0/282)	0%
57	The New York Times	0/282	0%	0–1.3%	4.6	0% (0/282)	0%
58	Vogue Business	0/282	0%	0–1.3%	3.2	0% (0/282)	0%
59	Wired	0/282	0%	0–1.3%	4.8	0% (0/282)	0%

02 UNTRACKED SOURCES

Top untracked domains beside the tracked ranking

The ranking covers tracked sources only. Untracked cited domains include dealstream.com (24 answers), feedspot.com (24 answers), guides.loc.gov (24 answers), thectoclub.com (19 answers), digitalconvex.com (18 answers), channelvmedia.com (17 answers), modernsoapmaking.com (15 answers), pmc.com (14 answers), bmsg.org (13 answers), datassential.com (13 answers).

DOMAIN	CITED ANSWERS	PENETRATION	CITATION SHARE
dealstream.com	24/282	8.5%	1.2%
feedspot.com	24/282	8.5%	1.0%
guides.loc.gov	24/282	8.5%	1.1%
thectoclub.com	19/282	6.7%	1.5%
digitalconvex.com	18/282	6.4%	0.7%
channelvmedia.com	17/282	6.0%	0.7%
modernsoapmaking.com	15/282	5.3%	0.6%
pmc.com	14/282	5.0%	0.6%
bmsg.org	13/282	4.6%	0.5%
datassential.com	13/282	4.6%	0.5%
guides.library.upenn.edu	13/282	4.6%	0.6%
vogue.com	13/282	4.6%	0.5%
bcg.com	12/282	4.3%	0.6%
guides.library.ucla.edu	12/282	4.3%	0.6%
lightspeedhq.com	12/282	4.3%	0.5%
shopify.com	12/282	4.3%	0.7%
bevindustry.com	11/282	3.9%	0.9%
feedly.com	11/282	3.9%	0.4%
hark.news	11/282	3.9%	0.4%
ciodive.com	10/282	3.5%	0.4%

02 TEXT MENTIONS

Secondary measure: text mentions

Answers naming each tracked source in text, out of 288 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	Bloomberg	66/288	22.9%	3
2	The Wall Street Journal	66/288	22.9%	18
3	Wikipedia	42/288	14.6%	5
4	WWD	37/288	12.8%	13
5	Variety	36/288	12.5%	20
6	Politico	32/288	11.1%	18
7	Reuters	32/288	11.1%	0
8	Forbes	31/288	10.8%	8
9	Business of Fashion	29/288	10.1%	9
10	Food Dive	28/288	9.7%	15
11	Fierce Biotech	27/288	9.4%	1
12	Glossy	26/288	9.0%	1
13	Nation's Restaurant News	26/288	9.0%	13
14	Vogue Business	26/288	9.0%	0
15	The Hollywood Reporter	25/288	8.7%	4
16	Becker's Hospital Review	24/288	8.3%	17
17	Modern Healthcare	24/288	8.3%	5
18	STAT	24/288	8.3%	12
19	The New York Times	24/288	8.3%	0
20	Roll Call	23/288	8.0%	4
21	Skift	23/288	8.0%	18
22	Adweek	22/288	7.6%	3
23	Axios	22/288	7.6%	2
24	BeautyMatter	21/288	7.3%	13
25	TechCrunch	21/288	7.3%	0
26	Digiday	20/288	6.9%	0
27	The Hill	20/288	6.9%	0
28	Food Business News	19/288	6.6%	8
29	The Information	18/288	6.3%	4

02 TEXT MENTIONS

Secondary measure: text mentions (continued)

#	TRACKED SOURCE	NAMED ANSWERS	APPEARANCE RATE	NAMED FIRST
30	Ad Age	17/288	5.9%	9
31	Cosmetics Business	17/288	5.9%	0
32	CNBC	16/288	5.6%	0
33	Deadline	15/288	5.2%	0
34	Retail Dive	15/288	5.2%	12
35	Travel Weekly	15/288	5.2%	0
36	CIO.com	14/288	4.9%	10
37	Beverage Digest	13/288	4.5%	10
38	Billboard	13/288	4.5%	12
39	BioPharma Dive	12/288	4.2%	1
40	Endpoints News	12/288	4.2%	0
41	PhocusWire	12/288	4.2%	0
42	Punchbowl News	12/288	4.2%	4
43	Axios Vitals	11/288	3.8%	0
44	Business Insider	8/288	2.8%	0
45	Modern Retail	8/288	2.8%	0
46	Restaurant Business	7/288	2.4%	0
47	Allure	6/288	2.1%	0
48	Hospitality Net	6/288	2.1%	1
49	Puck	5/288	1.7%	0
50	Reddit	5/288	1.7%	0
51	The Verge	5/288	1.7%	0
52	Eater	4/288	1.4%	0
53	Wired	4/288	1.4%	0
54	The Points Guy	3/288	1.0%	0
55	Marketing Brew	1/288	0.3%	0
56	TechRadar	1/288	0.3%	0
57	Ars Technica	0/288	0.0%	0
58	Chain Store Age	0/288	0.0%	0
59	PCMag	0/288	0.0%	0

PROFILES

03 The top eight, side by side

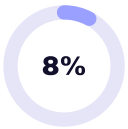


RANK 1

Wikipedia

Cited in 112/282 grounded answers · 95% interval 34.2–45.5%

3.3	39.7%	8.8%
first-mention position	owned-domain citation (112/282)	citation share

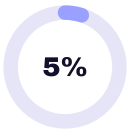


RANK 2

Reddit

Cited in 22/282 grounded answers · 95% interval 5.2–11.5%

5.8	7.8%	0.9%
first-mention position	owned-domain citation (22/282)	citation share



RANK 3

Axios

Cited in 14/282 grounded answers · 95% interval 3.0–8.2%

4.5	5%	0.6%
first-mention position	owned-domain citation (14/282)	citation share

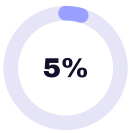


RANK 4

Becker's Hospital Review

Cited in 14/282 grounded answers · 95% interval 3.0–8.2%

1.4	5%	1%
first-mention position	owned-domain citation (14/282)	citation share

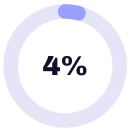


RANK 5

Forbes

Cited in 13/282 grounded answers · 95% interval 2.7–7.7%

3.3	4.6%	0.8%
first-mention position	owned-domain citation (13/282)	citation share

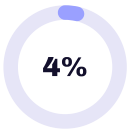


RANK 6

Glossy

Cited in 11/282 grounded answers · 95% interval 2.2–6.8%

3.4	3.9%	0.4%
first-mention position	owned-domain citation (11/282)	citation share



RANK 7

Nation's Restaurant News

Cited in 10/282 grounded answers · 95% interval 1.9–6.4%

1.9	3.5%	0.5%
first-mention position	owned-domain citation (10/282)	citation share



RANK 8

Cosmetics Business

Cited in 9/282 grounded answers · 95% interval 1.7–6.0%

3.9	3.2%	0.4%
first-mention position	owned-domain citation (9/282)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

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

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Wikipedia	**56.9%**
Axios	**12.5%**
Becker's Hospital Review	**6.9%**
Hospitality Net	**6.9%**
Skift	**6.9%**
Bloomberg	**6.9%**

Claude

72 ASKED | 72 RETURNED | 66 GROUNDED

Wikipedia	**71.2%**
Becker's Hospital Review	**4.5%**
Forbes	**4.5%**
Nation's Restaurant News	**4.5%**
The Hill	**4.5%**
Punchbowl News	**4.5%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Wikipedia	**25%**
Reddit	**19.4%**
Forbes	**11.1%**
Fierce Biotech	**8.3%**
Cosmetics Business	**6.9%**
Digiday	**6.9%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Wikipedia	**8.3%**
Reddit	**8.3%**
The Hill	**8.3%**
CNBC	**8.3%**
Axios	**4.2%**
Becker's Hospital Review	**4.2%**

04 BY SECTOR

Which platforms each sector cites

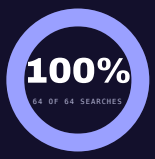
Up to three tracked platforms cited in the most grounded answers per sector (three questions each), as cited answers / grounded answers. Platforms with no citations are left out.

SECTOR	FOUR CHAT ENGINES: MOST-CITED TRACKED PLATFORMS	GOOGLE AI OVERVIEWS
beauty and fashion	**Wikipedia (14/36), Glossy (11/36), Cosmetics Business (9/36)**	Business of Fashion (2/9), Cosmetics Business (1/9), Forbes (1/9)
consumer and retail	**Wikipedia (9/36), Retail Dive (7/36), Adweek (5/36)**	None cited
entertainment	**Wikipedia (21/33), Reddit (6/33), Axios (4/33)**	The Hollywood Reporter (2/8), Billboard (1/8), Deadline (1/8)
food and beverage	**Wikipedia (18/36), Nation's Restaurant News (10/36), Restaurant Business (6/36)**	Food Dive (2/9), Beverage Digest (1/9), Restaurant Business (1/9)
healthcare and biotech	**Becker's Hospital Review (14/33), Fierce Biotech (9/33), Reddit (9/33)**	Modern Healthcare (3/8), BioPharma Dive (2/8), Reddit (2/8)
politics and public affairs	**Wikipedia (13/36), The Hill (9/36), Punchbowl News (7/36)**	Punchbowl News (2/7), Roll Call (2/7)
technology	**Wikipedia (14/36), Forbes (5/36), CIO.com (4/36)**	CIO.com (3/8), Reddit (3/8), TechCrunch (1/8)
travel and hospitality	**Wikipedia (16/36), Hospitality Net (8/36), Skift (8/36)**	CNBC (2/8), Forbes (1/8), Skift (1/8)

GOOGLE AI OVERVIEWS

05 The fifth engine

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



TRIGGER RATE

64 of 64 successful searches showed an AI Overview. Reddit was cited in 6/64 overviews (9.4%). Modern Healthcare was cited in 3/64 overviews (4.7%). CIO.com was cited in 3/64 overviews (4.7%). Wikipedia was cited in 2/64 overviews (3.1%).

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

1	Reddit	9.4%	▲ 1
2	Modern Healthcare	4.7%	▲ 22
3	CIO.com	4.7%	▲ 23
4	Wikipedia	3.1%	▼ 3
5	Forbes	3.1%	=
6	Punchbowl News	3.1%	▲ 9
7	Roll Call	3.1%	▲ 10
8	BioPharma Dive	3.1%	▲ 10
9	CNBC	3.1%	▲ 10
10	Business of Fashion	3.1%	▲ 13

LEADERS BY QUESTION

06 Who each question surfaces first

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

Q01 · 12 GROUNDED ANSWERS

CIO.com 33.3%

Wikipedia	16.7%
Reddit	8.3%

AI Overview shown on 3 of 3 successful searches

Q02 · 12 GROUNDED ANSWERS

Glossy 50%

BeautyMatter	41.7%
Cosmetics Business	25%

AI Overview shown on 3 of 3 successful searches

Q03 · 12 GROUNDED ANSWERS

Retail Dive 58.3%

Forbes	16.7%
Adweek	8.3%

AI Overview shown on 3 of 3 successful searches

Q04 · 12 GROUNDED ANSWERS

Wikipedia 50%

Food Dive	25%
Nation's Restaurant News	16.7%

AI Overview shown on 3 of 3 successful searches

Q05 · 9 GROUNDED ANSWERS

Reddit 77.8%

BioPharma Dive	66.7%
Fierce Biotech	55.6%

AI Overview shown on 3 of 3 successful searches

Q06 · 12 GROUNDED ANSWERS

Skift 41.7%

Wikipedia	33.3%
Travel Weekly	25%

AI Overview shown on 3 of 3 successful searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,481 citations in total. en.wikipedia.org was cited most often, with 201 citations (8.1%) across 94 answers. Next came thectoclub.com (37), dealstream.com (30), themedicalpractice.com (28), guides.loc.gov (27), beckershospitalreview.com (24).

FOUR AI ENGINES · SHARE OF 282 GROUNDED ANSWERS

en.wikipedia.org	**33.3%**
dealstream.com	**8.5%**
guides.loc.gov	**8.5%**
feedspot.com	**8.5%**
reddit.com	**7.8%**
thectoclub.com	**6.7%**
digitalconvex.com	**6.4%**
wikipedia.org	**6.4%**
channelvmedia.com	**6%**
modernsoapmaking.com	**5.3%**

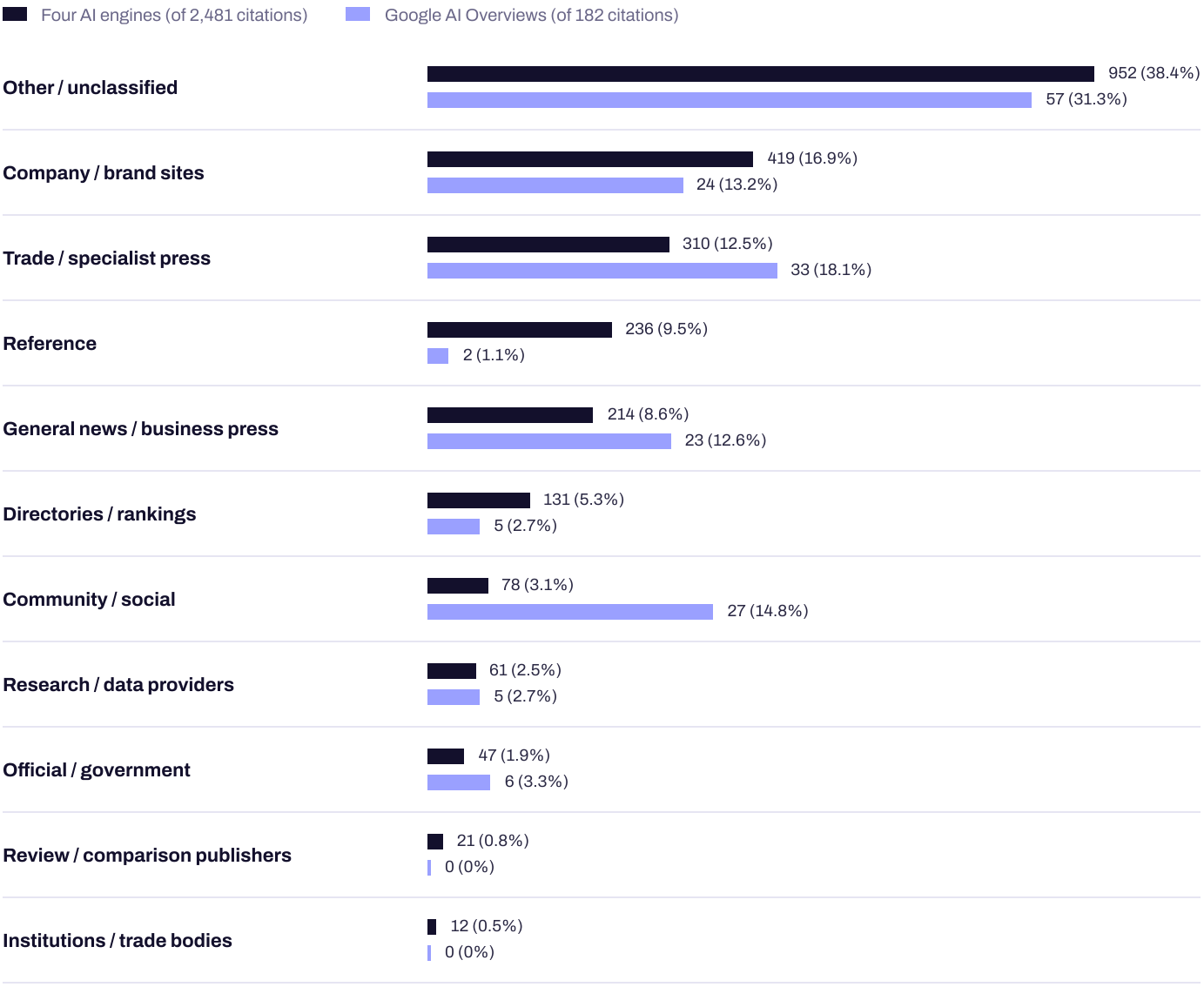
GOOGLE AI OVERVIEWS · SHARE OF 64 OVERVIEWS

reddit.com	**9.4%**
youtube.com	**7.8%**
beautyindependent.c...	**4.7%**
census.gov	**4.7%**
cio.com	**4.7%**
dealstream.com	**4.7%**
linkedin.com	**4.7%**
nrf.com	**4.7%**
sheridancollege.libguides...	**4.7%**
streamingmedia.com	**4.7%**

WHO THE ENGINES CITE

08 Citation share by source type

Share of all citations by the type of site cited.



09

WHAT THE DATA SUGGESTS

How can a brand get its facts onto the trade publications AI engines cite?

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.	Wikipedia's own domains were cited in 39.7% of grounded answers, Reddit's in 7.8% and Becker's Hospital Review's in 5.0%. Wikipedia was named in only 14.6% of answers, yet its own domains were cited in 39.7%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were dealstream.com (in 8.5% of grounded answers), guides.loc.gov (8.5%), feedspot.com (8.5%), thectoclub.com (6.7%) and digitalconvex.com (6.4%). Trade and specialist press supplied 12.5% of citations and reference sites 9.5%.
Check each engine separately.	ChatGPT named Wikipedia in 56.9% of answers against 0.0% on Gemini. Claude named Forbes in 18.1% of answers against 0.0% 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

10 What AI answers

Q1 Which tracked sources are cited most often?

Wikipedia leads this measured set. Wikipedia: 112/282 (39.7%; 95% interval 34.2–45.5%). Reddit: 22/282 (7.8%; 95% interval 5.2–11.5%). The ranking covers tracked sources only. Untracked cited domains include dealstream.com (24 answers), feedspot.com (24 answers), guides.loc.gov (24 answers), thectoclub.com (19 answers), digitalconvex.com (18 answers), channelvmedia.com (17 answers), modernsoapmaking.com (15 answers), pmc.com (14 answers), bmsg.org (13 answers), datassential.com (13 answers).

Q2 Which source is named first most often?

Variety was the first source named in 20 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 64 searches (100%, CI 94.3–100%). Within those 64 overviews, Wikipedia was named most often, in 8 (12.5%).

Q4 Which sources do the engines cite?

Across 2,481 four-engine citations, en.wikipedia.org was cited most (201 citations, in 94 of 282 grounded answers), followed by thectoclub.com (37 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named Wikipedia in 41 of 72 answers, against 0 to 1 of 72 on the other engines. ChatGPT named Reddit in 5 of 72 answers, against 0 to 0 of 72 on the other engines.

METHODOLOGY

11 How this study was measured

24	×	3	×	4	=	288	+	64
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 October 30 to 31, 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	66
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	64	64 shown	64

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 59 tracked sources are ranked; results are not an exhaustive market ranking.
- Answers were collected over two days, October 30 and 31, 2026. 352 of 360 planned results were returned. 8 AI Overview lookups were excluded after at most three total attempts.
- 64 successful Google searches: 64 overviews shown; 0 without an overview. Failures are excluded, not scored as zero.
- 6 chat answers had no search sources and are left out of the citation figures.
- No Core question names a tracked name.
- 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.
- Sources are ranked by how many grounded answers cite them, with text mentions shown separately. Each sector has three questions and compares trade titles with general news on the same base. The first version drew its rankings from third-party studies; those figures are not reused.
- The ranking covers tracked sources only. Untracked cited domains include dealstream.com (24 answers), feedspot.com (24 answers), guides.loc.gov (24 answers), thectoclub.com (19 answers), digitalconvex.com (18 answers), channelvmedia.com (17 answers), modernsoapmaking.com (15 answers), pmc.com (14 answers), bmsg.org (13 answers), datassential.com (13 answers).
- Answers came from each engine's API (model IDs above); the consumer apps can answer differently.

APPENDIX

12 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 most important technology news sources for CIOs?	Trade Press Index 2.0	CORE QUESTION
02	Best beauty industry news sources	Trade Press Index 2.0	CORE QUESTION
03	Where can I follow retail industry trends?	Trade Press Index 2.0	CORE QUESTION
04	Best food industry trade publications	Trade Press Index 2.0	CORE QUESTION
05	Best sources for biotech and pharma news	Trade Press Index 2.0	CORE QUESTION
06	Best travel industry news sites	Trade Press Index 2.0	CORE QUESTION
07	Where can I follow Hollywood business news?	Trade Press Index 2.0	CORE QUESTION
08	Best sources for Congress and policy news	Trade Press Index 2.0	CORE QUESTION
09	Which publications cover the advertising industry?	Trade Press Index 2.0	CORE QUESTION
10	Where do restaurant operators get industry news?	Trade Press Index 2.0	CORE QUESTION
11	Best newsletters for healthcare executives	Trade Press Index 2.0	CORE QUESTION
12	Which publications rank the top hotel brands?	Trade Press Index 2.0	CORE QUESTION
13	Best technology trade publications for IT leaders	Trade Press Index 2.0	ADDED QUESTION
14	Where do software executives get industry news?	Trade Press Index 2.0	ADDED QUESTION
15	Which publications cover the fashion business?	Trade Press Index 2.0	ADDED QUESTION
16	Best beauty trade publications for brand founders	Trade Press Index 2.0	ADDED QUESTION
17	Best consumer packaged goods industry news sources	Trade Press Index 2.0	ADDED QUESTION
18	Which publications cover the beverage industry?	Trade Press Index 2.0	ADDED QUESTION
19	Where do hospital executives get industry news?	Trade Press Index 2.0	ADDED QUESTION
20	Which publications cover the airline industry?	Trade Press Index 2.0	ADDED QUESTION
21	Best sources for streaming industry news	Trade Press Index 2.0	ADDED QUESTION
22	Which publications cover the music industry?	Trade Press Index 2.0	ADDED QUESTION
23	Best sources for state politics news	Trade Press Index 2.0	ADDED QUESTION
24	Which publications cover lobbying and public affairs?	Trade Press Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Trade Press Index 2.0

Measured October 30 to 31, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research