5W | 5W Public Relations Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

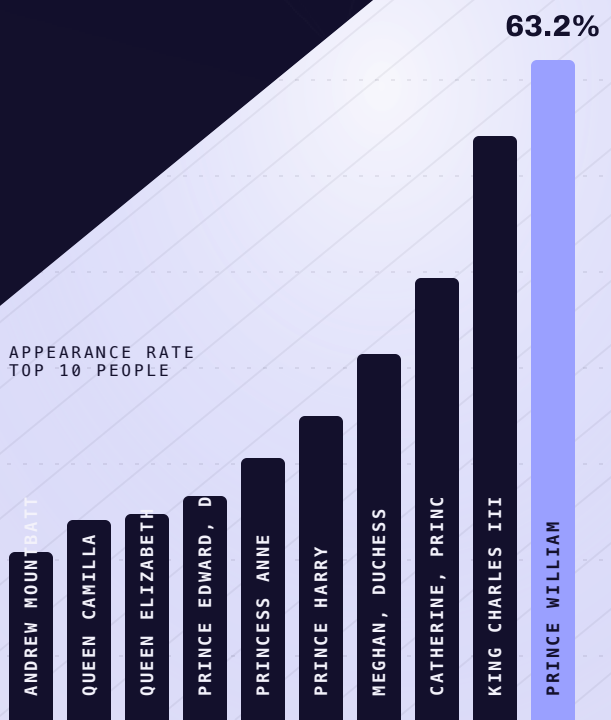
ROYAL FAMILY INDEX 2.0

Which royals AI engines name
288 AI answers · November 5, 2026

Measured :
November 5, 2026
24 questions × 3 runs · 288 AI answers

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

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

No sole leader is established. King Charles III is within Prince William's margin.

Prince William: 182/288 returned four-engine answers (63.2%; 95% interval 57.5–68.6%). The two leading intervals overlap; no sole leader is established.

> Version 2. This version replaces the first version of this study, first published July 1, 2026. It uses measured counts, so the two versions are not comparable.

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

63.2%
of answers named Prince William, the most-named (182 of 288)

16
tracked people named at least once (of 16)

100%
of Google searches showed an AI Overview (54 of 54)

INSIDE THIS REPORT

01 Key findings 03
02 The leaderboard 04
03 Profiles 07
04 How the engines differ 08
05 Google AI Overviews 09
06 Leaders by question 10
07 Who the engines cite 11
08 Improving AI visibility 13
09 Questions people ask 14
10 Methodology 15
A Appendix: the 24 questions 16

KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Prince William

Prince William: 182/288 returned four-engine answers (63.2%; 95% interval 57.5–68.6%). The two leading intervals overlap; no sole leader is established.

NAMED FIRST

102/288 (35.4%)

King Charles III was the first person named in 102 of 288 answers, more than any other tracked person. His average first position was 2. Prince William was named first in 49 of 288.

OWN-SITE CITATIONS

138/282 (48.9%)

royal.uk, the Royal Household's official site, is counted as King Charles III's own site. It and its subdomains were cited in 138 of 282 grounded answers. Own sites could be verified for only 2 of the 16 tracked people.

AIO TRIGGER

54/54 (100%)

Google AI Overviews appeared on 54 of 54 searches (CI 93.4–100%).

AIO LEADER

37/54 (68.5%)

Prince William was the person named most often in AI Overviews, at 37 of 54, followed by King Charles III at 26 of 54 (48.1%). In the four-engine set, Prince William was named in 182 of 288 answers (63.2%).

TOP DOMAIN

135/282 (47.9%)

royal.uk was cited in 135 of 282 grounded four-engine answers, with 254 of 2,233 citations (11.4%). en.wikipedia.org came second with 120 citations in 69 answers (24.5%).

THE LEADERBOARD

02 Which people 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	Prince William	63.2%	182/288
2	King Charles III	55.9%	161/288
3	Catherine, Princess of Wales	42.4%	122/288
4	Meghan, Duchess of Sussex	35.1%	101/288
5	Prince Harry	29.2%	84/288
6	Princess Anne	25.0%	72/288
7	Prince Edward, Duke of Edinburgh	21.5%	62/288
8	Queen Elizabeth II	19.8%	57/288
9	Queen Camilla	19.1%	55/288
10	Andrew Mountbatten Windsor	16.0%	46/288
11	Princess Eugenie	12.8%	37/288
12	Sophie, Duchess of Edinburgh	12.8%	37/288
13	Princess Beatrice	12.5%	36/288
14	Prince George	11.1%	32/288
15	Prince Louis	10.1%	29/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 282 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,233 citations. None means no personal website is tracked for that person. Question 6 names Prince Harry; Question 7 names Prince Harry and Prince William; Question 8 names King Charles III; Question 12 names Catherine, Princess of Wales, so those counts include up to 12 answers each that name them by design. Removing 4 Core questions naming tracked subjects leaves 240 eligible answers. The top two are Prince William (152/240) and King Charles III (144/240); their order does not change.

#	PERSON	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Prince William**	182/288	**63.2%**	57.5–68.6%	2.4	None	None
2	**King Charles III**	161/288	**55.9%**	50.1–61.5%	2	48.9% (138/282)	11.8%
3	**Catherine, Princess of Wales**	122/288	**42.4%**	36.8–48.1%	3.2	None	None
4	**Meghan, Duchess of Sussex**	101/288	**35.1%**	29.8–40.7%	3.8	0% (0/282)	0%
5	**Prince Harry**	84/288	**29.2%**	24.2–34.7%	3.5	None	None
6	**Princess Anne**	72/288	**25%**	20.4–30.3%	4.6	None	None
7	**Prince Edward, Duke of Edinburgh**	62/288	**21.5%**	17.2–26.6%	5.5	None	None
8	**Queen Elizabeth II**	57/288	**19.8%**	15.6–24.8%	4.4	None	None
9	**Queen Camilla**	55/288	**19.1%**	15–24%	3.7	None	None
10	**Andrew Mountbatten Windsor**	46/288	**16%**	12.2–20.6%	5.3	None	None
11	**Princess Eugenie**	37/288	**12.8%**	9.5–17.2%	5.5	None	None
12	**Sophie, Duchess of Edinburgh**	37/288	**12.8%**	9.5–17.2%	6	None	None
13	**Princess Beatrice**	36/288	**12.5%**	9.2–16.8%	5.7	None	None
14	**Prince George**	32/288	**11.1%**	8–15.3%	3.8	None	None
15	**Prince Louis**	29/288	**10.1%**	7.1–14.1%	5	None	None
16	**Princess Charlotte**	25/288	**8.7%**	5.9–12.5%	4.6	None	None

02 THE LEADERBOARD

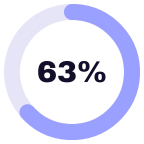
Separate unranked table: Organizations named (unranked)

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

NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
Archewell	15/288	5.2%	3.2–8.4%	4
As Ever	3/288	1.0%	0.4–3.0%	0
Duchy of Cornwall	36/288	12.5%	9.2–16.8%	3
Duchy of Lancaster	36/288	12.5%	9.2–16.8%	8
Highgrove	10/288	3.5%	1.9–6.3%	10
Homewards	6/288	2.1%	1.0–4.5%	0
Invictus Games Foundation	3/288	1.0%	0.4–3.0%	0
Royal Collection Trust	17/288	5.9%	3.7–9.2%	6
Sovereign Grant	40/288	13.9%	10.4–18.4%	21
The Crown Estate	35/288	12.2%	8.9–16.4%	12
The Earthshot Prize	36/288	12.5%	9.2–16.8%	7
The King's Foundation	19/288	6.6%	4.3–10.1%	3
The King's Trust	32/288	11.1%	8.0–15.3%	22
The Royal Family (official)	54/288	18.8%	14.7–23.7%	38
The Royal Foundation	53/288	18.4%	14.4–23.3%	18

PROFILES

03 The top eight, side by side

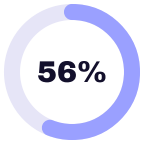


RANK 1

Prince William

182/288 answers · 95% CI 57.5–68.6%

2.4
first-mention position



RANK 2

King Charles III

161/288 answers · 95% CI 50.1–61.5%

2
first-mention position

48.9%
owned-domain citation (138/282)

11.8%
citation share



RANK 3

Catherine, Princess of Wales

122/288 answers · 95% CI 36.8–48.1%

3.2
first-mention position



RANK 4

Meghan, Duchess of Sussex

101/288 answers · 95% CI 29.8–40.7%

3.8
first-mention position

0%
owned-domain citation (0/282)

0%
citation share

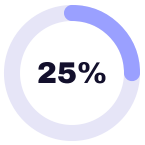


RANK 5

Prince Harry

84/288 answers · 95% CI 24.2–34.7%

3.5
first-mention position



RANK 6

Princess Anne

72/288 answers · 95% CI 20.4–30.3%

4.6
first-mention position



RANK 7

Prince Edward, Duke of Edinburgh

62/288 answers · 95% CI 17.2–26.6%

5.5
first-mention position



RANK 8

Queen Elizabeth II

57/288 answers · 95% CI 15.6–24.8%

4.4
first-mention position

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

Prince William	**51.4%**
King Charles III	**44.4%**
Catherine, Princess of W...	**30.6%**
Prince Harry	**23.6%**
Meghan, Duchess of Sus...	**22.2%**
Princess Anne	**13.9%**

Claude

72 ASKED | 72 RETURNED | 66 GROUNDED

Prince William	**62.5%**
King Charles III	**61.1%**
Catherine, Princess of W...	**51.4%**
Meghan, Duchess of Sus...	**47.2%**
Prince Harry	**31.9%**
Princess Anne	**23.6%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Prince William	**73.6%**
King Charles III	**63.9%**
Catherine, Princess of W...	**44.4%**
Meghan, Duchess of Sus...	**37.5%**
Prince Harry	**34.7%**
Princess Anne	**33.3%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Prince William	**65.3%**
King Charles III	**54.2%**
Catherine, Princess of W...	**43.1%**
Meghan, Duchess of Sus...	**33.3%**
Princess Anne	**29.2%**
Prince Edward, Duke of E...	**27.8%**

GOOGLE AI OVERVIEWS

05 The fifth engine

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



TRIGGER RATE

Google AI Overviews appeared on 54 of 54 searches (100%, CI 93.4–100%). The other 0 searches showed no overview. Within the 54 overviews, Prince William was named in 37 (68.5%), King Charles III was named in 26 (48.1%), Catherine, Princess of Wales was named in 23 (42.6%), Meghan, Duchess of Sussex was named in 16 (29.6%). youtube.com was the most-cited source, with 34 citations and an appearance in 19 of 54 overviews.

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

1	Prince William	64.0%	=
2	King Charles III	54.7%	=
3	Catherine, Princess of Wales	42.4%	=
4	Meghan, Duchess of Sussex	34.2%	=
5	Prince Harry	27.5%	=
6	Princess Anne	25.4%	=
7	Prince Edward, Duke of Edinburgh	21.6%	=
8	Queen Elizabeth II	18.7%	=
9	Queen Camilla	18.4%	=
10	Andrew Mountbatten Windsor	15.8%	=

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

King Charles III 100%

TIED WITH CATHERINE, PRINCESS OF WALES

Catherine, Princess of Wales	100%
Prince William	91.7%

AI Overview shown on 1 of 1 searches

Q02 · 12 ANSWERS

King Charles III 100%

TIED WITH PRINCE WILLIAM

Prince William	100%
Prince Harry	16.7%

AI Overview shown on 1 of 1 searches

Q03 · 12 ANSWERS

King Charles III 100%

TIED WITH QUEEN CAMILLA, CATHERINE, PRINCESS OF WALES

Queen Camilla	100%
Catherine, Princess of Wales	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

King Charles III 66.7%

TIED WITH PRINCE WILLIAM, PRINCESS BEATRICE

Prince William	66.7%
Princess Beatrice	66.7%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

King Charles III 8.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Prince Harry 100%

TIED WITH MEGHAN, DUCHESS OF SUSSEX

Meghan, Duchess of Sussex	100%
Queen Elizabeth II	25%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,233 citations in total. royal.uk was cited most often, with 254 citations (11.4%) across 135 answers. Next came en.wikipedia.org (120), hellomagazine.com (45), wikipedia.org (42), newsweek.com (40), yougov.com (38).

FOUR AI ENGINES · SHARE OF 282 GROUNDED ANSWERS

royal.uk	**47.9%**
en.wikipedia.org	**24.5%**
wikipedia.org	**14.9%**
newsweek.com	**14.2%**
hellomagazine.com	**12.8%**
womanandhome.com	**10.6%**
yahoo.com	**9.9%**
youtube.com	**9.6%**
cbsnews.com	**8.2%**
theweek.com	**8.2%**

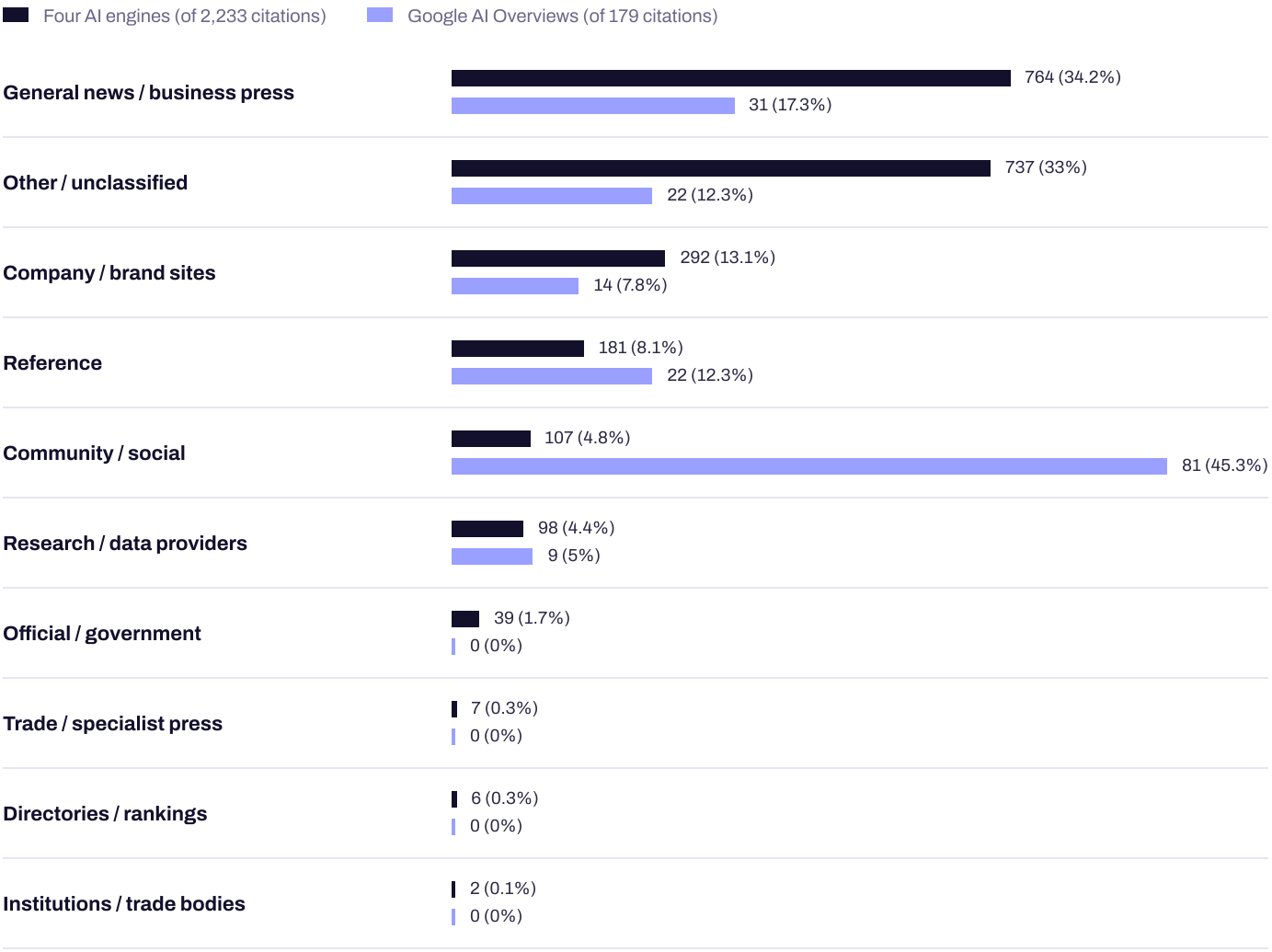
GOOGLE AI OVERVIEWS · SHARE OF 54 OVERVIEWS

facebook.com	**44.4%**
youtube.com	**35.2%**
en.wikipedia.org	**33.3%**
royal.uk	**24.1%**
bbc.com	**14.8%**
quora.com	**11.1%**
reddit.com	**9.3%**
businessinsider.com	**7.4%**
newsweek.com	**7.4%**
wikipedia.org	**7.4%**

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 royal family members 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.	King Charles III's own domains were cited in 48.9% of grounded answers.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 24.5% of grounded answers), wikipedia.org (14.9%), newsweek.com (14.2%), hellomagazine.com (12.8%) and womanandhome.com (10.6%). General news and business press supplied 34.2% of citations and reference sites 8.1%.
Check each engine separately.	Claude named Meghan, Duchess of Sussex in 47.2% of answers against 22.2% on ChatGPT. Gemini named Prince Edward, Duke of Edinburgh in 30.6% of answers against 8.3% on ChatGPT.
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 the royal family people appear in these AI answers?

Prince William: 182/288 returned four-engine answers (63.2%; 95% interval 57.5–68.6%). The two leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

King Charles III was the first person named in 102 of 288 answers, with an average first position of 2.

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

An overview appeared on 54 of 54 searches (100%, CI 93.4–100%). Within those 54 overviews, Prince William was named most often, in 37 (68.5%).

Q4 Which sources do the engines cite?

Across 2,233 four-engine citations, royal.uk was cited most (254 citations, in 135 of 282 grounded answers), followed by en.wikipedia.org (120 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	+	54
questions		runs each		AI engines		answers		Google searches · 54 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 5, 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)	54	54 shown	54

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

METRIC DEFINITIONS

- Appearance rate: answers naming the 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 16 tracked people are ranked; results are not an exhaustive market ranking.
- 342 of 360 planned results were returned. 18 AI Overview lookups were excluded after at most three total attempts.
- 54 successful Google searches: 54 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.
- Questions 6, 7, 8 and 12 name Prince Harry, Prince William, King Charles III and Catherine, Princess of Wales, so each of those counts includes up to 12 answers to a question that names it.
- Removing 4 Core questions naming tracked subjects leaves 240 eligible answers. The top two are Prince William (152/240) and King Charles III (144/240); their order does not change.
- People with no tracked website are shown with a dash. 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.
- Counts only who is named, how early and with which sources; no tone or popularity scoring. Prince Philip and Princess Diana are not tracked. Princess Anne, Prince Edward, Sophie, Princess Charlotte, Prince Louis, Princess Beatrice and Princess Eugenie were added for this edition.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Named appearance is named_4 divided by n_4; own-site citation counts use grounded-answer denominators and 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 most respected charities linked to the British royal family?	Royal Family Index 2.0	CORE QUESTION
02	Which royal has done the most for environmental causes?	Royal Family Index 2.0	CORE QUESTION
03	Who are the working members of the royal family?	Royal Family Index 2.0	CORE QUESTION
04	What businesses do members of the royal family run?	Royal Family Index 2.0	CORE QUESTION
05	What royal events happen every year?	Royal Family Index 2.0	CORE QUESTION
06	Why did Prince Harry step back from royal duties?	Royal Family Index 2.0	CORE QUESTION
07	What is the relationship between Prince Harry and Prince William today?	Royal Family Index 2.0	CORE QUESTION
08	Who will be the next king after Charles?	Royal Family Index 2.0	CORE QUESTION
09	How is the royal family funded?	Royal Family Index 2.0	CORE QUESTION
10	What will the monarchy look like in 2050?	Royal Family Index 2.0	CORE QUESTION
11	Which royals are most popular?	Royal Family Index 2.0	CORE QUESTION
12	What charities does the Princess of Wales support?	Royal Family Index 2.0	CORE QUESTION
13	Which members of the royal family carry out the most public engagements?	Royal Family Index 2.0	ADDED QUESTION
14	What causes does the royal family support most?	Royal Family Index 2.0	ADDED QUESTION
15	Who is in the line of succession to the British throne?	Royal Family Index 2.0	ADDED QUESTION
16	How has the British monarchy changed in recent years?	Royal Family Index 2.0	ADDED QUESTION
17	Which royals live outside the United Kingdom?	Royal Family Index 2.0	ADDED QUESTION
18	What income does the royal family receive from its estates?	Royal Family Index 2.0	ADDED QUESTION
19	Which royal foundations have the biggest impact?	Royal Family Index 2.0	ADDED QUESTION
20	Who represents the royal family at international events?	Royal Family Index 2.0	ADDED QUESTION
21	Which members of the royal family have stepped back from public life?	Royal Family Index 2.0	ADDED QUESTION
22	What role does the royal family play in British tourism?	Royal Family Index 2.0	ADDED QUESTION
23	Who are the youngest members of the royal family?	Royal Family Index 2.0	ADDED QUESTION
24	Which royal weddings and ceremonies were most watched?	Royal Family Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Royal Family Index 2.0

Measured November 5, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research