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Research · 2026

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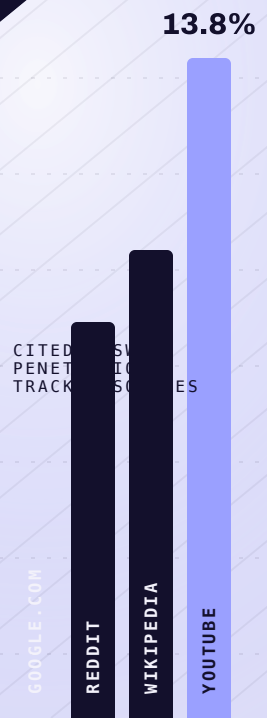
WEB SOURCES INDEX 2.0

Which web platforms 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 66 Google AI Overviews

Prepared by :
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AT A GLANCE

YouTube, Wikipedia and Reddit lead. Too close to separate.

YouTube: 35/254 (13.8%; 95% interval 10.1–18.6%). Wikipedia: 25/254 (9.8%; 95% interval 6.8–14.1%). Reddit: 21/254 (8.3%; 95% interval 5.5–12.3%). All three 95% intervals overlap; no sole leader is established. The most-cited untracked site, rtings.com, was cited in 29 answers.

> Version 2. This version replaces the first version of this study, first published May 13, 2026. It uses measured counts, so the two versions are not comparable.

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

13.8%
of 254 grounded answers cited YouTube (35/254)

3
tracked sources cited at least once (of 4)

94.3%
of Google searches showed an AI Overview (66 of 70)

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KEY FINDINGS

01 What the data shows

MOST CITED TRACKED SOURCES

35/254 (13.8%)

YouTube, Wikipedia and Reddit lead this measured set. YouTube: 35/254 (13.8%; 95% interval 10.1–18.6%). Wikipedia: 25/254 (9.8%; 95% interval 6.8–14.1%). Reddit: 21/254 (8.3%; 95% interval 5.5–12.3%). All three 95% intervals overlap; no sole leader is established. The ranking covers tracked sources only. Untracked cited domains include rtings.com (29 answers), tomsguide.com (22 answers), fidelity.com (17 answers), mayoclinic.org (16 answers), techradar.com (16 answers), forbes.com (15 answers), kingarthurbaking.com (14 answers), capterra.com (11 answers), cerave.com (11 answers), zdnet.com (11 answers).

NAMED FIRST

18/288 (6.2%)

Wikipedia was the first brand named in 18 of 288 answers, more than any other tracked brand. Its average first position was 1. YouTube was named first in 1 of 288.

CHATGPT SKEW

16/72 (22.2%)

ChatGPT named Wikipedia in 16 of 72 answers. The other engines named it in 0 to 2 of 72.

OWN-SITE CITATIONS

35/254 (13.8%)

YouTube's own domains were cited in 35 of 254 grounded answers, more than any other tracked brand. Wikipedia followed at 25 of 254. 1 of 4 tracked brands had 0 of 254.

AIO TRIGGER

66/70 (94.3%)

Google AI Overviews appeared on 66 of 70 searches (CI 86.2–97.8%). On the other 4, no overview was shown.

AIO LEADER

62/66 (93.9%)

YouTube was the brand named most often in AI Overviews, at 62 of 66, followed by Reddit at 26 of 66 (39.4%). In the four-engine set, YouTube was named in 35 of 288 answers (13.8%).

TOP DOMAIN

29/254 (11.4%)

rtings.com was cited in 29 of 254 grounded four-engine answers, with 38 of 2,070 citations (1.8%). tomsguide.com came second with 37 citations in 22 answers (8.7%).

NO TRACKED NAME

0/12 (0.0%)

For 'What is the best robot vacuum?', none of the tracked brands was named in any of 12 four-engine answers.

02 THE LEADERBOARD

Tracked sources by cited-answer penetration

Ranking of tracked sources by citation penetration across 254 grounded answers; not textual mentions.

	BRAND	0% 10% 20%	RATE	NAMED IN
1	YouTube		13.8%	35/254
2	Wikipedia		9.8%	25/254
3	Reddit		8.3%	21/254

02 THE LEADERBOARD

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	**YouTube**	35/254	**13.8%**	10.1–18.6%	1	13.8% (35/254)	1.7%
2	**Wikipedia**	25/254	**9.8%**	6.8–14.1%	1	9.8% (25/254)	1.6%
3	**Reddit**	21/254	**8.3%**	5.5–12.3%	–	8.3% (21/254)	1%
4	**Google.com**	0/254	**0%**	0–1.5%	–	0% (0/254)	0%

03

THE LEADERBOARD

Separately ranked: Publishers

Publisher domains by citation penetration across the same 254 grounded answers. Ranked separately from platforms; the title follows the platform table only.

#	PUBLISHER	CITED ANSWERS	PENETRATION	95% INTERVAL	NAMED FIRST
1	**PCMag**	24/254	9.4%	6.4–13.7%	13
2	**The New York Times**	12/254	4.7%	2.7–8.1%	3
3	**Consumer Reports**	10/254	3.9%	2.2–7.1%	3
4	**CNET**	9/254	3.5%	1.9–6.6%	4
5	**Wirecutter**	9/254	3.5%	1.9–6.6%	0
6	**Bloomberg**	0/254	0.0%	0.0–1.5%	0
7	**Reuters**	0/254	0.0%	0.0–1.5%	0

03 UNTRACKED SOURCES

Top untracked domains beside the tracked ranking

The ranking covers tracked sources only. Untracked cited domains include rtings.com (29 answers), tomsguide.com (22 answers), fidelity.com (17 answers), mayoclinic.org (16 answers), techradar.com (16 answers), forbes.com (15 answers), kingarthurbaking.com (14 answers), capterra.com (11 answers), cerave.com (11 answers), zdnet.com (11 answers).

DOMAIN	CITED ANSWERS	PENETRATION	CITATION SHARE
rtings.com	29/254	11.4%	1.8%
tomsguide.com	22/254	8.7%	1.8%
fidelity.com	17/254	6.7%	0.9%
mayoclinic.org	16/254	6.3%	1.0%
techradar.com	16/254	6.3%	1.1%
forbes.com	15/254	5.9%	0.7%
kingarthurbaking.com	14/254	5.5%	0.9%
capterra.com	11/254	4.3%	0.5%
cerave.com	11/254	4.3%	0.7%
zdnet.com	11/254	4.3%	0.5%
health.clevelandclinic.org	10/254	3.9%	0.6%
lonelyplanet.com	10/254	3.9%	0.7%
nbcnews.com	10/254	3.9%	0.6%
aad.org	9/254	3.5%	0.5%
fender.com	9/254	3.5%	0.8%
travel.usnews.com	9/254	3.5%	0.4%
akc.org	8/254	3.1%	0.7%
aspca.org	8/254	3.1%	0.7%
edmunds.com	8/254	3.1%	0.4%
homedepot.com	8/254	3.1%	0.5%

03

TEXT MENTIONS

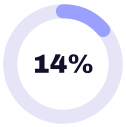
Secondary measure: text mentions

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	**Wikipedia**	18/288	6.3%	18
2	**YouTube**	1/288	0.3%	1
3	**Google.com**	0/288	0.0%	0
4	**Reddit**	0/288	0.0%	0

PROFILES

04 The top eight, side by side



RANK 1

YouTube

Cited in 35/254 grounded answers · 95% interval 10.1–18.6%

1	13.8%	1.7%
first-mention position	owned-domain citation (35/254)	citation share



RANK 2

Wikipedia

Cited in 25/254 grounded answers · 95% interval 6.8–14.1%

1	9.8%	1.6%
first-mention position	owned-domain citation (25/254)	citation share

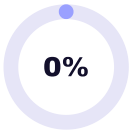


RANK 3

Reddit

Cited in 21/254 grounded answers · 95% interval 5.5–12.3%

–	8.3%	1%
first-mention position	owned-domain citation (21/254)	citation share



RANK 4

Google.com

Cited in 0/254 grounded answers · 95% interval 0.0–1.5%

–	0%	0%
first-mention position	owned-domain citation (0/254)	citation share

HOW THE ENGINES DIFFER

05 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	**22.2%**
YouTube	**0%**
Reddit	**0%**
Google.com	**0%**

Claude

72 ASKED | 72 RETURNED | 38 GROUNDED

Wikipedia	**15.8%**
YouTube	**0%**
Reddit	**0%**
Google.com	**0%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

YouTube	**48.6%**
Reddit	**29.2%**
Wikipedia	**0%**
Google.com	**0%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Wikipedia	**4.2%**
YouTube	**0%**
Reddit	**0%**
Google.com	**0%**

05

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.

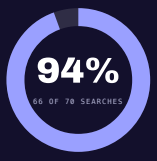
SECTOR	FOUR CHAT ENGINES: MOST-CITED TRACKED PLATFORMS	GOOGLE AI OVERVIEWS
Automotive	**Wikipedia (5/21), Reddit (2/21), YouTube (1/21)**	YouTube (6/6), Reddit (3/6)
B2B software	**Wikipedia (2/36), YouTube (1/36)**	Reddit (6/7), YouTube (6/7)
Beauty	**YouTube (2/21), Reddit (1/21)**	YouTube (2/6)
Consumer electronics	**YouTube (8/33), Reddit (5/33), Wikipedia (3/33)**	YouTube (7/7), Reddit (4/7), Wikipedia (2/7)
Food and cooking	**Reddit (3/18), Wikipedia (3/18), YouTube (3/18)**	YouTube (4/6), Reddit (2/6)
Health information	**Wikipedia (1/18), YouTube (1/18)**	YouTube (6/6)
Hobbies and learning	**YouTube (8/44), Reddit (5/44), Wikipedia (4/44)**	YouTube (12/12), Reddit (9/12)
Home and DIY	**YouTube (6/18), Wikipedia (3/18)**	YouTube (6/6), Reddit (2/6), Wikipedia (2/6)
Personal finance	**YouTube (3/21), Reddit (2/21), Wikipedia (2/21)**	YouTube (6/6), Reddit (3/6)
Travel	**Reddit (3/24), Wikipedia (2/24), YouTube (2/24)**	YouTube (4/4)

06

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

66 of 70 successful searches showed an AI Overview. YouTube was cited in 59/66 overviews (89.4%). Reddit was cited in 29/66 overviews (43.9%). Wikipedia was cited in 4/66 overviews (6.1%). Google.com was cited in 0/66 overviews (0.0%).

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

1	YouTube	89.4%	=
2	Reddit	43.9%	▲ 1
3	Wikipedia	6.1%	▼ 1
4	Google.com	0.0%	=

LEADERS BY QUESTION

07 Who each question surfaces first

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

Q01 · 12 GROUNDED ANSWERS

YouTube 25%

Reddit	16.7%
Google.com	0%

AI Overview shown on 1 of 3 successful searches

Q02 · 9 GROUNDED ANSWERS

YouTube 33.3%

Google.com	0%
Reddit	0%

AI Overview shown on 3 of 3 successful searches

Q03 · 12 GROUNDED ANSWERS

YouTube 25%

Reddit	8.3%
Google.com	0%

AI Overview shown on 3 of 3 successful searches

Q04 · 12 GROUNDED ANSWERS

YouTube 16.7%

Google.com	0%
Reddit	0%

AI Overview shown on 3 of 3 successful searches

Q05 · 12 GROUNDED ANSWERS

Google.com 0%

TIED WITH REDDIT, WIKIPEDIA

Reddit	0%
Wikipedia	0%

AI Overview shown on 3 of 3 successful searches

Q06 · 12 GROUNDED ANSWERS

Wikipedia 16.7%

YouTube	8.3%
Google.com	0%

AI Overview shown on 1 of 3 successful searches

08

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,070 citations in total. rtings.com was cited most often, with 38 citations (1.8%) across 29 answers. Next came tomsguide.com (37), youtube.com (35), en.wikipedia.org (33), pcmag.com (30), techradar.com (22).

FOUR AI ENGINES · SHARE OF 254 GROUNDED ANSWERS

youtube.com	**13.8%**
rtings.com	**11.4%**
en.wikipedia.org	**9.8%**
pcmag.com	**9.4%**
tomsguide.com	**8.7%**
reddit.com	**8.3%**
fidelity.com	**6.7%**
techradar.com	**6.3%**
mayoclinic.org	**6.3%**
forbes.com	**5.9%**

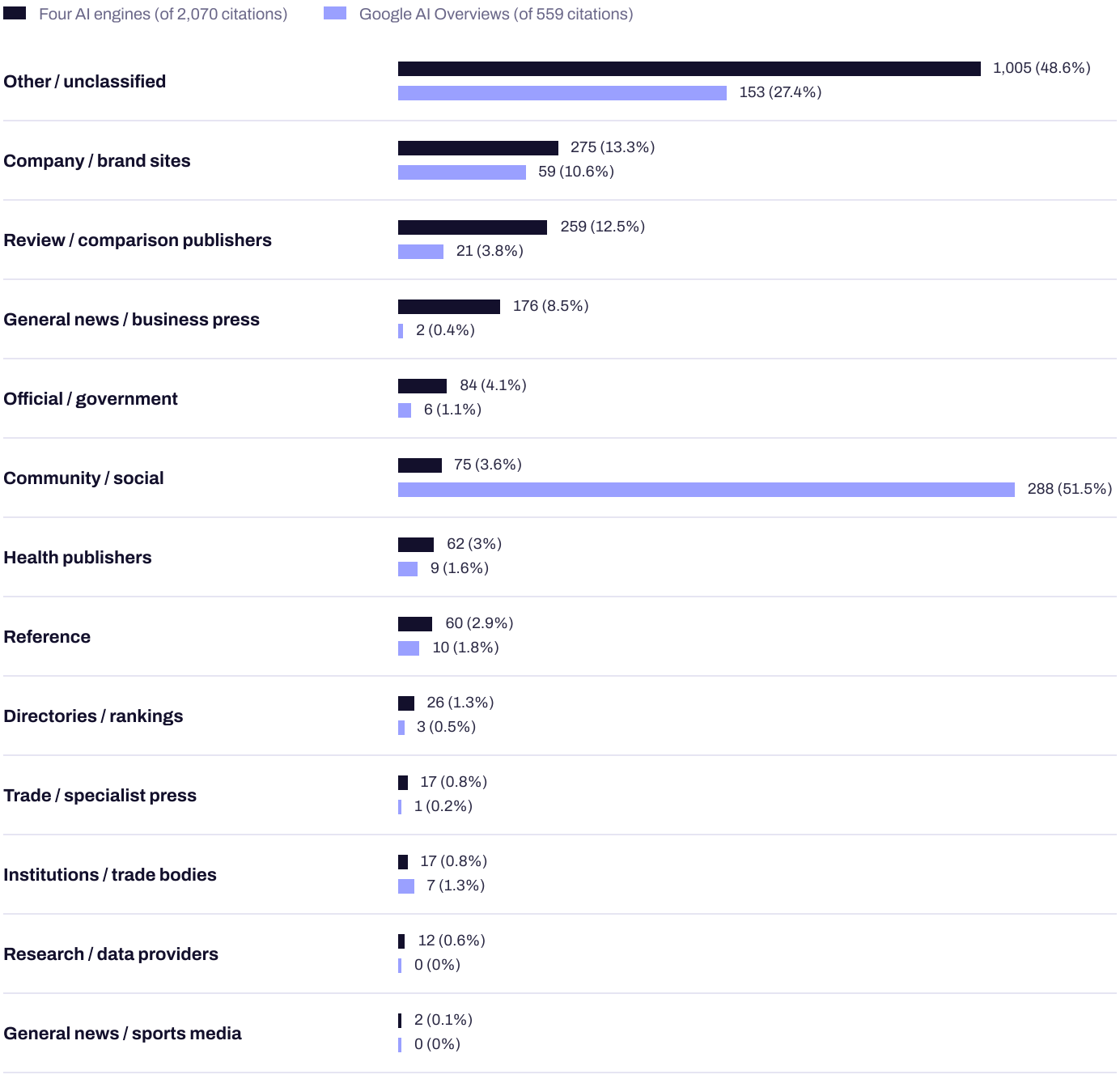
GOOGLE AI OVERVIEWS · SHARE OF 66 OVERVIEWS

youtube.com	**89.4%**
reddit.com	**43.9%**
instagram.com	**21.2%**
facebook.com	**12.1%**
investor.vanguard.com	**9.1%**
pcmag.com	**9.1%**
en.wikipedia.org	**6.1%**
edmunds.com	**4.5%**
bose.com	**4.5%**
salesforce.com	**4.5%**

09 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



10

WHAT THE DATA SUGGESTS

How can web 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.	YouTube's own domains were cited in 13.8% of grounded answers, Wikipedia's in 9.8% and Reddit's in 8.3%. YouTube was named in only 0.3% of answers, yet its own domains were cited in 13.8%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were rtings.com (in 11.4% of grounded answers), pcmag.com (9.4%), tomsguide.com (8.7%), fidelity.com (6.7%) and techradar.com (6.3%). Review and comparison publishers supplied 12.5% of citations and general news and business press 8.5%.
Check each engine separately.	ChatGPT named Wikipedia in 22.2% of answers against 0.0% on Gemini. Claude named YouTube in 1.4% of answers against 0.0% 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

11 What AI answers

Q1 Which tracked sources are cited most often?

YouTube, Wikipedia and Reddit lead this measured set. YouTube: 35/254 (13.8%; 95% interval 10.1–18.6%). Wikipedia: 25/254 (9.8%; 95% interval 6.8–14.1%). Reddit: 21/254 (8.3%; 95% interval 5.5–12.3%). All three 95% intervals overlap; no sole leader is established. The ranking covers tracked sources only. Untracked cited domains include rtings.com (29 answers), tomsguide.com (22 answers), fidelity.com (17 answers), mayoclinic.org (16 answers), techradar.com (16 answers), forbes.com (15 answers), kingarthurbaking.com (14 answers), capterra.com (11 answers), cerave.com (11 answers), zdnet.com (11 answers).

Q2 Which brand is named first most often?

Wikipedia was the first brand named in 18 of 288 answers, with an average first position of 1.

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

An overview appeared on 66 of 70 searches (94.3%, CI 86.2–97.8%). Within those 66 overviews, YouTube was named most often, in 62 (93.9%).

Q4 Which sources do the engines cite?

Across 2,070 four-engine citations, rtings.com was cited most (38 citations, in 29 of 254 grounded answers), followed by tomsguide.com (37 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named Wikipedia in 16 of 72 answers, against 0 to 2 of 72 on the other engines. Claude named YouTube in 1 of 72 answers, against 0 to 0 of 72 on the other engines.

METHODOLOGY

12 How this study was measured

24	×	3	×	4	=	288	+	70
questions		runs each		AI engines		answers		Google searches · 66 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	72	72	72
Claude	claude-sonnet-5-5	72	72	38
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	70	66 shown	66

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 4 tracked platforms are ranked; results are not an exhaustive market ranking.
- 358 of 360 planned results were returned. 2 AI Overview lookups were excluded after at most three total attempts.
- 70 successful Google searches: 66 overviews shown; 4 without an overview. Failures are excluded, not scored as zero.
- 34 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.
- Common words such as Google, Times, Wire or Consumer were counted only when they clearly referred to a source.
- Google.com is counted as one source website, not every Google product; Google Shopping and unresolved google.com/goto links are never counted.
- Citation percentages in the earlier version used a different base, so they are not compared with these figures.
- The ranking covers tracked sources only. Untracked cited domains include rtings.com (29 answers), tomsguide.com (22 answers), fidelity.com (17 answers), mayoclinic.org (16 answers), techradar.com (16 answers), forbes.com (15 answers), kingarthurbaking.com (14 answers), capterra.com (11 answers), cerave.com (11 answers), zdnet.com (11 answers).
- 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

13 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 is the best robot vacuum?	Web Sources Index 2.0	CORE QUESTION
02	How do I fix a leaking faucet?	Web Sources Index 2.0	CORE QUESTION
03	What is the best running shoe for beginners?	Web Sources Index 2.0	CORE QUESTION
04	How do I start investing with little money?	Web Sources Index 2.0	CORE QUESTION
05	What is the best CRM for a small business?	Web Sources Index 2.0	CORE QUESTION
06	What are the best things to do in Lisbon?	Web Sources Index 2.0	CORE QUESTION
07	How do I learn to play guitar?	Web Sources Index 2.0	CORE QUESTION
08	What is the best laptop for video editing?	Web Sources Index 2.0	CORE QUESTION
09	What are the symptoms of iron deficiency?	Web Sources Index 2.0	CORE QUESTION
10	What is the best project management software?	Web Sources Index 2.0	CORE QUESTION
11	How do I train a puppy to stop biting?	Web Sources Index 2.0	CORE QUESTION
12	What is the best skincare routine for oily skin?	Web Sources Index 2.0	CORE QUESTION
13	Which electric car has the longest range?	Web Sources Index 2.0	CORE QUESTION
14	How do I make sourdough bread at home?	Web Sources Index 2.0	CORE QUESTION
15	How do induction cooktops work?	Web Sources Index 2.0	ADDED QUESTION
16	What is the difference between an index fund and an ETF?	Web Sources Index 2.0	ADDED QUESTION
17	How do noise-cancelling headphones work?	Web Sources Index 2.0	ADDED QUESTION
18	What is the difference between a migraine and a tension headache?	Web Sources Index 2.0	ADDED QUESTION
19	How does accounting software connect to a small business bank account?	Web Sources Index 2.0	ADDED QUESTION
20	What is the difference between retinol and retinal?	Web Sources Index 2.0	ADDED QUESTION
21	What is the best season to visit the Grand Canyon?	Web Sources Index 2.0	ADDED QUESTION
22	How do I tell whether a bicycle tire needs replacing?	Web Sources Index 2.0	ADDED QUESTION
23	What is the difference between a hybrid and a plug-in hybrid car?	Web Sources Index 2.0	ADDED QUESTION
24	Why does bread dough need to rest before baking?	Web Sources Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Web Sources Index 2.0

Measured November 4, 2026 · 5W Public Relations

WEB
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RESEARCH
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