FIVE BLOCKS RESEARCH

REPUTATION REPORT · OCTOBER 2026

How AI Describes the Fortune 100

What ChatGPT, Gemini, Google's AI answers and five other AI engines say about America's 100 largest companies, which sources they rely on, and where they disagree.

fiveblocks

DATA FROM SEPTEMBER 6 - OCTOBER 6, 2026 · FIVEBLOCKS.COM

SUMMARY

AI builds a company's reputation from its own website, Wikipedia, and a long memory

Ask an AI engine to “tell me about” a Fortune 100 company and you get a short profile: headquarters, revenue, ticker, history. Most of it comes from the company's own website and its Wikipedia article. The engines agree on those facts. They disagree, sharply, about the problems, and when they raise one, it is often decades old.

None of this is permanent. AI answers change every day, and they change in response to what is published and where. This report shows where the profile comes from and what shapes it.

TEN FINDINGS

01 **Your website is the #1 source.** 82% of answers cite the company's own website, and 57% list a company page first. ChatGPT takes 83% of its citations from company sites.

02 **Wikipedia is the main outside voice.** 56% of all answers cite Wikipedia, and 92% of Google AI Mode answers do. ChatGPT: 3%.

03 **A few websites do most of the work.** Outside company sites, eight websites supply half of all citations: Wikipedia, Yahoo Finance, Britannica, YouTube, SEC filings, GlobalData, EBSCO and Forbes.

04 **Every engine has its own diet.** ChatGPT shares just 8 to 12% of the websites it cites with any other engine. Work aimed at one engine does not reach the others.

05 **Social media is a Google story.** 67% of Google AI Mode answers cite YouTube. Grok, the AI built into X, cited X zero times in 3,099 answers.

06 **News is a sliver, and recent news brings problems.** Only 7.7% of answers mention an event from Aug-Oct 2026. Those answers carry a serious negative about twice as often.

07 **The engines agree on facts, not problems.** 35% of negative points come from just one engine. Google AI Mode raises a serious issue in 12.0% of answers; Google AI Overview in 1.1%.

08 **Criticism is concentrated.** Ten companies account for more than half of it. For 77 of the 100, no engine raised a serious issue in even 30% of its answers.

09 **AI has a long memory.** 43% of dated serious negatives are about events from 2020 or earlier, from the Exxon Valdez to a 1990s Medicare fraud case.

10 **Some names confuse AI.** “Tell me about Alphabet” got an explanation of the ABCs in 57% of Google AI Overview answers.

HOW WE DID IT

One question, 100 companies, eight AI engines, every day for a month

"Tell me about [company]" is the AI version of googling a company's name. It is the first impression for an investor, a job candidate, a reporter or a customer.

100
Fortune 100 companies, named as on the list

8
AI engines, asked once a day

24,675
answers collected, Sep 6 - Oct 6, 2026

181,334
citations to 2,581 websites

The engines

ChatGPT, Gemini, Copilot, Perplexity, Grok, Claude, Google AI Mode and Google AI Overview. Typical answers run from 169 words (Google AI Overview) to about 400.

Sources

Every cited URL was grouped by type. Each company's own websites, including subsidiary and brand sites, were identified by hand. Wikipedia includes its mirrors and other languages (91% English Wikipedia).

Negative points

AIQ breaks each answer into points and scores negative ones by severity. A **serious negative** is one of the two highest levels: lawsuits, scandals, safety and regulatory issues. **Any risk or criticism** adds the middle level. AIQ groups similar points made by different engines on the same day, which is how we count agreement.

What to keep in mind

One question, one month. A news-seeking question would bring in more recent coverage. AI engines change often, so these patterns can shift.

WHAT A TYPICAL ANSWER CONTAINS: SHARE OF ALL ANSWERS THAT MENTION…

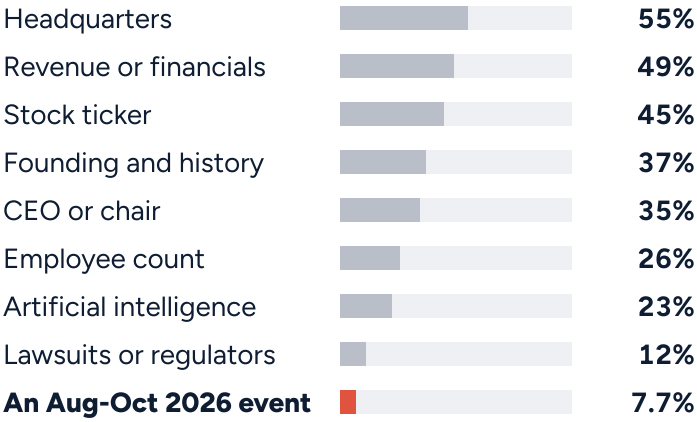


ILLUSTRATION ASSEMBLED FROM REAL ANSWERS ABOUT WALMART

"Walmart is headquartered in Bentonville, Arkansas. It reported revenue of $713 billion last fiscal year and trades as NYSE: WMT. It was founded in 1962 and is led by its CEO. It employs about 2.1 million people and is investing heavily in AI."

This is the baseline version of the company that AI repeats to anyone who asks.

FINDING 01 · SOURCES

The company's own website is the single most important source in AI answers

Before Wikipedia, before the news, AI reads what the company says about itself. Which pages it reads depends on the engine.

82%

of answers cite at least one page from the company's own websites

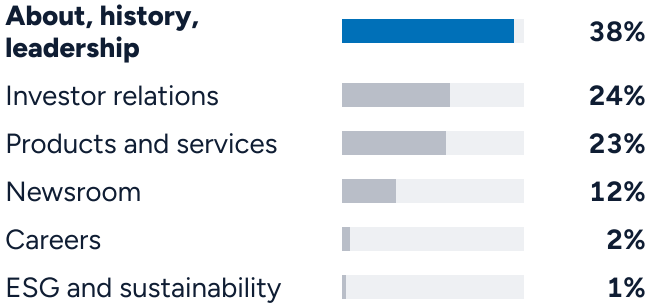
ALL ANSWERS

57%

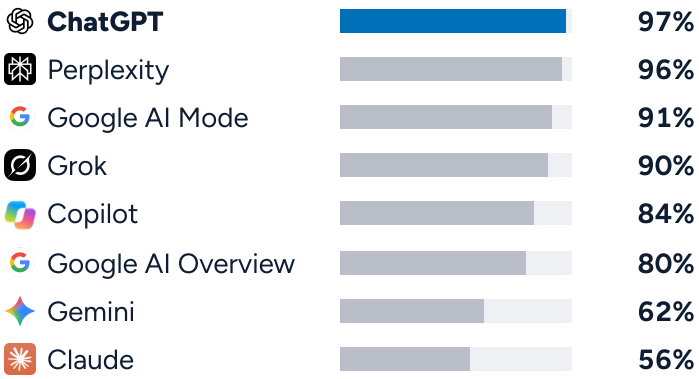
list a company page as the very first source

ALL ANSWERS

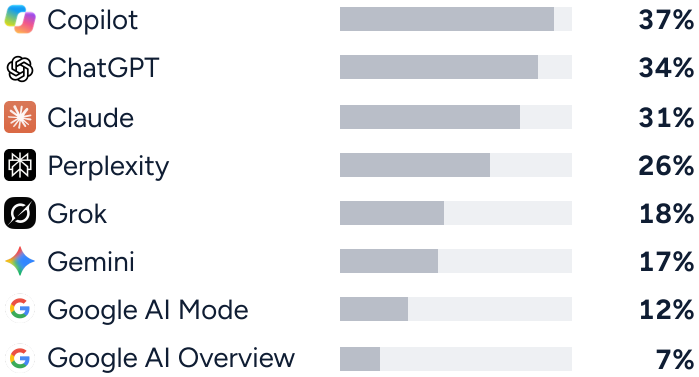
WHICH COMPANY PAGES AI USES: SHARE OF COMPANY-SITE CITATIONS



ANSWERS CITING THE COMPANY'S SITE, BY ENGINE



INVESTOR PAGES AS A SHARE OF EACH ENGINE'S COMPANY-SITE CITATIONS



ChatGPT, Copilot and Claude read investor pages closely. Google's engines lean on About pages. Sustainability pages barely register.

WHAT THIS MEANS

The website is the one AI source a company fully controls, and AI quotes it word for word. Most About and investor pages were written for analysts and recruiters, so a stale leadership page or an old revenue figure is repeated as fact.

WHAT IT TAKES

About, history, leadership and investor pages kept current, factual and plainly written. They are quoted directly.

Source: Five Blocks AIQ, Sep 6 - Oct 6, 2026, eight AI engines, 24,675 answers to "Tell me about [company]" for each Fortune 100 company.

FINDING 02 · WIKIPEDIA

Wikipedia is in more than half of all answers, and in 92% of Google AI Mode answers

For most engines, the Wikipedia article is the main independent account of who a company is. It is also the one source a company cannot simply edit.

56%

of all answers cite Wikipedia, almost always the company's own English article

ALL ANSWERS

44%

of Gemini answers list Wikipedia as the very first source

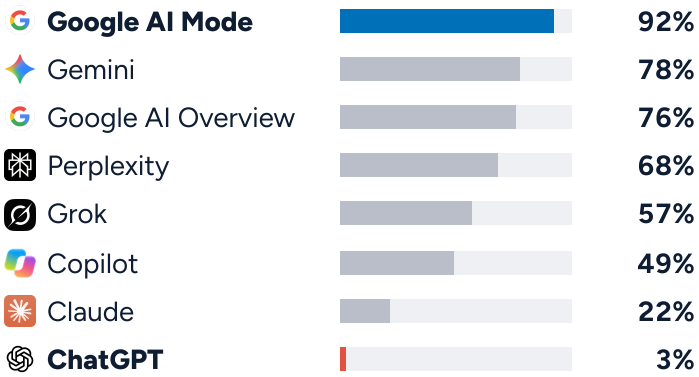
ALL ANSWERS

3%

of ChatGPT answers cite Wikipedia. ChatGPT goes to company sites and SEC filings instead.

ALL ANSWERS

ANSWERS CITING WIKIPEDIA, BY ENGINE



Wikipedia is also the largest single website in the study: 14.7% of all citations outside company sites.

Wikipedia's rules bar companies from writing their own articles, and paid editors must disclose. Accuracy there comes through Wikipedia's approved process, not by editing.

WHAT THIS MEANS

Wikipedia matters most to Google's AI products and hardly at all to ChatGPT. A gap or an outdated section in the article shows up across Google AI Mode, AI Overview and Gemini at once. It is also harder to correct than a company page, because changes go through Wikipedia's editors rather than the company.

WHAT IT TAKES

Disclosed work through Wikipedia's approved process, so the article AI reads first is accurate, complete and current.

Source: Five Blocks AIQ, Sep 6 - Oct 6, 2026, eight AI engines, 24,675 answers to "Tell me about [company]" for each Fortune 100 company.

FINDING 03 · CONCENTRATION

Outside company websites, eight sites supply half of all citations

AI draws on 2,581 websites, but a small group plays an outsized role, and it is largely the same group for most companies.

8

websites supply half of all citations outside company sites

ALL ANSWERS

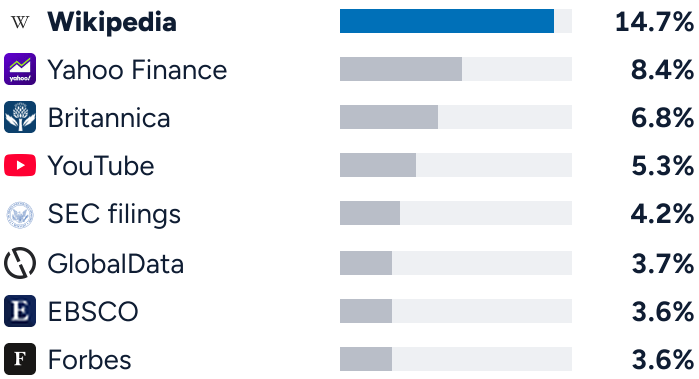
49.7%

come from the other 2,359 websites combined

ALL ANSWERS

The eight are reference, finance and video sites. Only one, Forbes, is a news publisher.

SHARE OF CITATIONS OUTSIDE COMPANY SITES



A company profile on these eight sites reaches most engines most days. Errors there travel just as far.

WHAT THIS MEANS

The long tail of websites is real but thin. Accurate profiles on a handful of reference and finance sites cover half of what AI reads outside the company's own website. The reverse also holds: a wrong figure on one of these sites is not a small error, because most engines read it most days.

WHAT IT TAKES

Accurate, current profiles on the handful of reference and finance sites the engines lean on, checked on a schedule.

Source: Five Blocks AIQ, Sep 6 - Oct 6, 2026, eight AI engines, 24,675 answers to “Tell me about [company]” for each Fortune 100 company.

FINDING 04 · THE ENGINES

Every AI engine has its own diet of sources

ChatGPT is mostly company websites. Claude reads encyclopedias, business profiles and SEC filings. Only Google's engines bring in social video. The same company gets a different profile from each.

83%

of ChatGPT's citations are company websites. Other engines: 17% to 48%.

ALL ANSWERS

8-12%

of ChatGPT's cited websites are shared with any other engine for the same company

ALL ANSWERS

CITED WEBSITES TWO ENGINES SHARE FOR THE SAME COMPANY

AI Mode + AI Overview	42%
Gemini + Claude	19%
ChatGPT + Perplexity	8%

EIGHT ENGINES, EIGHT PERSONALITIES

ENGINE	LEANS ON	SIGNATURE
ChatGPT	The company's own voice	97% cite company site
Gemini	The encyclopedia	44% Wikipedia first
Copilot	The numbers person	10.7 $ figures / 1K words
Perplexity	The researcher	17 citations per answer
Grok	The stock screener	74% name the ticker
Claude	The filings reader	53% cite SEC filings
Google AI Mode	The social one	67% cite YouTube
Google AI Overview	The short summary	169 words typical

WHAT THIS MEANS There is no single "AI view" of a company. Because the engines read different websites, a fix that changes ChatGPT's answer can leave Gemini's untouched. A check that samples one engine, or averages all eight, misses where the real differences are.

WHAT IT TAKES Engine-by-engine tracking, and content built for the sources each engine actually reads.

Source: Five Blocks AIQ, Sep 6 - Oct 6, 2026, eight AI engines, 24,675 answers to "Tell me about [company]" for each Fortune 100 company.

FINDING 05 · SOCIAL MEDIA

Social media is a Google story: YouTube is in 67% of Google AI Mode answers

For Google's AI, a company's YouTube channel and LinkedIn page are part of its profile. For ChatGPT, Copilot and Grok, social media barely matters.

67%

of Google AI Mode answers cite YouTube. Google AI Overview: 39%.

ALL ANSWERS

0

times Grok, the AI built into X, cited X, in 3,099 answers

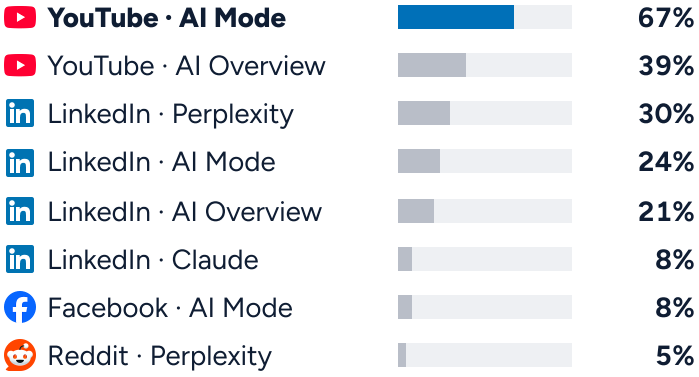
ALL ANSWERS

97%

of LinkedIn citations are company pages, in effect a second company website

ALL ANSWERS

ANSWERS CITING EACH PLATFORM, ENGINES WHERE IT APPEARS



Instagram and X (Twitter) were cited in close to no answers on any engine.

WHAT THIS MEANS Google's AI treats YouTube and LinkedIn pages as reference material. A channel of ads and event clips gives it little to work with; videos that explain what the company does give it a source to cite. For the other engines, social media does little for the answer.

WHAT IT TAKES Company YouTube and LinkedIn pages treated as AI sources: current, descriptive and consistent with the website.

Source: Five Blocks AIQ, Sep 6 - Oct 6, 2026, eight AI engines, 24,675 answers to "Tell me about [company]" for each Fortune 100 company.

FINDING 06 · NEWS

News is a sliver of the answer, and recent news brings problems with it

"Tell me about" asks for a profile, not the headlines. When news does appear it is mostly business magazines, and when recent news appears, criticism comes with it.

7.7%

of answers mention an event from Aug-Oct 2026

ALL ANSWERS

1.8%

cite a news article published since August

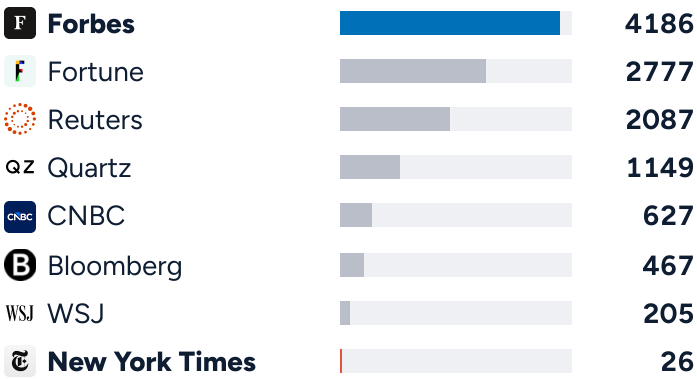
ALL ANSWERS

2x

Answers that mention a recent event include a serious negative about twice as often: 11% vs 5%.

AIQ NEGATIVE SCORING

CITATIONS BY OUTLET



The New York Times and the Washington Post drew 29 of 181,334 citations. Perplexity cites a major national outlet in 42% of answers; Gemini in 0.2%.

WHAT THIS MEANS

For a neutral question, AI answers read more like an encyclopedia entry than a news feed. That is reassuring in quiet times. It also means good news rarely reaches the profile while a recent problem does: when a current event appears, a serious negative is about twice as likely to come with it.

WHAT IT TAKES

Magazine-style profiles and interviews that tell the company's current story, so recent coverage is not only the bad news.

Source: Five Blocks AIQ, Sep 6 - Oct 6, 2026, eight AI engines, 24,675 answers to "Tell me about [company]" for each Fortune 100 company.

FINDING 07 · AGREEMENT

The engines agree on the facts. They disagree about the problems

A company's basic story is consistent across AI. Its problems are not: whether an issue comes up depends heavily on which engine is asked, even between two Google products.

4.4

engines make each factual point, on average. 22% of facts are stated by 7 or 8 engines.

AIQ POINT GROUPING

35%

of negative points come from a single engine. Each negative point is made by 2.2 engines on average.

AIQ POINT GROUPING

ANSWERS WITH A SERIOUS NEGATIVE VS ANY RISK OR CRITICISM

ENGINE	SERIOUS	ANY RISK
Google AI Mode	**12.0%**	**32%**
Copilot	**7.7%**	**22%**
ChatGPT	**7.0%**	**42%**
Claude	**6.0%**	**15%**
Gemini	**5.8%**	**14%**
Perplexity	**2.9%**	**19%**
Grok	**2.2%**	**15%**
Google AI Overview	**1.1%**	**5%**

Across all engines, 5.6% of answers raise a serious issue. ChatGPT is the most likely to mention some risk (42%), but rarely a serious one.

WHAT THIS MEANS

Agreement on facts means the basic profile is stable. Disagreement on problems is the risk: an issue Google AI Mode raises may never appear in Google AI Overview, even though both are Google. Which engines a company's key audiences use matters as much as what any one engine says.

WHAT IT TAKES

Tracking every engine separately. A problem one engine raises daily can be invisible on the others.

Source: Five Blocks AIQ, Sep 6 - Oct 6, 2026, eight AI engines, 24,675 answers to "Tell me about [company]" for each Fortune 100 company. Negative points scored and grouped by AIQ.

FINDING 08 · CRITICISM

Criticism is concentrated: ten companies account for more than half of it

Most Fortune 100 companies get a clean profile. A few carry their history with them on almost every engine, and some industries draw far more criticism than others.

77

of the 100 companies had no engine raise a serious issue in even 30% of its answers

AIQ NEGATIVE SCORING

SERIOUS NEGATIVES BY INDUSTRY: SHARE OF ANSWERS

Health care services	**12%**
Banks and finance	9.5%
Industrials and autos	8.5%
Pharma	6.6%
Food and consumer	5.7%
Retail	5.5%
Tech	4%
Energy	2.6%
Airlines and logistics	1.1%
Insurance	0.8%

Insurers are judged differently: review and rating sites appear in 28% of their answers.

SHARE OF ANSWERS WITH A SERIOUS NEGATIVE, TOP TEN

COMPANY	SHARE	WHAT AI BRINGS UP
Wells Fargo	**57%**	2016 unauthorized-accounts scandal; Fed asset cap
Boeing	**42%**	737 MAX crashes; safety and quality
Johnson & Johnson	**34%**	Talc and opioid litigation
Fannie Mae	**34%**	2008 bailout; conservatorship
McKesson	**33%**	Opioid distribution settlements
Walgreens	**26%**	Heavy losses; failed healthcare push
Meta	**24%**	Youth-safety lawsuits; 2026 settlement
Cardinal Health	**22%**	Opioid distribution settlements
HCA Healthcare	**22%**	1990s Medicare fraud case
Tyson Foods	**20%**	Price-fixing settlements; beef losses

Only Wells Fargo and Boeing draw consistent criticism across most engines.

WHAT THIS MEANS

For most of the Fortune 100 the AI profile is clean. For the few that are not, criticism is persistent and follows industry lines. They need a plan built around the specific stories each engine keeps repeating.

WHAT IT TAKES

For companies with a history, newer credible sources that tell the rest of the story, placed where each engine looks.

Source: Five Blocks AIQ, Sep 6 - Oct 6, 2026, eight AI engines, 24,675 answers to "Tell me about [company]" for each Fortune 100 company. Serious negative = lawsuits, scandals, safety and regulatory issues, as scored by AIQ.

FINDING 09 · LONG MEMORY

AI has a long memory: 43% of dated serious negatives are about events from 2020 or earlier

Scandals settled years or decades ago still come up when someone asks a neutral question about the company today.

43%

of serious negatives that name a year are about events from 2020 or earlier

AIQ NEGATIVE SCORING

25%

are about events from 2010 or earlier

AIQ NEGATIVE SCORING

Based on 674 of 1,545 serious negative points that name a year.

OLD STORIES STILL IN THE ANSWER

1989	1998	2009	2016
ExxonMobil Exxon Valdez spill	HCA Healthcare Medicare fraud case	General Motors Chapter 11	Wells Fargo Unauthorized accounts

GEMINI · HCA HEALTHCARE

"In 1997, the company became the target of a massive federal fraud investigation"

CHATGPT · EXXONMOBIL

"The 1989 Exxon Valdez oil spill became one of the most widely known environmental disasters"

WHAT THIS MEANS

AI does not weigh age the way a reader would. A case settled decades ago can sit in the same paragraph as this year's results, with no sign of how old it is. Old stories are unlikely to fade from AI answers until newer, credible sources give the engines something else to say.

WHAT IT TAKES

Current, credible sources on what changed since: settlements, reforms, results. AI repeats the old story until it has a newer one.

Source: Five Blocks AIQ, Sep 6 - Oct 6, 2026, eight AI engines, 24,675 answers to "Tell me about [company]" for each Fortune 100 company.

FINDING 10 · IDENTITY

10 OF 10

A short or common name can send AI to the wrong subject

Before AI can describe a company, it has to know a company is meant. For several Fortune 100 names, it often guesses wrong.

"Tell me about Walt Disney"

98%

of "Tell me about Walt Disney" answers were about the man, not the company

ALL ANSWERS

"Tell me about Alphabet"

57%

of Google AI Overview answers explained the ABCs

ALL ANSWERS

"Tell me about Caterpillar"

94%

of Google AI Mode answers brought up the insect before the company

ALL ANSWERS

OTHER NAMES AI READ AS SOMETHING ELSE

Copilot put Nvidia's RTX graphics cards first. AI Overview described people who travel, and the physics of energy transfer.

GOOGLE AI OVERVIEW · "TELL ME ABOUT ALPHABET"

"An alphabet is a standard set of letters used to write the sounds of a spoken language."

WHAT THIS MEANS Name confusion is easy to miss: the answer is not negative, just about something else. Companies with short or common names should check how each engine reads the bare name.

WHAT IT TAKES Clear, consistent entity information on Wikipedia, Wikidata and the company's own site, so every engine knows which subject is meant.

Source: Five Blocks AIQ, Sep 6 - Oct 6, 2026, eight AI engines, 24,675 answers to "Tell me about [company]" for each Fortune 100 company.

DISCUSSION

What the findings add up to

Taken together, the ten findings describe how AI forms a first impression of a large company: mostly from sources the company can see and influence, differently on every engine, and with a memory that reaches back decades.

AI reads the reference layer, not the headlines

FINDINGS 1, 2, 3 AND 6

Asked about a company, AI engines build a profile from the company's own website, Wikipedia and a short list of reference and finance sites. News is a small part of it. That shifts where reputation work pays off: the pages that describe a company plainly, and the outside profiles that repeat them, now reach everyone who asks an AI engine.

It also means a week of headlines, good or bad, rarely becomes the profile on its own.

There is no single AI

FINDINGS 4, 5 AND 7

Each engine has its own sources, and they raise different problems. ChatGPT is mostly company websites; Google's engines bring in Wikipedia, YouTube and LinkedIn; Claude reads filings. Two Google products can disagree on whether a company has a serious issue at all.

A company's AI reputation is eight reputations, and each has to be measured on its own.

The past is part of the profile

FINDINGS 8, 9 AND 10

AI keeps old stories in view long after the news has moved on, and it can confuse a company with something else entirely. For most of the Fortune 100 the result is a clean, factual profile. For a few, a decades-old event still comes up when someone asks a neutral question today.

Correcting that takes newer, credible sources about what changed, placed where each engine looks.

FIVE QUESTIONS TO ASK ABOUT YOUR OWN COMPANY

1. What does each of the eight engines say when asked to “tell me about” us, and how do the answers differ?
2. Which pages of our own website does AI quote, and are they current?
3. Is our Wikipedia article accurate and complete, and which engines rely on it?
4. Which old stories still appear, on which engines, and what newer sources could balance them?
5. How do we compare with our closest peers on the same questions?

WHAT IT TAKES

None of this is a one-time fix

AI answers change every day as the sources they draw on rise and fall. Changing the story takes steady work on the sources AI reads.

Treat your website as AI's source document

About, history, leadership and investor pages are quoted directly in 82% of answers. Keep them current, factual and plainly written.

Disclosed work on Wikipedia

Most engines read the article first. Through Wikipedia's approved process, with an expert firm, it can be accurate and complete.

Know that the engines differ

What ChatGPT says is not what Google AI Mode says. Each engine draws on its own sources and raises its own problems.

Expect old issues to resurface

AI still brings up controversies from decades ago. Newer, credible sources that tell the rest of the story help balance them.

The reference layer, not just the press

Yahoo Finance, Britannica, GlobalData, YouTube and LinkedIn profiles reach most engines most days.

Measure, don't guess

Track what each engine says and which sources it uses, every day, against peers, so new narratives are caught early.

Method. Five Blocks AIQ asked eight AI engines "Tell me about [company]" once a day for each Fortune 100 company, Sep 6 - Oct 6, 2026: 24,675 answers and 181,334 citations to 2,581 websites. Company websites were identified by hand. Negative points were scored and grouped by AIQ.

COMPANY REPORTS

A reputation report for each Fortune 100 company

We are preparing a short report on each company in this study: what the AI engines say about it, the sources they cite, and the negative points they raise. Contact us for the report on any of the 100.

REPUTATION REPORT · OCTOBER 2026

ABBVIE TO IBM

- AbbVie
- Albertsons
- Allstate
- Alphabet
- Amazon
- American Airlines Group
- American Express
- Apple
- Archer Daniels Midland
- AT&T
- Bank of America
- Berkshire Hathaway
- Boeing
- Bristol-Myers Squibb
- Broadcom
- Capital One Financial
- Cardinal Health
- Caterpillar
- Cencora
- Centene
- Charter Communications
- Chevron
- Cigna
- Cisco Systems
- Citigroup
- Coca-Cola
- Comcast
- ConocoPhillips
- Costco Wholesale
- CVS Health
- Deere
- Dell Technologies
- Delta Air Lines
- Elevance Health
- Eli Lilly
- Energy Transfer
- Enterprise Products Partners
- Exxon Mobil
- Fannie Mae
- FedEx
- Ford Motor
- Freddie Mac
- General Dynamics
- General Motors
- Goldman Sachs Group
- HCA Healthcare
- Home Depot
- HP
- Humana
- IBM

COMPANY REPORTS, CONTINUED

A reputation report for each Fortune 100 company

REPUTATION REPORT · OCTOBER 2026

INGRAM MICRO HOLDING TO WELLS FARGO

- Ingram Micro Holding
- Intel
- Johnson & Johnson
- JPMorgan Chase
- Kroger
- Liberty Mutual Insurance Group
- Lockheed Martin
- Lowe's
- Marathon Petroleum
- McKesson
- Merck
- Meta Platforms
- MetLife
- Microsoft
- Morgan Stanley
- Nationwide
- New York Life Insurance
- Nike
- Nvidia
- Oracle
- PepsiCo
- Performance Food Group
- Pfizer
- Phillips 66
- Plains GP Holdings
- Procter & Gamble
- Progressive
- Prudential Financial
- Publix Super Markets
- RTX
- State Farm Insurance
- StoneX Group
- Sysco
- Target
- TD Synnex
- Tesla
- TIAA
- TJX
- Travelers
- Tyson Foods
- United Airlines Holdings
- United Parcel Service
- UnitedHealth Group
- USAA
- Valero Energy
- Verizon Communications
- Walgreens Boots Alliance
- Walmart
- Walt Disney
- Wells Fargo

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ABOUT FIVE BLOCKS

Five Blocks tracks, analyzes and improves the digital reputations of companies and their leaders around the world

Since 2003, Five Blocks has worked on how organizations are seen on Google, on Wikipedia and now in AI answers. Our IMPACT and AIQ platforms follow tens of thousands of brands every day across search results and the leading AI engines.

This study was built with AIQ, which captures every AI answer and every cited source, every day, and flags the negative points. Ask us for a sample AIQ report on your company and its peers.

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