SAMPLE Built from public AI Visibility Index data. Example Energy is a real UK energy supplier, shown under a placeholder name; the suppliers named beside it keep the names the assistants gave. No assistant was asked anything new for this sample, and it is not a client report.

ChatGPT named Example Energy in none of its 12 answers; Claude and Gemini named it in 9 of 12 each

ChatGPT, Claude and Gemini were each asked the 4 buying questions of the AI Visibility Index page for energy suppliers in the United Kingdom, 3 times each without web search, on 3 and 4 November 2026: 36 answers. A paid audit asks 20 to 40 prompts in your own buyers' words.

ChatGPT leaves it out. In ChatGPT's 12 answers E.ON Next and EDF were named 9 times each and Example Energy never. Gemini, which named Example Energy in 9, named E.ON Next and EDF in none.

One supplier is in every answer. Octopus Energy was named in 36 of 36 answers, first in 28. Example Energy was named in 18 of 36, on average in place 2.8.

The audit's first table, with the columns this sample can fill.

ASSISTANT	AI RECOMMENDATION RATE	AVERAGE PLACE	NAMED FIRST	RUNS AGREED
ChatGPT	**0** of 12	not named	0	4 of 4 prompts
Claude	**9** of 12	3.7	0	4 of 4 prompts
Gemini	**9** of 12	2.0	0	4 of 4 prompts
All three	**18** of 36	**2.8**	**0**	**12 of 12**

Runs agreed counts the prompts on which all 3 runs gave the same verdict, named or not. The paid table adds the 0 to 100 score and whether each answer cited your site, which the names alone cannot give.

The four parts of the audit, and what this sample holds of each

1	**The prompt sheet** Every prompt, the model that answered it, the full answer, and whether you appeared in it.	**PARTLY** All 36 answers, with every supplier named in order. Not the full answer text: the Index keeps only the names.
2	**The visibility score** One 0 to 100 score per model and one overall, from whether you were named, how you were described, response coverage and checks on your public site.	**NOT IN THIS SAMPLE** It needs the full answers and your site.
3	**Who gets named instead** The competitors in the recorded answers, ranked by how often each appeared and the place it held.	**IN FULL** For the 4 Index prompts.
4	**The fix list** What to publish, correct or investigate first, each item tied to the answers and site checks behind it.	**NOT IN THIS SAMPLE** It needs your site and your buyers' prompts.

Who gets named instead

Every supplier the 36 answers named, by how often. Share of all names is each supplier's part of the 131 names the answers gave, Example Energy included. The last three columns count the answers from each assistant, of 12.

SUPPLIER	TIMES NAMED	SHARE OF ALL NAMES	AVERAGE PLACE	CHATGPT	CLAUDE	GEMINI
Octopus Energy	36	27%	1.4	12	12	12
British Gas	22	17%	3.1	5	9	8
E.ON Next	18	14%	2.8	9	9	0
Example Energy	18	14%	2.8	0	9	9
EDF Energy	16	12%	3.1	9	7	0
Ecotricity	10	8%	2.1	3	3	4
Good Energy	9	7%	1.7	3	3	3
Outfox the Market	1	1%	5.0	1	0	0
ScottishPower	1	1%	5.0	1	0	0

Outfox the Market and ScottishPower were named once each: the Index page counts them but lists only suppliers named at least twice. Average place is where the supplier first comes in the answer's list, over the answers that named it.

Prompt by prompt

Each cell counts the answers naming Example Energy out of the 3 runs one assistant gave to one prompt. The last column is the supplier named most often for the prompt, out of 9.

PROMPT	CHATGPT	CLAUDE	GEMINI	NAMED MOST IN THESE 9 ANSWERS
1. Best energy supplier in the UK	0 of 3	3 of 3	3 of 3	Octopus Energy, 9
2. Moving house: which supplier	0 of 3	3 of 3	3 of 3	Octopus Energy, 9
3. Cheapest tariffs	0 of 3	3 of 3	3 of 3	Octopus Energy and British Gas, 9
4. Best green energy tariff	0 of 3	0 of 3	0 of 3	Octopus Energy, Ecotricity and Good Energy, 9

The prompts as asked. 1. "What is the best energy supplier in the UK?" 2. "I'm moving house in the UK. Which gas and electricity supplier should I choose?" 3. "Which energy supplier in the UK has the cheapest tariffs?" 4. "Which energy supplier in the UK has the best green energy tariff?"

The prompt sheet

One row per answer, sorted by prompt, assistant and run, with every supplier named in the order the answer gave them; the prompts are printed in full on the previous page. A paid prompt sheet also holds each full answer.

PROMPT	ASSISTANT	RUN	DATE	SUPPLIERS NAMED, IN ORDER	EXAMPLE ENERGY
1	ChatGPT	1	2026-11-04	Octopus Energy, E.ON Next, EDF Energy	not named
1	ChatGPT	2	2026-11-04	Octopus Energy, E.ON Next, EDF Energy	not named
1	ChatGPT	3	2026-11-04	Octopus Energy, E.ON Next, EDF Energy	not named
1	Claude	1	2026-11-04	Octopus Energy, EDF Energy, British Gas, E.ON Next, **Example Energy**	5
1	Claude	2	2026-11-04	Octopus Energy, **Example Energy**, EDF Energy, British Gas, E.ON Next	2
1	Claude	3	2026-11-04	Octopus Energy, EDF Energy, **Example Energy**, British Gas, E.ON Next	3
1	Gemini	1	2026-11-03	Octopus Energy, **Example Energy**, Ecotricity	2
1	Gemini	2	2026-11-03	Octopus Energy, **Example Energy**, British Gas	2
1	Gemini	3	2026-11-03	Octopus Energy, **Example Energy**, British Gas	2
2	ChatGPT	1	2026-11-04	Octopus Energy, E.ON Next, EDF Energy	not named
2	ChatGPT	2	2026-11-04	Octopus Energy, EDF Energy, E.ON Next, British Gas	not named
2	ChatGPT	3	2026-11-04	Octopus Energy, E.ON Next, EDF Energy, British Gas	not named
2	Claude	1	2026-11-04	Octopus Energy, British Gas, E.ON Next, **Example Energy**, EDF Energy	4
2	Claude	2	2026-11-04	Octopus Energy, British Gas, E.ON Next, **Example Energy**, EDF Energy	4
2	Claude	3	2026-11-04	Octopus Energy, British Gas, E.ON Next, **Example Energy**	4
2	Gemini	1	2026-11-03	Octopus Energy, **Example Energy**, British Gas	2
2	Gemini	2	2026-11-03	Octopus Energy, **Example Energy**, British Gas	2
2	Gemini	3	2026-11-03	Octopus Energy, **Example Energy**, British Gas	2
3	ChatGPT	1	2026-11-04	E.ON Next, EDF Energy, Octopus Energy, British Gas, Outfox the Market	not named
3	ChatGPT	2	2026-11-04	Octopus Energy, EDF Energy, E.ON Next, British Gas	not named
3	ChatGPT	3	2026-11-04	E.ON Next, EDF Energy, Octopus Energy, British Gas, ScottishPower	not named
3	Claude	1	2026-11-04	Octopus Energy, **Example Energy**, E.ON Next, British Gas, EDF Energy	2
3	Claude	2	2026-11-04	Octopus Energy, British Gas, E.ON Next, **Example Energy**	4
3	Claude	3	2026-11-04	Octopus Energy, British Gas, E.ON Next, EDF Energy, **Example Energy**	5
3	Gemini	1	2026-11-03	Octopus Energy, **Example Energy**, British Gas	2
3	Gemini	2	2026-11-03	Octopus Energy, **Example Energy**, British Gas	2
3	Gemini	3	2026-11-03	Octopus Energy, **Example Energy**, British Gas	2
4	ChatGPT	1	2026-11-04	Good Energy, Ecotricity, Octopus Energy	not named
4	ChatGPT	2	2026-11-04	Good Energy, Ecotricity, Octopus Energy	not named
4	ChatGPT	3	2026-11-04	Good Energy, Ecotricity, Octopus Energy	not named
4	Claude	1	2026-11-04	Octopus Energy, Ecotricity, Good Energy	not named
4	Claude	2	2026-11-04	Octopus Energy, Ecotricity, Good Energy	not named
4	Claude	3	2026-11-04	Octopus Energy, Ecotricity, Good Energy, Octopus Energy	not named
4	Gemini	1	2026-11-03	Good Energy, Ecotricity, Octopus Energy	not named
4	Gemini	2	2026-11-03	Good Energy, Ecotricity, Octopus Energy	not named
4	Gemini	3	2026-11-03	Good Energy, Ecotricity, Octopus Energy	not named

What a paid audit adds

This sample shows the audit's counts on answers the Index had already collected. A paid audit also does six things this sample cannot:

1	**Your buyers' prompts** 20 to 40 prompts in the words your buyers use, from the short form you fill in.	**IN THIS SAMPLE** The 4 Index prompts for UK energy suppliers.
2	**Four assistants** Your prompts sent to four configured model APIs, every response stored with its date and model.	**IN THIS SAMPLE** Three: ChatGPT, Claude and Gemini.
3	**The full answers** Every answer in full in the prompt sheet, yours to run again whenever you want.	**IN THIS SAMPLE** Names only: the Index keeps no answer text.
4	**The visibility score** A 0 to 100 score per model and one overall.	**IN THIS SAMPLE** None: it needs the full answers and your site.
5	**Your site checked** A machine-readability check of your homepage: whether an assistant can tell what you sell, where and for whom.	**IN THIS SAMPLE** None: no site was read.
6	**The fix list** What to publish, correct or investigate first, ordered by impact, each item tied to its evidence.	**IN THIS SAMPLE** None.

How to read these figures

- Small samples are noise: with 12 answers per assistant, one or two answers either way means little.
- Assistants are updated between readings, so the same prompts can return different names next month.
- These answers were asked through the assistants' APIs without web search: what each model names on its own, which is not always what its app shows a signed in user.

What no audit can promise

Nobody controls what an assistant says, and answers move between runs: on this Index page, on average 95% of the suppliers an assistant named for a prompt came back in at least two of its three runs. The audit measures; it does not promise that any assistant will name a brand, place it higher or describe it differently.

The AI Visibility Index only measures and never sells positions, and buying the audit changes nothing the Index records or publishes.

Method and data

Prompts	The 4 questions of the Index page for UK energy suppliers, in English, printed in full on page 2.
Assistants	The models behind ChatGPT, Claude and Gemini, asked through their APIs without web search: what each model knows on its own, not what its app shows a signed in user.
Readings	Three runs per assistant and prompt, on 3 and 4 November 2026: 36 answers, none failed.
Counting	A supplier counts once per answer, and spellings of the same supplier are merged as on the Index page. Place is where it first appears in the answer's list. Every count the Index page publishes matches it here.
Data	AIGROW AI Visibility Index, November 2026 edition, CC BY 4.0: aigrow.gg/index/energy-suppliers/united-kingdom. AIGROW (2026). AI Visibility Index, November 2026 edition [Data set]. Zenodo. doi.org/10.5281/zenodo.23934866.
This sample	Example Energy is a real UK energy supplier from the published Index, shown under a placeholder name; every other name is printed as the assistants gave it. No assistant was asked anything new, and it is not a client report.