The ClickedOn AI Citations Report: November 2026

Which websites do AI assistants cite when Australians ask who to buy from?

First edition. Covers 1 October to 24 November 2026. Published 26 November 2026.

The short version

We asked four AI assistants (ChatGPT, Claude, Gemini and Perplexity) 329 buying questions about Australian products and services, again and again over eight weeks. That produced 34,846 answers and 168,658 citations to 9,588 different websites.

1. **Each assistant reads a different internet.** For the same question, 79% of the websites cited were cited by only one of the four assistants. Just 2% were cited by all four.
2. **ChatGPT leans on the government.** 27% of ChatGPT's citations went to .gov.au websites, and 53% of its sourced answers cited at least one. For the other three assistants, .gov.au was 4% to 6% of citations.
3. **Gemini reads Reddit and YouTube. Perplexity reads LinkedIn. Claude checks Wikipedia.** Gemini cited Reddit in 7.5% of its sourced answers; ChatGPT did so three times in 8,401. Perplexity cited LinkedIn in 9.0% of answers. Claude cited Wikipedia in 8.2%.
4. **Australian news outlets are almost absent.** They received 469 of 168,658 citations (0.3%). Government websites were cited about 30 times as often.
5. **Company websites do most of the talking.** About seven in ten citations (72%) went to company websites, vendor blogs and other commercial sites. Directories, comparison and review sites took 9%.
6. **Perplexity sends Australians offshore.** 28% of Perplexity's citations were to .au websites, against 58% for ChatGPT.

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1. How often each assistant shows its sources

Assistant	Answers	Answers with at least one source	Websites per sourced answer	Different websites cited
Perplexity	8,748	100.0%	7.5	4,424
ChatGPT	8,938	94.0%	3.1	2,251
Gemini	8,871	64.1%	8.4	4,955
Claude	8,289	61.4%	5.8	1,989
All four	**34,846**	**80.1%**		**9,588**

Perplexity cites sources every time. ChatGPT cites few websites per answer but almost always cites something. Gemini and Claude answer from memory about four times in ten, and when they do search they cast a wider net.

2. Where the citations go

Share of all 168,658 citations, by type of website.

Type of website	Citations	Share
Company websites, vendor blogs and other commercial sites	120,930	71.7%
Directories, comparison, review and list sites	15,151	9.0%
Australian government (.gov.au)	14,336	8.5%
Associations, non-profits and standards bodies (.org)	8,115	4.8%
Trade and business press	3,978	2.4%
Social and community (Reddit, YouTube, LinkedIn, Medium and others)	1,797	1.1%
Universities	1,476	0.9%
Overseas government and public bodies	1,395	0.8%
Overseas news and newswires	525	0.3%
Wikipedia	486	0.3%
Australian news outlets	469	0.3%

Two notes on reading this table. "Company websites" is what is left after the named categories, so it includes some sites a finer sort would move elsewhere. And two-thirds of the trade press figure is one consulting-industry website.

3. The four assistants have different habits

Share of each assistant's own citations.

Type of website	ChatGPT	Claude	Gemini	Perplexity
Australian government (.gov.au)	27.1%	3.6%	5.8%	5.3%
Directories, comparison, review and list sites	2.5%	15.0%	8.1%	9.5%
Company websites and other commercial sites	61.9%	72.4%	76.2%	71.9%
Associations and non-profits (.org)	5.2%	3.4%	3.9%	6.0%
Trade and business press	1.9%	2.8%	2.9%	2.0%
Social and community	0.1%	0.2%	1.6%	1.4%
Wikipedia	0.1%	1.4%	0.1%	0.0%
Australian news outlets	0.1%	0.5%	0.0%	0.5%

Share of each assistant's sourced answers that cited at least one website of this type.

Cited at least one...	ChatGPT	Claude	Gemini	Perplexity
.gov.au website	53.4%	13.6%	26.5%	19.9%
Directory, comparison or review site	6.9%	48.6%	42.6%	34.0%
Social or community site	0.4%	1.3%	12.2%	10.3%
Wikipedia	0.3%	8.2%	0.5%	0.1%
Australian news outlet	0.2%	2.2%	0.2%	3.1%

Named platforms, as a share of each assistant's sourced answers:

Platform	ChatGPT	Claude	Gemini	Perplexity
Reddit	0.0% (3 answers)	none	7.5% (425)	1.6% (143)
LinkedIn	0.2% (21)	0.5% (28)	none	9.0% (783)
Wikipedia	0.3% (22)	8.2% (420)	0.5% (31)	0.1% (13)
YouTube	0.1% (8)	none	2.9% (164)	0.0% (2)

4. The assistants rarely agree on sources

For the questions asked of all four assistants, we listed every website cited for each question: 18,208 question-and-website combinations.

Cited by	Share of combinations
One assistant only	78.8%
Two assistants	14.1%
Three assistants	5.0%
All four assistants	2.0%

Citations are also spread thin. The ten most-cited websites account for 8.7% of all citations, and the top 100 for 33.5%.

5. Australian websites

Share of citations going to websites on a .au address.

Assistant	.au share
ChatGPT	58.3%
Gemini	42.7%
Claude	42.1%
Perplexity	27.9%

Assistant	.au share
All four	39.3%

A .au address undercounts Australian businesses that use .com, so read this as a comparison between assistants, not as the share of sources that are Australian.

6. Australian news outlets

Australian news outlets were cited in 415 of 27,929 sourced answers (1.5%). Government websites were cited in 8,428 (30.2%).

The ABC was the most-cited Australian news outlet, appearing in 121 answers. The Australian Financial Review appeared in 71, The Conversation in 32, news.com.au in 30, SBS in 16 and The Sydney Morning Herald in 13. Perplexity was responsible for most of them.

These were buying questions: who offers a service, what it costs, which provider to choose. They were not news questions, where we would expect news outlets to be cited far more.

What this means for a business

- **Your own website is the main thing AI assistants read about your category.** Clear, specific pages about what you do, for whom and at what price are what get cited.
- **Being visible in one assistant does not carry over to the others.** Check each one. A business that ChatGPT recommends can be missing from Gemini.
- **Know which sources each assistant trusts.** If your customers use ChatGPT, the government pages about your industry matter. For Gemini, what people say on Reddit and YouTube matters. For Perplexity, your LinkedIn presence and directory profiles matter.

Method

What we measured. Each answer from an AI assistant can cite websites as its sources. We collected every cited website from every answer and counted each website once per answer, however many times the answer cited it.

The questions. 329 questions, written to match what a buyer would ask. None names the organisation the question set was written for. They cover healthcare, financial services, home energy, software and IT services, management consulting, legal, accounting, marketing and wine retail.

The organisations. The question sets were written for 14 Australian organisations whose AI visibility ClickedOn tracks, including ClickedOn itself. No organisation is named in this report, and no result is reported for a single organisation. Five of the 14 account for 86% of the answers, so the results lean towards business-to-business and professional services.

The assistants. ChatGPT (OpenAI), Claude (Anthropic), Gemini (Google) and Perplexity, each queried through its developer interface with web search switched on and the location set to Australia. This is how the ClickedOn app tracks AI answers. The consumer apps can behave differently from the developer interfaces, so the figures describe these four systems as we queried them. Claude was asked 247 of the 329 questions; the other three were asked all 329.

The period. 1 October to 24 November 2026, Sydney time. Each question was asked repeatedly, about 27 times in October and 15 times in November per assistant.

Sorting websites into types. Government, university and .org websites are sorted by their address. News outlets, trade press, social platforms and directory sites are sorted against named lists (in the working files). Everything else is "company websites and other commercial sites".

Checks we ran.

- *One organisation dominating.* We recalculated the ChatGPT government figure for each organisation separately. At the middle organisation, .gov.au was 21% of ChatGPT's citations, against 2% to 4% for the other three assistants. It ranged from 1% to 59% by organisation, so the size of the lean depends on the industry.
- *Each question counted equally.* Weighting every question the same gives .gov.au 37% of ChatGPT's citations and 5% to 8% for the others. The .au shares become ChatGPT 70%, Claude 53%, Gemini 41% and Perplexity 37%. ChatGPT stays highest and Perplexity lowest under both methods; Claude and Gemini swap places.
- *October against November.* Eight organisations joined in November, so this edition does not report month-on-month change.

What this report cannot tell you. It is not a sample of everything Australians ask AI assistants. It covers buying questions in the industries above. It measures which websites are cited, not whether the answers were right.

Next edition. Early January 2027, covering December 2026, with the first like-for-like monthly comparison.

About ClickedOn

ClickedOn is a North Sydney digital agency that helps Australian brands get found on Google and named in AI answers. Founded in 2014. Google Premier Partner. clickedon.co

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