

How does AI describe oil and gas companies?

Fuel, charging and the energy transition.

How Google, ChatGPT and Claude portray the sector.

Visibility Reputation Sources of influence

Consumer choices and corporate reputation

We assessed AI answers with the United Kingdom specified as the user's location.

Everyday energy choices

Petrol brands, supermarket fuel prices and charging an EV on a long journey.

Corporate issues

Profits, transition plans, environmental and human rights records, climate litigation, renewable investment and new oil and gas fields.

The study also asks about oil and gas companies as investments. The corporate comparison keeps producers separate from fuel retailers and charging networks.

Visibility measures mentions in answers. Sentiment measures the positive, neutral and negative shares of each organisation's own mentions.

The questions we asked

Google · ChatGPT · Claude

01 Which petrol station brand is best, and which is cheapest?

03 Where is the best place to charge an electric car on a long journey?

05 Which oil and gas companies are genuinely serious about the energy transition?

07 Which oil companies have faced legal action over climate change?

09 Should new oil and gas fields be approved, and which companies are behind them?

02 Are supermarket fuel prices cheaper than the big petrol brands?

04 Are oil companies profiteering from high fuel and energy prices?

06 Which oil and gas companies have the worst environmental and human rights records?

08 Which oil and gas companies are investing most in renewable energy?

10 Are oil and gas companies a good investment?

A critical corporate picture, with pockets of positive coverage

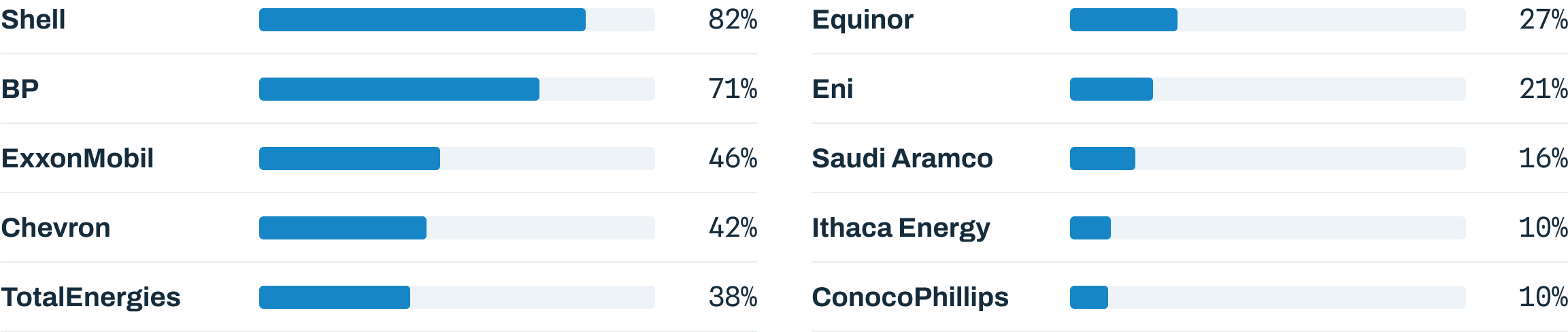
Shell and BP are the most visible companies. They appear in 82% and 71% of answers respectively. Much of the study concerns corporate controversy, and 70% of Shell's mentions and 75% of BP's are negative.

Positive coverage is concentrated in specific subjects. TotalEnergies is described positively in 93% of answers about renewable investment. Supermarkets receive strong value coverage, while investment discussions describe Shell and BP positively in 69% of answers.

The sources extend well beyond news websites. YouTube, government information, company filings and campaigning organisations all feature. Communications should match the subject: clear price evidence for consumers, and substantiated performance and project information for corporate questions.

Shell and BP have the broadest presence

Share of all answers mentioning each organisation. Read down each column.



Selected oil and gas producers are shown; fuel retailers and charging brands are discussed separately.

Negative coverage dominates the producer comparison

Share of each organisation’s own mentions. Ordered by positive share, down each column.

Positive Neutral Negative

TotalEnergies



Equinor



Eni



Shell



BP



ExxonMobil



Chevron



Saudi Aramco



Ithaca Energy



ConocoPhillips



TotalEnergies has the highest positive share among these producers, at 45%. The question set includes several environmental, legal and policy issues.

Value and charging bring different brands to the fore

Shares below refer to answers on the relevant question.

Choosing a petrol station

Tesco and Asda are described positively in 93% of answers. Shell also receives positive coverage in 80%, showing that the discussion is not solely about price.

Supermarket fuel prices

Tesco, Asda, Sainsbury's and Morrisons are described positively in every answer. Shell and BP are described negatively in every answer to this price-comparison question.

Long-distance EV charging

Tesla is the most frequent leading choice, singled out in 33% of answers. GRIDSERVE is described positively in 67%; BP Pulse negatively in 33%.

The transition story differs sharply between producers

Share of answers describing each company positively on the stated question.

Serious about the transition

TotalEnergies receives positive coverage in 67% of answers, Equinor and Eni each in 40%. BP, ExxonMobil and Chevron are more often discussed critically.

Investment in renewables

TotalEnergies is described positively in 93% of answers and singled out as the leading company in 87%. Equinor receives positive coverage in 40%.

Investment appeal

Shell and BP are each described positively in 69% of answers to the investment question. This is a different discussion from environmental performance.

Environmental and legal questions drive critical coverage

These are patterns in AI descriptions of the companies.

Profits and fuel prices

Shell and BP are each discussed negatively in 47% of answers to the profiteering question.

Environment and human rights

Shell, ExxonMobil and Saudi Aramco receive negative coverage in every answer to this question.

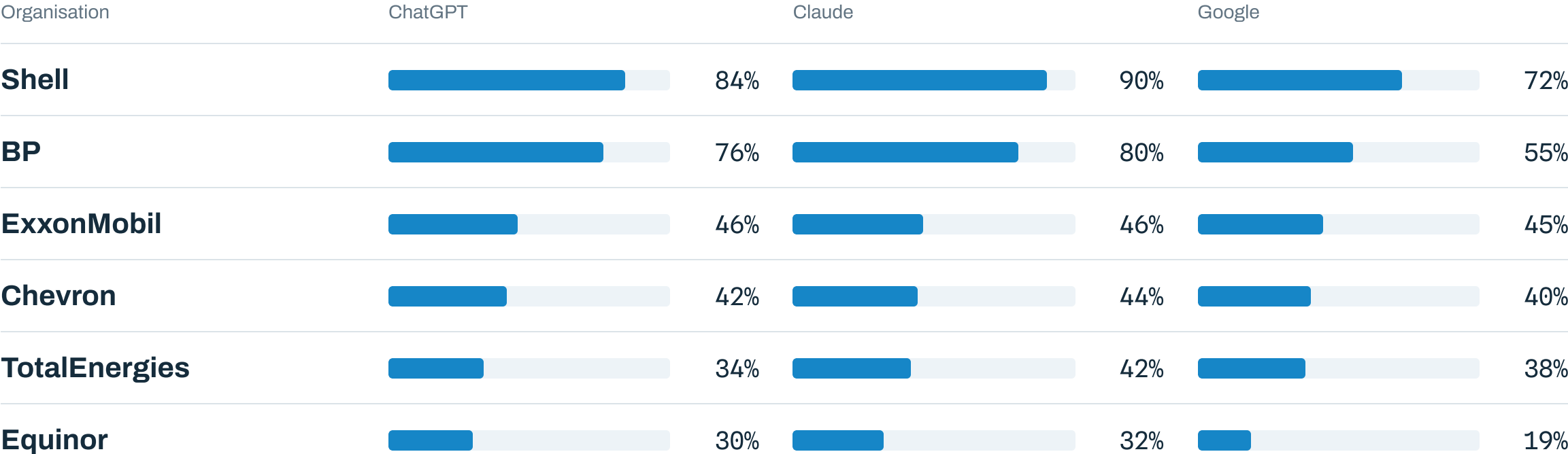
Litigation and new fields

Shell, BP and Chevron are mentioned negatively in every climate-litigation answer. On new fields, Shell receives negative coverage in 67%, and Equinor and Ithaca Energy in 60%.

The litigation question elicits case histories; the tone of these mentions should be read in that context.

The platform changes which organisations appear

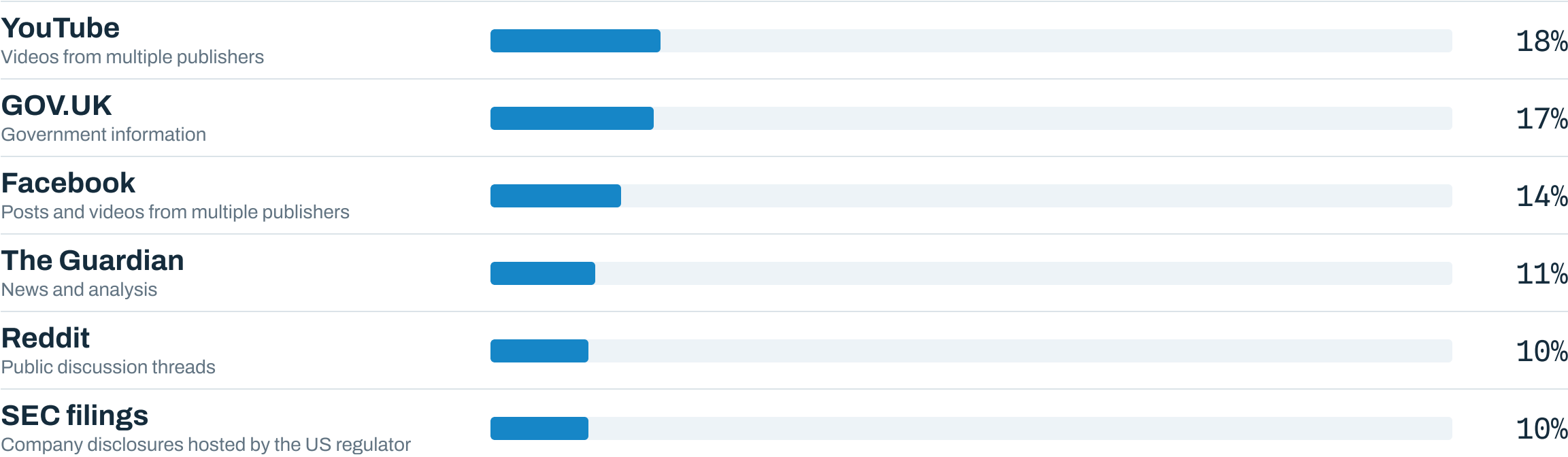
Share of each platform’s answers mentioning the organisation.



The same question set was used across platforms. Each percentage uses that platform’s answers as its base.

The most-cited sources include platforms and institutions

Share of all answers citing each website.



A domain identifies where content is hosted. On social platforms, the publisher and the specific post or video matter.

A social-platform citation can still be journalism

Examples of the content linked in the benchmark.

YouTube

Cited videos include DW News on emissions, alongside reporting about activists and energy profits. YouTube is the host; it is not a single editorial source.

Facebook

Which? posts on supermarket fuel and a Channel 4 News video about oil and gas fields appear in the citations. Publisher-led content travels through social channels.

SEC filings

These links point to company disclosures, including Equinor, Chevron and ExxonMobil filings. They are company evidence hosted by a regulator.

The relevant source depends on the question

Most-cited websites, as a share of answers to each question.

Petrol brand & price	Joint leaders include Which? YouGov PumpCheck	33% each
Supermarket fuel prices	Right Fuel Card	53%
Long-distance charging	Zapmap	73%
Profits & prices	GOV.UK	47%
Energy transition	Reclaim Finance	40%

Different issues call for different evidence

Most-cited websites, as a share of answers to each question.

Environment & human rights	Amnesty International	87%
Climate litigation	Climate Litigation Database	57%
Renewable investment	Georgia Tech	60%
New oil & gas fields	Uplift	53%
Investment appeal	ABC Money GOV.UK International Energy Agency	38% each

Match the communications plan to the evidence AI uses

01 **Prioritise the sources shaping each issue**

Map the cited pages to the campaign topic. Fuel comparisons, transition analysis and project scrutiny need different evidence and different publisher relationships.

02 **Make corporate claims easy to substantiate**

Publish clear figures with dates, definitions and links to supporting disclosures. Explain the distinction between renewable investment, other low-carbon spending and the broader business.

03 **Keep the publisher in view across every channel**

Track which newsrooms, researchers and organisations sit behind cited videos, posts and documents. Follow changes in both the sources and the tone of answers on the same questions.

A clearer view of your reputation

We help communications and corporate affairs teams understand what is being said, who is shaping the conversation and what could come next.

Media monitoring & competitor tracking

Reputation benchmarking & insights

Social listening

AI visibility & reputation

Stakeholder mapping

Future issues forecasting

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