63 of the Fortune 100 leave AI off their homepage, Amazon and Tesla included

Installmap, 2026-09-04

63 of the 94 Fortune 100 homepages we scored do not say AI anywhere in their visible text, while 58.0% of Y Combinator homepages do.

Key findings

- 63 of the 94 Fortune 100 homepages we scored, 67.0%, do not say AI or artificial intelligence anywhere in their visible text. Amazon (rank 1), Alphabet (5), Berkshire Hathaway (7), JPMorgan Chase (12), Costco Wholesale (13), Bank of America (20), Ford Motor (22), General Motors (23), Home Depot (25), Target (42) and Tesla (43) are among them. Source: Installmap, September 2026.
- The whole Fortune 500 mentions AI on 29.1% of homepages and the Inc 5000 on 30.3%.
- Y Combinator companies mention it on 58.0% of homepages and unicorns on 53.7%.
- Within Y Combinator the share runs from 30.4% of the 2012 batch to 78.2% of 2025, then 73.4% of the 2026 batches.
- AI reaches the <title> element on 24.7% of Y Combinator homepages and on 2.4% of Fortune 500 homepages.
- Inside the Inc 5000 the industry spread runs from 92.6% of Artificial Intelligence & Data companies to 4.2% of Food & Beverage, and the five rank bands of 1,000 sit between 28.3% and 31.5%.

We expected the Inc 5000 to be well ahead of the Fortune 500, because the list is full of young software companies and the Fortune 500 is full of insurers, grocers and refiners. It is not: 30.3% against 29.1%. The other surprise sits at the top of the Fortune list. Amazon, Alphabet and Tesla are three of the companies people name first when they talk about AI, and none of the three puts the word on its front page.

63 of the 94 Fortune 100 homepages we scored do not say AI

rank	company
1	Amazon
5	Alphabet
6	CVS Health
7	Berkshire Hathaway
8	McKesson
9	ExxonMobil Holdings
12	JPMorgan Chase
13	Costco Wholesale
14	Cigna Group
18	Elevance Health

rank	company
19	Centene
20	Bank of America
21	Chevron
22	Ford Motor
23	General Motors
24	Citigroup
25	Home Depot
26	Fannie Mae
27	Kroger
28	Verizon Communications
29	Phillips 66
30	Marathon Petroleum
31	StoneX Group
32	State Farm Insurance
33	Freddie Mac
35	AT&T
37	Comcast
38	Wells Fargo
40	Valero Energy
42	Target
43	Tesla
44	Walt Disney
45	Johnson & Johnson
47	Boeing
48	United Parcel Service
49	RTX
50	FedEx
51	Progressive
53	Energy Transfer
54	Procter & Gamble
55	Sysco
56	American Express
58	Archer Daniels Midland
59	MetLife
62	New York Life Insurance

rank	company
63	Capital One Financial
64	Allstate
67	Eli Lilly
69	Nationwide
70	Broadcom
72	Publix Super Markets
75	ConocoPhillips
79	TJX
80	Performance Food Group
85	Charter Communications
87	Tyson Foods
89	Enterprise Products Partners
91	General Dynamics
94	TIAA
95	Liberty Mutual Insurance Group
96	Travelers
98	Coca-Cola
99	Nike

The 31 that do say it include Walmart at rank 2, UnitedHealth Group at 3, Apple at 4, Microsoft at 11 and Nvidia at 16. What the match is varies. Walmart's first match is the text of its own shopping assistant widget, "Hi, I'm Sparky, your AI shopping assistant". Nvidia is one of the few that puts it in the page title, "World Leader in Artificial Intelligence Computing". UnitedHealth Group and Apple carry it in ordinary page copy.

Six of the 100 are not scored at all. The record for Meta Platforms is the odd one: the list's domain is atmeta.com and the archived fetch came back with a router status page from the crawling machine's own network, with nothing of Meta's on it. HCA Healthcare redirected to a geo-block page saying the site is not available in this location, and United Airlines Holdings returned a record with no visible text at all. Humana, Delta Air Lines and Prudential Financial have no archived record. Those six are dropped rather than counted as no mention, which is why the denominator is 94 and not 100.

The Fortune 500 says AI on 29.1% of homepages and the Inc 5000 on 30.3%

group	scored	mention	share	title share
Fortune 500 (2026)	460	134	29.1%	2.4%
Inc 5000 (2026)	4,834	1,465	30.3%	4.8%
Y Combinator	4,992	2,893	58.0%	24.7%
Unicorns	966	519	53.7%	16.7%

134 of 460 scored Fortune 500 homepages mention AI and 1,465 of 4,834 Inc 5000 homepages do, a gap of 1.2 points. Y Combinator sits 27.7 points above the Inc 5000 at 2,893 of 4,992, and the unicorn list 23.4 points above it at 519 of 966.

The title numbers separate the groups much harder than the body text does. 11 Fortune 500 homepages put AI in the <title> element, 2.4% of the ones we scored, against 1,231 Y Combinator homepages, 24.7%. Unicorns are at 16.7% and the Inc 5000 at 4.8%.

Ranks 101 to 500 of the Fortune list mention it on 103 of 366 scored homepages, 28.1%, so the top 100 at 33.0% is slightly above the rest of the list rather than below it.

Y Combinator homepages went from 30.4% in the 2012 batch to 78.2% in 2025

year	base	mention	share
2012	102	31	30.4%
2013	64	26	40.6%
2014	109	46	42.2%
2015	147	64	43.5%
2016	163	64	39.3%
2017	189	70	37.0%
2018	212	90	42.5%
2019	293	123	42.0%
2020	332	164	49.4%
2021	577	282	48.9%
2022	542	303	55.9%
2023	412	300	72.8%
2024	505	391	77.4%
2025	555	434	78.2%
2026	605	444	73.4%

The share holds steady for seven years and then climbs fast. From 2013 to 2019 every batch year sits between 37.0% and 43.5%. 2020 reaches 49.4%, 2022 is 55.9%, and then 2023 jumps to 72.8%. 2024 is 77.4% and 2025 is 78.2%, the highest year in the set. The 2026 batches come in a little lower at 444 of 605, 73.4%. The table covers 4,807 of the 4,992 scored Y Combinator homepages; the other 185, with 61 mentions between them, belong to batches before 2012 or carry a 2027 batch and are left out.

industry	base	mention	share
B2B	2,615	1,896	72.5%
Government	38	23	60.5%
Education	98	52	53.1%
Healthcare	574	290	50.5%

industry	base	mention	share
Real Estate and Construction	133	65	48.9%
Fintech	538	217	40.3%
Industrials	386	143	37.0%
Consumer	593	200	33.7%
Unspecified	17	7	n/a

By industry the Y Combinator range is 72.5% for the 2,615 B2B companies down to 33.7% for the 593 consumer ones. Government is 23 of 38 and healthcare 290 of 574. The 17 companies with no industry on the list are under our base floor of 20, so that row prints n/a.

Inside the Inc 5000 the spread runs from 92.6% to 4.2% by industry, and rank makes no difference

industry	base	mention	share
Artificial Intelligence & Data	122	113	92.6%
Software	348	255	73.3%
IT Services	385	247	64.2%
Security	81	44	54.3%
Advertising, Marketing & PR	431	174	40.4%
Government Services	157	58	36.9%
Business & Corporate Services	308	105	34.1%
Telecommunications	53	18	34.0%
Human Resources	132	39	29.5%
Aerospace & Aviation	23	6	26.1%
Business Products	60	15	25.0%
Education	88	21	23.9%
Financial Services	408	93	22.8%
Media, Arts & Entertainment	35	7	20.0%
Insurance	89	17	19.1%
Healthcare & Medical	419	79	18.9%
Legal	184	34	18.5%
Logistics & Transportation	155	25	16.1%
Engineering	45	7	15.6%
Real Estate	110	17	15.5%
Travel & Hospitality	55	8	14.5%
Manufacturing	152	18	11.8%
Energy & Utilities	62	7	11.3%

industry	base	mention	share
Construction	303	19	6.3%
Consumer Products	260	16	6.2%
Environmental Services	35	<5	n/a
Consumer Services	123	7	5.7%
Food & Beverage	166	7	4.2%
Computers & Technology	8	<5	n/a
Agriculture	6	<5	n/a
Biotech & Pharmaceuticals	14	<5	n/a
Automotive	15	<5	n/a
Business Products & Services	<5	0	n/a

113 of the 122 companies Inc files under Artificial Intelligence & Data say AI on their homepage, 92.6%, and 9 of them do not. Software is 73.3% and IT Services 64.2%. At the bottom, 7 of 166 Food & Beverage companies mention it, 4.2%, and Construction is 19 of 303, 6.3%. Five industries have a base under 20 and print n/a instead of a share.

band	scored	mention	share
1-1000	977	296	30.3%
1001-2000	976	276	28.3%
2001-3000	966	297	30.7%
3001-4000	960	302	31.5%
4001-5000	954	294	30.8%

Rank makes no difference. The five bands run 30.3%, 28.3%, 30.7%, 31.5% and 30.8%, a spread of 3.2 points. The bands hold 4,833 of the 4,834 scored companies; one company on the list carries no rank and sits in no band.

The Fortune 500 by rank band: 33.0% in the top 100, 19.8% in ranks 201-300

band	scored	mention	share
1-100	94	31	33.0%
101-200	93	36	38.7%
201-300	91	18	19.8%
301-400	92	24	26.1%
401-500	90	25	27.8%

The Fortune 500 bands move more than the Inc 5000 bands do. Ranks 101 to 200 are the highest at 36 of 93, 38.7%, and ranks 201 to 300 the lowest at 18 of 91, 19.8%. We have no explanation for that dip beyond the mix of companies in it, and each band holds about 90 scored homepages, so a handful of companies moves a band by more than a point.

Data funnel

list	on list	record found	html present	visible text >= 300	kept
Fortune 500 (2026)	500	472	472	461	460
Inc 5000 (2026)	4,969	4,929	4,888	4,834	4,834
Y Combinator	6,133	5,969	5,385	4,992	4,992
Unicorns	1,111	1,000	1,000	966	966

Read a row left to right. 500 domains are on the Fortune 500 list, 472 have an archived record, all 472 of those records hold html, 461 have at least 300 characters of visible text, and 460 are kept after Meta Platforms is dropped as not the company's site. So 28 Fortune 500 domains have no record, 11 have visible text under 300 characters, and 1 is a page that belongs to something else.

Under 300 characters of visible text means a block page, a redirect stub or an empty page, not a homepage, so we drop it rather than score it as no mention. The 11 Fortune 500 companies dropped for that are HCA Healthcare, United Airlines Holdings, Avnet, Parker-Hannifin, W.W. Grainger, Alaska Air Group, Public Service Enterprise Group, Global Payments, Regions Financial, JetBlue Airways and Zimmer Biomet Holdings.

The other lists lose more at the html step. Y Combinator starts at 6,133 domains, 5,969 have a record, 5,385 of those records hold html and 4,992 clear the text floor, so 584 records are empty and 393 pages are too short. The Inc 5000 loses 40 to no record, 41 to empty html and 54 to short text, and the unicorn list loses 111 to no record and 34 to short text.

How we counted

We read the visible text of one homepage per company and asked whether the words appear. Visible text is the archived HTML with script, style, noscript and svg blocks removed, every remaining tag replaced by a space, entities decoded and whitespace collapsed. Attributes such as alt, aria-label and meta content are not visible text and do not count. A page counts as a mention when that text matches either of these:

```
re.compile(r"(?<![A-Za-z0-9])AI(?![A-Za-z0-9])") # standalone AI, case-sensitive
re.compile(r"artificial\s+intelligence|(?<![A-Za-z0-9])A\.I\.", re.I)
```

So AI, AI-powered, artificial intelligence and A.I. count, while AIR, said, email and OpenAI do not, because OpenAI is one alphanumeric run and the lookarounds reject it. The title share applies the same two regexes to the text of the <title> element only.

For each domain we used the rendered fetch when the archive had one and the plain 200 fetch when it did not. Only the homepage was read, so a company with AI all over a product page and none on its front page counts as no mention. Everything comes from one crawl on 2026-09-04. We did not watch any company add or remove the word.

Archived HTML is truncated at 1,500,000 characters, and a mention that appears only past the cap is missed. 18 kept Fortune 500 homepages, 236 Inc 5000, 208 Y Combinator and 72 unicorn homepages sit at that cap.

Some homepages resolve to a localised version and we score whatever came back. Microsoft came back in Croatian, where the navigation still reads Microsoft AI; Nike came back in German and did not match; HP came back in Canadian English and matched. Two floors apply throughout: any base under 20 scored homepages prints n/a instead of a share, and any count under five prints as <5.

As a sanity check we compared our Y Combinator number against a published one. Extruct writes that in the Summer 2025 batch, "141 startups (88%)" are AI-native (https://www.extruct.ai/research/ycs25/, read 2026-09-04). Our nearest figure is 434 of 555 scored homepages from both 2025 batches, 78.2%. The two are not measuring the same thing: Extruct classified the companies of one batch from their descriptions, and we ask only whether the words appear in the homepage text of 555 companies from two batches. A homepage share below a description-based classification is the direction we would expect.

Dataset

The per-company rows and every count and share behind the tables are published under /static/data/fortune-100-ai-homepage/ as fortune500.csv, one row for each of the 500 companies with its rank, domain, final URL, verdict, drop reason and the 120 characters around the first match, groups.csv, yc_by_year.csv, yc_by_industry.csv, inc5000_by_industry.csv, inc5000_by_rank_band.csv and fortune500_by_rank_band.csv, The README.md there names every column and denominator, and METHOD.md holds the matching rule, the record selection, the funnel and the limits. Inc 5000, Y Combinator and unicorn results are published as aggregates. Next to any number here, cite: Source: Installmap, September 2026.

Source

https://installmap.com/research/fortune-100-ai-homepage

Dataset: fortune500.csv, fortune500_by_rank_band.csv, groups.csv, inc5000_by_industry.csv, inc5000_by_rank_band.csv, yc_by_industry.csv, yc_by_year.csv, README.md, METHOD.md

Denominators

Group	Domains scored	On the list
Fortune 500	472	500
Inc 5000 (2026)	4,885	4,969
Y Combinator companies	5,386	6,133
Unicorns	1,000	1,111