AI SYNDICATE RESEARCH · NOVEMBER 2026

Does AI recommend local businesses differently in Canada and the UK?

22%

of UK local markets: AI cited Yelp (US: 92%)

ChatGPT · Claude · Gemini · Perplexity · Google AI Overviews · Microsoft Copilot · Grok · Meta AI · DeepSeek · Mistral · Siri · Alexa

216	22	12	7,776
MARKETS ABROAD	CITIES	AI ASSISTANTS	ANSWERS

CONTENTS

— Executive summary

01 How did we compare Canada and the UK with the US?

02 Do AI assistants name local businesses as readily outside the US?

03 Do the assistants agree more on the #1 abroad?

04 Does AI recommend local firms abroad, or the US businesses it knows?

05 What should a business in Canada or the UK do with this?

06 How was this measured, and what can it not tell you?

07 Statistical notes

08 Key figures

09 Sources

IN ONE PARAGRAPH

In AI Syndicate Research's November 2026 study of 216 local markets in Canada and the UK, 12 AI assistants answered much as they do in the US: live-search assistants named a ranked business in 96–98% of answers. The sources differed: Yelp was cited in 92% of US markets but 22% of UK ones, where Checkatrade led (47%), and US-only directories such as Angi and Avvo were almost never cited abroad.

ABOUT THIS REPORT

The November 2026 edition of AI Syndicate Local added its first markets outside the US: 10 Canadian and 12 UK cities. We compared what 12 AI assistants said and cited there with what they said and cited in the largest US cities.

CITE THIS REPORT

> AI Syndicate Research, "Does AI Recommend Local Businesses Differently in Canada and the UK? 216 Markets Compared With the US," November 2026, measured 1–12 November 2026, https://www.aisyndicate.com/research/ai-local-canada-and-uk-november-2026/

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Executive summary

FIGURE 1 **AI's local recommendations in Canada and the UK, November 2026**

22%
UK markets where the assistants cited Yelp
Against 92% of 4,100 US markets

47%
UK markets where they cited Checkatrade
The most-cited review site in the UK

4%
Canada and UK markets citing Angi, Thumbtack, Avvo or another US-only directory
Against 68% of large US city markets

98%
Answers from live-search assistants that name a ranked business
UK; Canada 96%, large US cities 97%

88%
Canadian markets where 6+ of 12 assistants named the #1
Against 74% in large US cities, same trades

42% / 54%
Citations to a Canadian or UK website
Share of citations to .ca sites in Canada, and to .uk sites in the UK

Source: AI Syndicate Research, Does AI Recommend Local Businesses Differently in Canada and the UK?, November 2026 (aisyndicate.com)

Key findings

1. **The assistants answer the same way across the border.** The six live-search assistants named a ranked local business in **96.1%** of their Canadian answers and **97.7%** of their UK answers, against 96.8% in large US cities. The memory-only assistants did so in about seven answers in ten in all three countries.

2. **The websites behind the answers are different.** Yelp was cited in **92%** of US markets and 88% of Canadian ones, but only **22%** of UK markets. In the UK the assistants cited Checkatrade (47%), TrustATrader (31%), Which? Trusted Traders (30%) and MyBuilder (28%), sites they never cite in the US.

3. **The US directories do not travel.** Expertise.com, Thumbtack, Angi, Justia, Super Lawyers or Avvo was cited in **68%** of large US city markets, and in **2.5%** of Canadian and **5.3%** of UK markets.

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4. **Canada's #1s are clearer.** In Canada, 6 or more of the 12 assistants named the #1 in **88%** of markets, against 74% in large US cities with the same trades. The UK (78%) is level with the US (76%).

5. **AI recommends local firms, not US imports.** Of the businesses ranked in Canada, 1.7% had a website that also ranks in three or more US markets; in the UK, 0.3%. None of them was a #1.

6. **Country websites carry the weight.** 42% of the citations in Canadian markets went to .ca websites, and 54% of those in UK markets to .uk websites.

What it means. AI assistants do not need a different strategy outside the US; the sources do. A UK tradesperson whose reviews live on Checkatrade or Which? Trusted Traders is where the assistants look, and a Yelp profile matters far less there than in the US. A Canadian business should treat Yelp, Google, the BBB and the Canadian directories much as a US business would, but should not expect Angi, Thumbtack or Avvo to help. These are observed patterns, not proof of cause.

Scope. 216 markets: 10 Canadian and 12 UK cities, up to 26 types of business, 7,776 answers from 12 assistants, measured 11–12 November 2026. They are compared with 1,093 markets in the 54 largest US cities and with all 4,100 US markets of the November 2026 edition of AI Syndicate Local. The method, its limits and what we hold back are set out at the end.

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01

How did we compare Canada and the UK with the US?

AI Syndicate Local asks 12 AI assistants the same three questions about a type of business in a city each month: the best one, the one to recommend to someone who needs one, and an affordable one nearby. A market is one city and one type of business, so 36 answers go into each. The November 2026 edition added its first markets outside the US: **10 Canadian cities** (Toronto, Montreal, Vancouver, Calgary, Edmonton, Ottawa, Winnipeg, Quebec City, Hamilton and Halifax) and **12 UK cities** (London, Birmingham, Manchester, Leeds, Glasgow, Liverpool, Newcastle, Sheffield, Bristol, Edinburgh, Cardiff and Belfast), 122 and 94 markets across 26 types of business.

The questions name the city the way a local would ("Hamilton, ON", "near Hamilton, Ontario"), with no user location and no account history. Everything else is the same as in the US: the same assistants, the same wordings, the same rule that a business must be named in at least two independent answers to be ranked.

- **Live web search:** ChatGPT, Claude, Gemini and Perplexity answer with web search on. Google AI Overviews is the overview Google shows for the question. Microsoft Copilot answers come mostly from Microsoft's Bing-grounded AI service.
- **Model memory only:** Grok, Meta AI, DeepSeek and Mistral answer from what the model learned.
- **Reconstructed voice answers:** Siri and Alexa cannot be asked programmatically. We reconstruct their answers from the kinds of sources each draws on.

A fair comparison. All 22 foreign cities are large. Comparing them with every US market would set Toronto against small towns such as Rutland, Vermont, so our US comparison group is the **54 US cities** at the centre of a metro area of about a million people or more (1,093 markets). The foreign markets also have a different mix of trades, so each US figure is re-weighted to the Canadian or UK mix: it is what large US cities would show with the same types of business. We give the all-US figure where it adds something.

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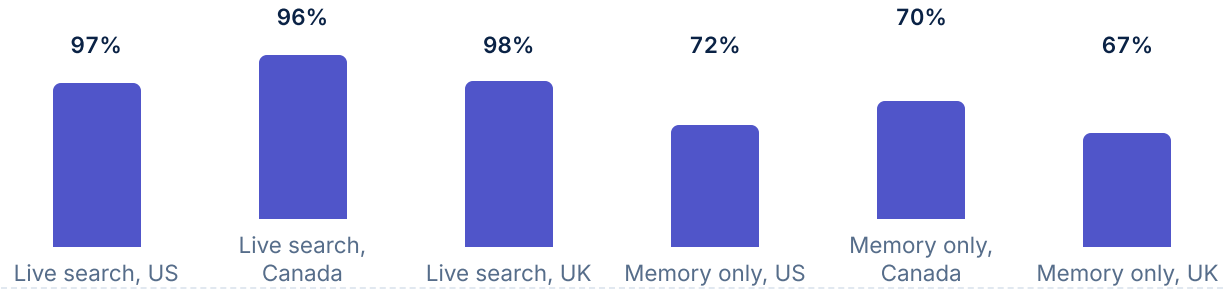
02

Do AI assistants name local businesses as readily outside the US?

Yes, about as readily. In every country the assistants that search the web named at least one ranked business in nearly every answer, and the ones that answer from memory in about seven answers in ten. The differences between countries are smaller than the differences between assistants.

FIGURE 2 **Share of answers that name a ranked local business, by type of assistant**

November 2026. Canada 122 markets, UK 94; large US cities 1,093 markets, re-weighted to the UK's mix of trades. Live search excludes Google AI Overviews (see below).



Source: AI Syndicate Research, Does AI Recommend Local Businesses Differently in Canada and the UK?, November 2026 (aisyndicate.com)

Assistant	Large US cities	Canada	UK
Gemini	98%	98%	99%
Claude	98%	97%	98%
ChatGPT	97%	94%	97%
Siri	97%	94%	98%
Perplexity	96%	95%	97%
Microsoft Copilot	95%	97%	98%
Meta AI	95%	93%	90%
Mistral	93%	92%	95%
Alexa	90%	91%	92%
Grok	53%	44%	38%
DeepSeek	46%	50%	43%

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The table shows the share of each assistant's answers that named at least one business that made the market's ranking. ChatGPT, Claude, Gemini, Perplexity and Copilot are at 94% to 99% everywhere. DeepSeek and Grok, which answer from memory, name a ranked business in only about half their answers in any country, because the names they give are often ones no other assistant confirms. Grok does a little worse outside the US: 38% in the UK against 53% in large US cities.

Across all assistants, a slightly larger share of the names given abroad were never confirmed by a second answer: **64%** of distinct names in Canada and **63%** in the UK, against 60% in large US cities. That is a small gap, but it is outside the margin of error.

A note on Google AI Overviews. Google's overviews named a ranked business in 99% of Canadian and 99% of UK answers, against 63% in large US cities. The foreign markets were measured a few days after the US ones, and we cannot rule out a change in what Google showed or in how we read it in between, so we leave AI Overviews out of the comparisons in this paper.

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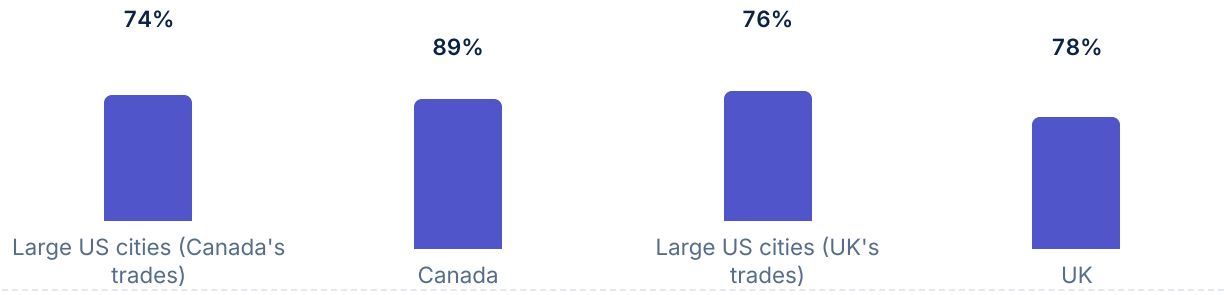
03

Do the assistants agree more on the #1 abroad?

In Canada, yes. A market's #1 is the business with the most AI reach: every answer counts by how many people use that assistant and how high it named the business. In **88%** of Canadian markets, 6 or more of the 12 assistants named the #1 (95% range 83–93%), against **74%** in large US cities with the same trades. In the UK it was 78%, level with the US (76%).

FIGURE 3 **Share of markets where 6 or more of 12 assistants named the #1**

November 2026. Large US cities re-weighted to each country's mix of trades.



Source: AI Syndicate Research, Does AI Recommend Local Businesses Differently in Canada and the UK?, November 2026 (**aisyndicate.com**)

The #1s abroad also led by more. The #1 was at least 10 reach points ahead of #2 in **51%** of Canadian markets and **48%** of UK markets, against 34% in large US cities. Large US cities are the most contested markets we measure: across all 4,100 US markets the figure is 45%.

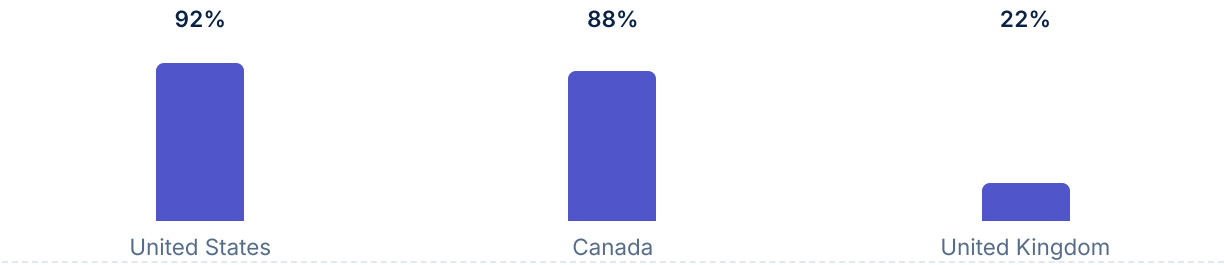
The gap is widest in the legal trades. In Canada's 38 legal markets (lawyers, accountants and real estate teams), 6 or more assistants named the #1 in 95%, and in the UK's 18 in 94%, against 72% in large US cities. The groups abroad are small, so read this as a direction, not a size. One likely reason is that each foreign city has fewer well-known firms competing for the same question than New York or Los Angeles does; this data cannot show that directly.

This is where the three countries part. For each market we keep the 25 web pages the assistants cited most often, and we count the share of markets in which a site appears among them.

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FIGURE 4 **Share of markets where the assistants cited Yelp**

November 2026. All US: 4,100 markets. Canada: 122. UK: 94. Any Yelp domain counts.



Source: AI Syndicate Research, Does AI Recommend Local Businesses Differently in Canada and the UK?, November 2026 (**aisyndicate.com**)

In the UK, the trade review sites lead

FIGURE 5 **The sites AI cites most in UK markets**

Share of 94 UK markets where the site was among the 25 most-cited pages, November 2026. Second column: the same share in large US cities with the UK's trades.

	UK MARKETS	LARGE US CITIES
Checkatrade	**47%**	0%
TrustATrader	**31%**	0%
Which? Trusted Traders	**30%**	0%
MyBuilder	**28%**	0%
Yelp	**22%**	91%
Bark	**22%**	1%
Trustpilot	**22%**	0%
Yell	**20%**	0%

Source: AI Syndicate Research, Does AI Recommend Local Businesses Differently in Canada and the UK?, November 2026 (**aisyndicate.com**)

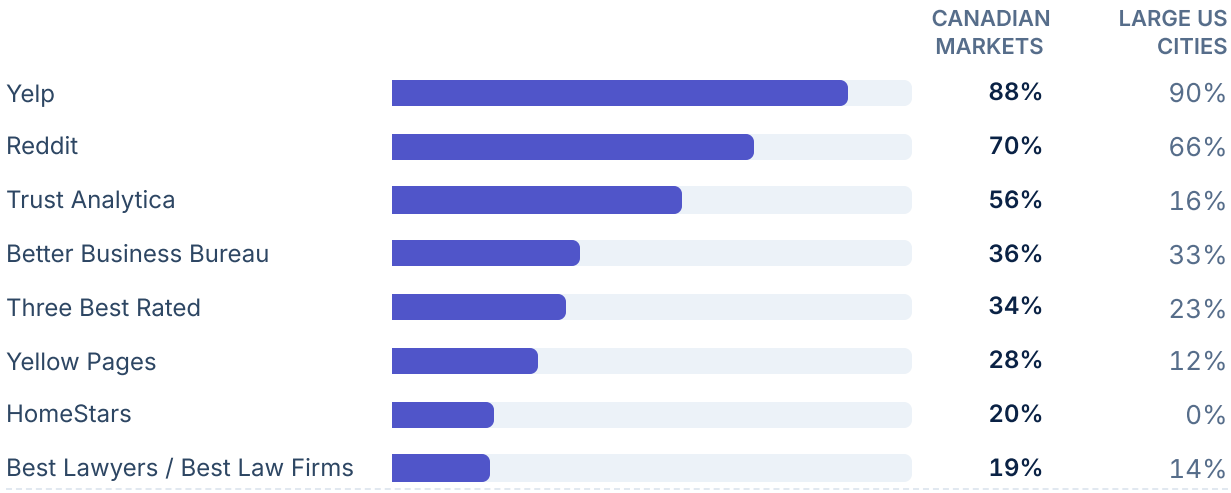
Checkatrade was the most-cited review site in the UK, in **47%** of markets. TrustATrader, Which? Trusted Traders and MyBuilder each appeared in between a quarter and a third, Trustpilot in 22% and Yell in 20%. None of these is cited in the US. Yelp, cited in 91% of large US city markets with the same trades, appeared in only 22% of UK ones. The Better Business Bureau, a US and Canadian body, appeared in 2%. Google's own pages were cited about as often everywhere: 87% of UK markets and 86% of large US city markets.

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In Canada, a mix of US and Canadian sites

FIGURE 6 **The sites AI cites most in Canadian markets**

Share of 122 Canadian markets where the site was among the 25 most-cited pages, November 2026. Second column: the same share in large US cities with Canada's trades.



Source: AI Syndicate Research, Does AI Recommend Local Businesses Differently in Canada and the UK?, November 2026 (aisyndicate.com)

Canada looks much more like the US. Yelp (mostly yelp.ca) was cited in 88% of markets and the Better Business Bureau in 36%, close to the US shares. Reddit was cited more than in the US (70% against 66%). Two kinds of site stand out: ranking aggregators such as Trust Analytica (56%) and Three Best Rated (34%), and Canadian directories such as Yellow Pages Canada (28%) and HomeStars (20%).

The US directories do not travel

Site	Large US cities	Canada	UK
Expertise.com	49%	0%	0%
Thumbtack	47%	0%	0%
Angi / HomeAdvisor	44%	1%	3%
Justia	15%	2%	1%
Super Lawyers	14%	1%	1%
Avvo	11%	0%	2%
Any of these	**68%**	**2%**	**5%**

The directories that carry many US answers (Expertise.com, Thumbtack, Angi and HomeAdvisor for home services, Justia, Super Lawyers and Avvo for lawyers) were cited in **68%** of large US city markets

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with the UK's trades, but in only 2.5% of Canadian and 5.3% of UK markets. The assistants that search the web look for sources about the city in the question, and in Toronto or Leeds these sites have little to say.

Country websites carry most of the weight. In Canadian markets, **42%** of the citations we kept went to a .ca website; in the UK, **54%** went to a .uk website (counting .scot and .wales).

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04

Does AI recommend local firms abroad, or the US businesses it knows?

Local ones. We checked whether the businesses ranked abroad also appear on US rankings, which would show the assistants filling foreign answers with the US firms they know best. They rarely do. Of the 993 ranked Canadian businesses with a known website, **1.7%** share it with a business ranked in three or more US markets, mostly cross-border franchises such as Belfor, Renewal by Andersen and Midas. In the UK it is **0.3%**. Not one of these is a #1.

Their own websites follow the country: 48% of ranked Canadian businesses use a .ca address and 52% a .com; 50% of ranked UK businesses use a .uk address and 30% a .com. A .com address does not seem to hold a business back in either country.

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05

What should a business in Canada or the UK do with this?

- **UK businesses: your trade review profile is your AI profile.** Checkatrade, TrustATrader, Which? Trusted Traders, MyBuilder, Trustpilot and Yell are what the assistants read. Being listed, reviewed and accurate there matters more than a Yelp page, which they cited in only 22% of UK markets.
- **Canadian businesses: cover both sides of the border's sites.** Google, Yelp (yelp.ca), the BBB, Yellow Pages Canada and HomeStars are cited much as their US counterparts are. Ranking aggregators such as Trust Analytica and Three Best Rated are cited often; check what they say about you.
- **US firms expanding north or east: do not copy your US directory plan.** Angi, Thumbtack, Expertise.com, Avvo and Super Lawyers were almost never cited abroad. Find the directories each country's assistants actually read.
- **Agencies with clients in several countries: measure each country on its own.** The assistants behave alike, so the playbook (be named consistently in the sources the assistants read) is the same; the list of sources is not.
- **Expect the same assistants to matter.** The live-search assistants (ChatGPT, Gemini, Perplexity, Claude and Copilot) named a ranked business in nearly every answer in all three countries. The memory-only ones are as unreliable abroad as at home.

These are patterns in what the assistants said and cited, not guarantees.

How this data is used. This research feeds the AI Syndicate platform, so our clients have the leading edge. Clients see where they stand in their market's AI Local ranking, which assistants name them and which sources those assistants cite, inside their dashboard. What we learn across the whole index, such as which review sites the assistants read in each country, is built into the twelve-assistant measurement the platform runs for each client's own business.

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06

How was this measured, and what can it not tell you?

Data. AI Syndicate Local, November 2026 edition. Foreign markets: 122 in 10 Canadian cities and 94 in 12 UK cities, up to 26 types of business, measured on 11 and 12 November 2026 when they joined the index. US markets: 4,100 (205 metros in 50 states, 20 types of business), measured 1–9 November 2026. 12 assistants, 3 fixed questions each, the city named in the question, no user location or account history. A model extracts the business names from each answer in order, spellings of the same business are merged, and a business is ranked when at least two independent answers name it.

US comparison group. The 54 US cities that are the principal city of a metropolitan area of about a million people or more (2020 census), in the 20 trades measured there (1,093 markets). Each US figure is computed within each type of business and then averaged with the Canadian or UK mix of businesses (direct standardisation). The six newest trades (accountants, assisted living, car detailing, divorce lawyers, home remodelers and hospitals) have only a handful of US markets, so a foreign market in one of those trades counts in the foreign figures but adds nothing to the US one.

Ranking. Each market is ranked by AI reach (see the **methodology page**). Canada and the UK use their own audience weights: ChatGPT, Gemini and Claude are moved by their share of visits in each country; the smaller assistants keep their US weights.

Sources. For each market the index keeps the 25 pages the assistants cited most often. A site counts as cited in a market when any of its pages is among them. Yelp counts all its domains (yelp.com, yelp.ca, yelp.co.uk); Google counts its Maps and Search pages.

Named a ranked business. For each assistant and question, whether the answer named at least one business that made the market's ranking. Answers the assistant did not give are left out. Unconfirmed names are the distinct business names in a market that only one answer gave, as a share of all distinct names.

What this cannot tell you.

- It is one month, and the first for Canada and the UK. 122 and 94 markets are enough to see large differences, such as which sites are cited, but not small ones.
- The foreign markets were measured two to eleven days after the US ones. The assistants can change in that time.
- The 22 foreign cities are large cities. Smaller Canadian and UK towns may look different.
- Siri and Alexa answers are reconstructions, read as close approximations, not recordings.
- It measures what the assistants say and cite, not what customers do, and associations do not show cause.

What stays private. The public index publishes each market's rankings and sources. Per-assistant answer sets are not published.

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07

Statistical notes

- **Unit of measurement.** Shares of markets count each market once. Shares of answers count each answered (assistant, question) pair once. Shares of citations count each citation of the 25 kept pages per market.
- **Ranges.** 95% ranges come from resampling markets 1,000 times (within each type of business for the re-weighted US figures).
- **Re-weighting.** The US figure compared with Canada uses Canada's mix of trades, and the one compared with the UK uses the UK's. The two are usually within a point of each other.
- **Small groups.** Figures for one family of trades in one country rest on 7 to 58 markets and are directional.

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08

Key figures

Every key figure in this report, in one table. The same figures are in **findings.json** and **findings.csv**, free to quote with credit. Ranges are 95% intervals from resampling markets.

Finding	Value	95% range	Sample
Share of UK local markets where AI assistants cited Yelp	**22.3%**	14.9–30.9%	94 UK markets
Share of US local markets where AI assistants cited Yelp	**92.1%**	91.3–93%	4,100 US markets
Share of Canadian local markets where AI assistants cited Yelp	**87.7%**	81.1–93.4%	122 Canadian markets
Share of UK local markets where AI assistants cited Checkatrade	**46.8%**	37.2–56.4%	94 UK markets
Share of UK local markets where AI assistants cited Which? Trusted Traders	**29.8%**	21.3–39.4%	94 UK markets
Share of large US city markets citing a US-only directory (Expertise.com, Thumbtack, Angi, Justia, Super Lawyers or Avvo), re-weighted to UK trades	**68.5%**	66–71.1%	1,093 markets in 54 US cities
Share of Canadian local markets citing a US-only directory	**2.5%**	0–4.9%	122 Canadian markets
Share of UK local markets citing a US-only directory	**5.3%**	1.1–10.6%	94 UK markets
Share of citations in Canadian local markets that went to .ca websites	**42.3%**	39.8–44.8%	122 Canadian markets
Share of citations in UK local markets that went to .uk websites	**54.5%**	52.1–57.2%	94 UK markets
Share of live-search assistant answers in the UK that named a ranked local business	**97.7%**	96.8–98.6%	94 UK markets
Share of live-search assistant answers in Canada that named a ranked local business	**96.1%**	94.3–97.4%	122 Canadian markets
Share of Canadian local markets where 6 or more of 12 AI assistants named the #1	**88.5%**	82.8–93.4%	122 Canadian markets
Share of large US city markets where 6 or more of 12 AI assistants named the #1, re-weighted to Canadian trades	**74.3%**	70.5–77.7%	1,093 markets in 54 US cities
Share of ranked Canadian businesses whose website also ranks in 3 or more US markets	**1.7%**		993 ranked businesses

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09

Sources

- AI Syndicate Local: the November 2026 edition, AI Syndicate. Read Nov 18, 2026.
- AI Syndicate Local methodology: how the index is measured and how much each assistant counts, AI Syndicate. Read Nov 18, 2026.

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THE DATA

Every market's rankings and cited sources are published at aisyndicate.com/ai-local, with the full methodology.

See who AI recommends in your city.

aisyndicate.com/ai-local