AI LOCAL REPORT · NOVEMBER 2026

How often AI changes its local recommendations

40%

of 1,400 US local markets saw AI's #1 recommendation change in one month

147,600	12	4,100	50
QUESTIONS ASKED	AI ASSISTANTS	LOCAL MARKETS	US STATES

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IN ONE PARAGRAPH

Between October and November 2026, AI assistants changed their #1 local business in 40% of 1,400 US markets (95% range 38–43%), down from 52% a month earlier. A #1 that led #2 by six or more answers held 85% of the time; one tied with #2 held 35%. A national chain is AI's #1 in 20% of 4,100 markets, from 87% in water damage restoration to none in restaurants.

ABOUT THIS REPORT

We put 147,600 questions to 12 AI assistants across 4,100 local markets in all 50 US states. In the 1,400 markets we had also measured in October, the business the assistants recommended first had changed in 40% of them a month later. This is the second AI Local Report from AI Syndicate Research. Every number in it was measured by us.

CITE THIS REPORT

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Executive summary

FIGURE 1 The November 2026 edition in six numbers

40%
Markets where AI's #1 changed from October to November
1,400 markets measured in both months; 95% range 38–43%

88%
October #1s still in the top three in November
1,400 markets

36%
Markets with the same #1 three months running
245 markets measured in September, October and November

85%
A #1 that led by six or more answers and held
Against 35% for a #1 tied with #2

20%
Markets where a national chain is AI's #1
4,100 markets; 87% in water damage restoration

57%
Citations that go to about 1,200 review sites, directories and other platforms
Sites cited in 5+ markets; 331,925 citations

Source: AI Syndicate Research, AI Local Report, November 2026 (**aisyndicate.com/research**)

Key findings

1. **AI's first pick changed in 40% of markets in a month.** Between October and November 2026, the #1 business changed in 40% of the 1,400 markets measured in both months (95% range 38–43%). That is lower than the 52% we reported a month ago. On the same 245 markets, it went from 51% to 42%. Under four stricter tests the figure runs from 31% to 50%.

2. **A #1 that has held once is likely to hold again.** In the 245 markets measured three months running, a #1 that held from September to October held again into November 73% of the time. A business that had just taken #1 in October held 43% of the time. Only 36% of these markets had the same #1 in all three months.

3. **A clear lead predicts staying power.** An October #1 that led #2 by six or more answers was still #1 in November 85% of the time. One tied with #2 held 35% of the time. A #1 named by ten or more of the twelve assistants held 75% of the time, against 41% for one named by five or fewer.

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4. **The patterns are national.** November is the first edition to cover all 50 states. The 2,700 markets in the 36 states measured for the first time look almost exactly like the 1,400 we had measured before. The #1 is named in 44% of answers in both groups, by 8 of 12 assistants, and is a national chain in 20% of markets.

5. **National chains dominate a few trades and are absent from others.** A national chain is AI's #1 in 87% of water damage restoration markets, 65% of pest control markets and 57% of moving markets. It is #1 in no restaurant market and in 1% of med spa and roofing markets.

6. **There is still no single AI ranking.** Only 23% of markets have the same #1 for "best", "recommended" and "affordable". About 1,200 sites, each cited in five or more markets, took 57% of all citations. Yelp is the most-cited site, at 5.6%, and leads in 8 of 20 trades.

What it means. One AI answer about a local business is a single reading. The useful questions are how wide your lead is, how many assistants name you, and whether you have held the spot before. Leaders with a clear margin and broad support kept their place far more often than close calls. These are observed patterns, not proof of cause.

Scope. 4,100 markets: 205 metros in all 50 states, times 20 types of business. 12 assistants, 3 fixed questions each, 147,600 questions asked between 1 and 9 November 2026, 99% of them answered. Month-to-month comparisons use the 1,400 markets in the 14 states measured in both October and November. The method, its limits and what we hold back are set out at the end.

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01

What does AI Syndicate Local measure?

AI Syndicate Local is a public index of which local businesses AI assistants recommend. Once a month we ask 12 assistants the same three questions about a type of business in a metro area: the best one, the one to recommend to someone who needs one, and an affordable one nearby. A market is one metro area and one type of business, so 36 answers go into each market.

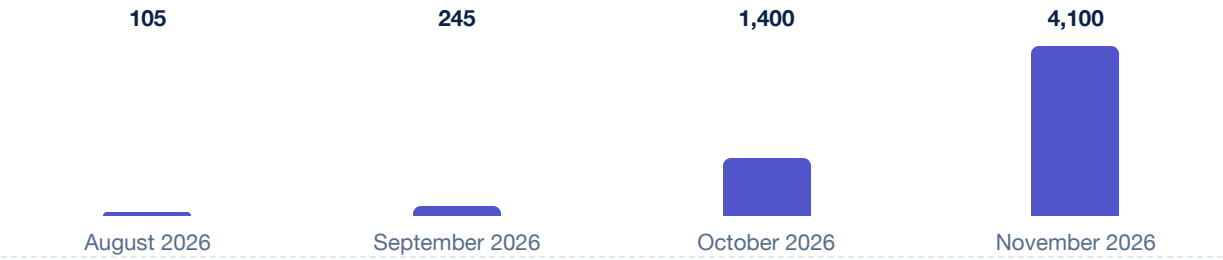
A business is ranked only when it is named in at least two answers that are independent of each other: two different assistants, or one assistant answering two different questions. A name that appears in a single answer is counted but not ranked, because one answer may be a guess. Businesses are ordered by how many answers name them, then by how many assistants do. Each market's published ranking lists up to 25 businesses.

How the twelve are asked:

- **Live web search:** ChatGPT, Claude, Gemini and Perplexity answer with web search on. Google AI Overviews is the AI Overview Google shows for the question. Microsoft Copilot answers come from Microsoft's Bing-grounded AI service; when that fails, we reconstruct one from the same Bing results.
- **Model memory only:** Grok, Meta AI, DeepSeek and Mistral answer from what the model learned, because no consumer live-search access is available for them.
- **Reconstructed voice answers:** Siri and Alexa cannot be asked programmatically. We reconstruct their answers from the kinds of sources each draws on, in the short, single-pick style each speaks in. Read them as close approximations, not recordings.

FIGURE 2 **The index now covers all 50 states**

Markets measured in each edition. The October-to-November comparison uses the 1,400 markets present in both.



Source: AI Syndicate Research, AI Local Report, November 2026 (**aisyndicate.com/research**)

Of November's 147,600 questions, 99% returned an answer, and every assistant answered in at least 99.8% of markets. The edition ranks 91,750 places, a median of 24 per market, drawn from a median of 56 different businesses named in each market. The question wordings have not changed since the index launched in August 2026, so editions can be compared.

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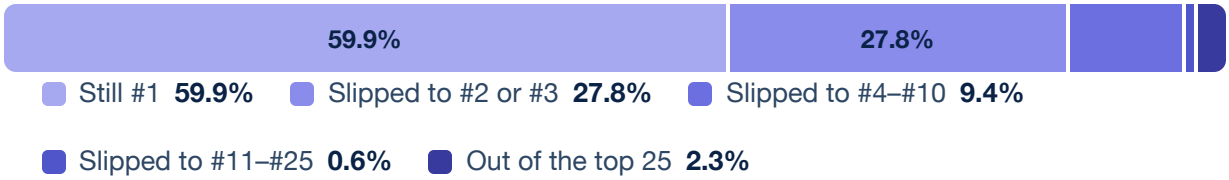
02

How often does AI change its #1 local recommendation?

Less often than a month ago, but still often. In the 1,400 markets measured in both months, the business the assistants named most in October was still #1 in November in **60%** of markets. In the other 40%, the top spot went to someone else.

FIGURE 3 **Where October's #1 stood in November**

1,400 markets in 14 states, October to November 2026. Share of markets.



Still #1 **59.9%** Slipped to #2 or #3 **27.8%** Slipped to #4–#10 **9.4%**

Slipped to #11–#25 **0.6%** Out of the top 25 **2.3%**

Source: AI Syndicate Research, AI Local Report, November 2026 (**aisyndicate.com/research**)

Most of the movement at the top is a swap among the leaders. 88% of October's #1 businesses were still in the top three, and 2% fell out of the top 25. Further down, the list moved more. Of all businesses in an October top ten, **16%** were out of the top 25 in November, and **19%** of November's top-ten businesses had not been in October's top 25. A business ranked in both months typically moved **2 places**.

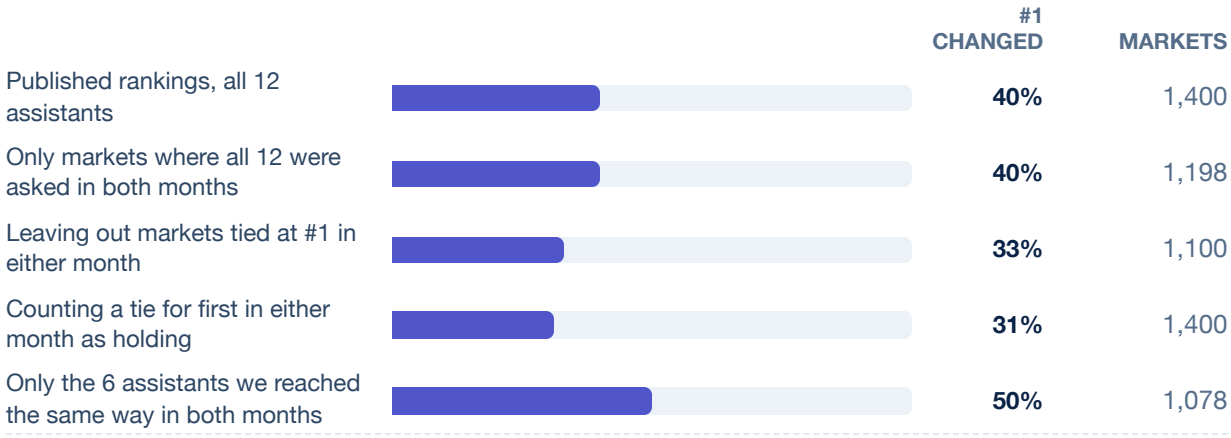
How robust is the 40%?

Some changes at the top are close calls. In 11% of November markets the #1 was tied with #2 on answers. Between the two months we also changed how we reach six of the twelve assistants (see the method notes). So we re-ran the comparison four more ways.

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FIGURE 4 **Share of markets where the #1 changed, under five tests**

October to November 2026.



Source: AI Syndicate Research, AI Local Report, November 2026 (**aisyndicate.com/research**)

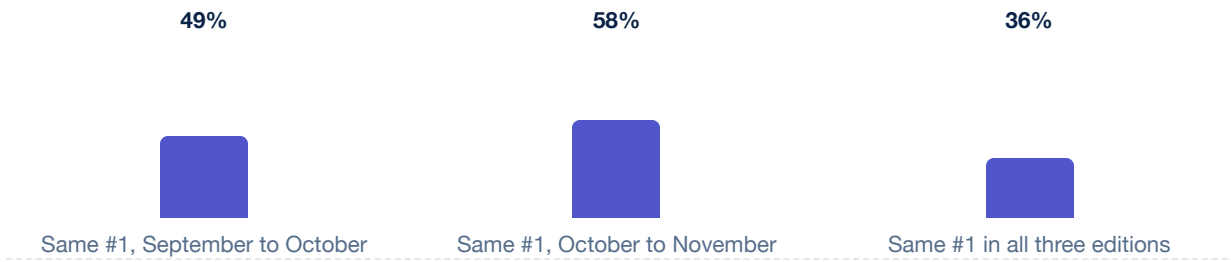
Depending on the test, the #1 changed in 31% to 50% of markets. The six-assistant test shows the most change. A ranking built from six assistants rests on half the answers, so its order is noisier; that is the likeliest reason. It also shows that the movement is not simply a side effect of how we reach the other six.

Is it settling down?

Possibly, but one month is not a trend. On the 245 Florida and California markets measured in every edition since September, the #1 changed in 51% of markets from September to October and in 42% from October to November. Our access to several assistants changed in both months, so part of either figure may be ours rather than the assistants'.

FIGURE 5 **245 markets, three editions: how often the #1 held**

Florida and California markets measured in September, October and November 2026. Share of markets.



Source: AI Syndicate Research, AI Local Report, November 2026 (**aisyndicate.com/research**)

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Florida has now been measured four times. Of its 105 markets, 26% have had the same #1 in every edition from August to November.

Why so much movement? Part of it is the assistants. Most of them search the live web each time, and the pages they find change. Part of it is the shape of the answers. A typical market draws 56 different business names across its 36 answers, and even the #1 business is named in a median 44% of them. In 45% of markets the #1 leads #2 by two answers or fewer, so a handful of answers going another way is enough to change the order. We cannot yet separate real change in a market from the assistants' own variability. That needs repeated measurement of the same market within a month.

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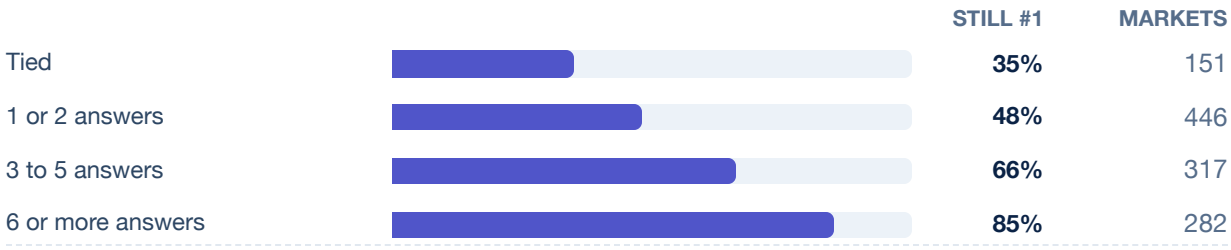
03

What separates a #1 that holds from one that doesn't?

Three things: the size of the lead, the breadth of support, and a track record. The first two are measured on the 1,198 markets where all twelve assistants were asked in both months.

FIGURE 6 **Share of October #1s still #1 in November, by their lead over #2**

1,198 markets, October to November 2026. Lead measured in October, in answers out of 36.



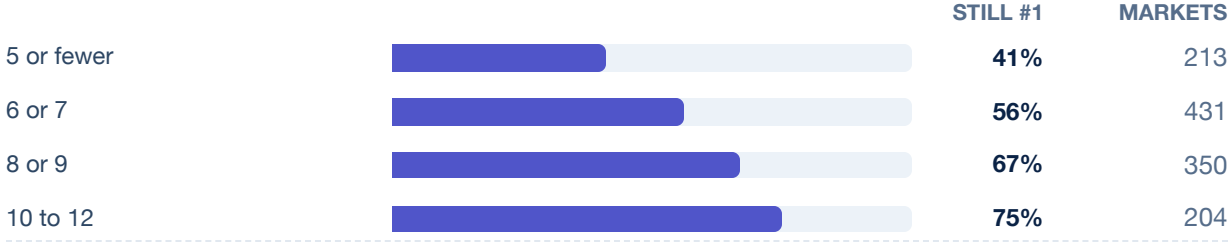
	STILL #1	MARKETS
Tied	35%	151
1 or 2 answers	48%	446
3 to 5 answers	66%	317
6 or more answers	85%	282

Source: AI Syndicate Research, AI Local Report, November 2026 (**aisyndicate.com/research**)

The size of the lead is the clearest signal in the data. A leader six or more answers ahead held 85% of the time (95% range 80–89%). A leader tied with #2 held about one time in three.

FIGURE 7 **Share of October #1s still #1 in November, by how many assistants named them**

1,198 markets, October to November 2026. Assistants counted in October, out of 12.



	STILL #1	MARKETS
5 or fewer	41%	213
6 or 7	56%	431
8 or 9	67%	350
10 to 12	75%	204

Source: AI Syndicate Research, AI Local Report, November 2026 (**aisyndicate.com/research**)

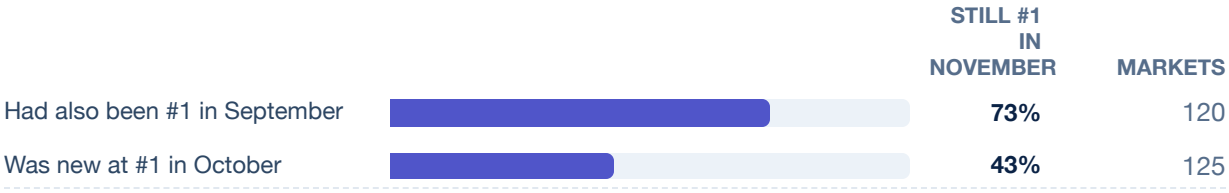
Breadth tells the same story as last month, now on groups large enough to read with confidence. Leaders named by ten or more assistants held 75% of the time (95% range 69–80%); those named by five or fewer, 41% (34–47%).

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A track record matters too. Of the 245 markets measured three months running, 120 kept the same #1 from September to October. That business was still #1 in November in **73%** of them. In the 125 markets where October had a new #1, the newcomer held **43%** of the time.

FIGURE 8 **Share of October #1s still #1 in November, by whether they had held before**

245 Florida and California markets measured in September, October and November 2026.



Source: AI Syndicate Research, AI Local Report, November 2026 (**aisyndicate.com/research**)

Being a national chain made little difference this month. Chains held #1 63% of the time (158 markets) and independents 59% (1,040), a gap well within the margin of error. These are associations. They show which leaders held, not why.

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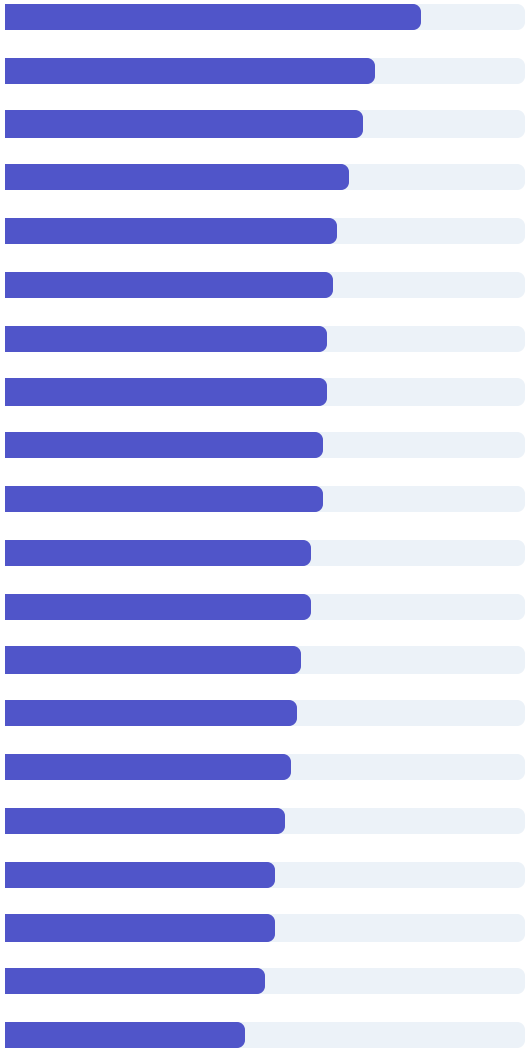
04

Which types of local business have the most stable AI recommendations?

Stability differs by trade. Each type has about 60 compared markets, so differences of a few points are noise.

FIGURE 9 **Share of markets that kept the same #1, by type of business**

October to November 2026, 59–61 markets per type. Second column: average assistants naming the #1, November.



	KEPT #1	ASSISTANTS ON #1
Window and door replacement	80%	10.4
Solar installation	71%	9.1
Restaurants	69%	10.3
Garage door repair	66%	9.3
Personal injury lawyers	64%	7.5
Hotels	63%	10.8
Electricians	62%	6.9
Speeding ticket lawyers	62%	6.5
Cosmetic dentists	61%	7.0
Moving companies	61%	9.1
Plumbers	59%	7.1
Water damage restoration	59%	9.3
Roofing	57%	6.7
Pest control	56%	9.1
HVAC and air conditioning	55%	7.7
Med spas	54%	7.0
Business litigation lawyers	52%	8.7
Criminal defense lawyers	52%	6.8
Real estate teams	50%	9.2
Auto repair	46%	6.6

Source: AI Syndicate Research, AI Local Report, November 2026 (**aisyndicate.com/research**)

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Window and door replacement was the most stable trade, keeping its #1 in 80% of markets, and it also has some of the broadest agreement on who that #1 is. Auto repair was the least stable, at 46%, and its leader has some of the narrowest support. Last month's most stable trades, speeding ticket lawyers and roofing, are now near the middle; with 12 or 13 markets per trade in October, last month's trade figures were too small to rank.

Where national chains are the pick

We call a business a national chain when its website is in the top three of five or more November markets. 91 websites qualify, and between them they hold 17% of all top-three places. How often a chain is the #1 depends almost entirely on the trade.

FIGURE 10 **Share of markets where AI's #1 is a national chain, by type of business**

4,100 markets, November 2026. A national chain is a website in the top three of five or more markets.



Source: AI Syndicate Research, AI Local Report, November 2026 (**aisyndicate.com/research**)

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SERVPRO is AI's #1 for water damage restoration in 173 of the 205 metros. Two Men and a Truck is #1 for movers in 93, Orkin for pest control in 79 and Terminix in another 46, and Renewal by Andersen for windows in 51. Hotels sit in the middle because AI often names a property that belongs to a large group, such as a Hilton or Marriott hotel. At the other end, no restaurant market and almost no med spa or roofing market has a chain at #1, and few law markets do. In those trades, the business AI recommends first is local.

The full rankings for each trade are in the index: **Auto repair**, **business litigation lawyers**, **cosmetic dentists**, **criminal defense lawyers**, **electricians**, **garage door repair**, **hotels**, **HVAC and air conditioning**, **med spas**, **moving companies**, **personal injury lawyers**, **pest control**, **plumbers**, **real estate teams**, **restaurants**, **roofing**, **solar installation**, **speeding ticket lawyers**, **water damage restoration**, **window and door replacement**.

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05

Does AI recommend differently in different states?

November added 36 states and 135 metros to the index. The new states give a fair test of whether what we saw in the first 14 was regional. It was not.

Measure, November 2026	14 states measured before (1,400 markets)	36 states measured for the first time (2,700 markets)
Businesses named in a typical market	57	55
Assistants naming the #1, typical market	8 of 12	8 of 12
Answers that name the #1, typical market	44%	44%
Markets where a national chain is #1	20.0%	20.3%

Across the 14 states compared month to month, the share of markets that kept their #1 ranged from 55% in Delaware to 68% in Arkansas. Each state has 40 to 180 compared markets, so no state stands out from the others by more than chance.

The national picture for November:

- A typical market's #1 is named in **44%** of the 36 answers, by **8 of 12** assistants.
- The #1 leads #2 by two answers or fewer in **45%** of markets and is tied with #2 in **11%**.
- At least six assistants name the #1 in **92%** of markets. All twelve do in 230 of 4,100 (**5.6%**).

Every state, metro and trade has its own page in the **AI Local index**, and the **national board** shows all 4,100 rankings on one screen.

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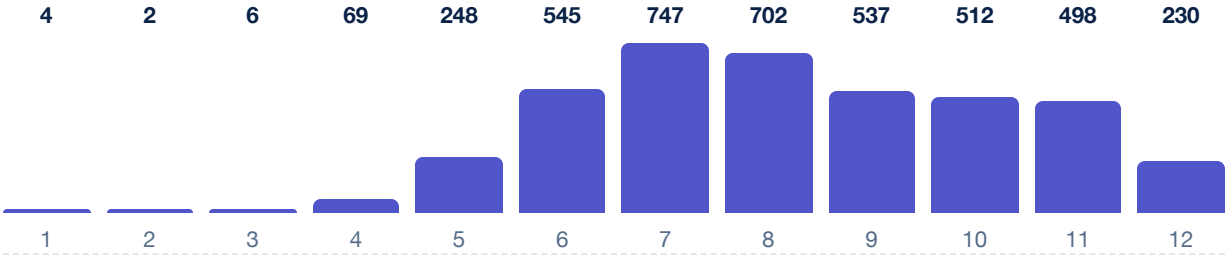
06

Do ChatGPT, Gemini, Perplexity and the other assistants recommend the same businesses?

Mostly, but not fully. In a typical November market the #1 business was named by **8 of 12** assistants. In 92% of markets at least six named it. All twelve named the same #1 in **230 of 4,100** markets (5.6%).

FIGURE 11 **How many of the 12 assistants named the #1 business**

4,100 markets, November 2026. Number of markets at each level of agreement.



Source: AI Syndicate Research, AI Local Report, November 2026 (**aisyndicate.com/research**)

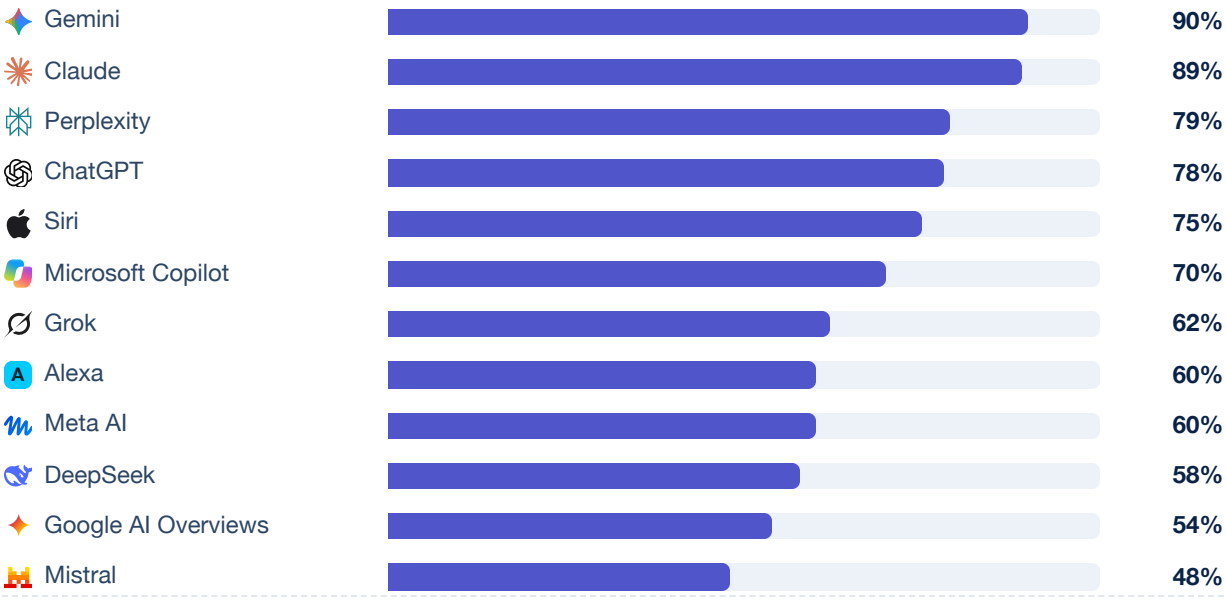
The next chart asks a stricter question of each assistant. Leave that assistant out, find the business the other eleven named most widely, and check whether the assistant named it too. This avoids counting an assistant's own vote toward the consensus it is measured against.

Gemini and Claude named the other eleven's choice in about nine markets in ten. Mistral, which answers from memory, did so in fewer than half. Two memory-only assistants often name no ranked business at all: Grok named one in 61% of markets and DeepSeek in 72%, against 98% or more for every other assistant except Google AI Overviews, at 84%. Some overviews give advice rather than a list, and some list businesses in link cards we do not always capture.

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FIGURE 12 **How often each assistant named the #1 that the other eleven agreed on**

November 2026. Share of the markets where the assistant named at least one ranked business.



Source: AI Syndicate Research, AI Local Report, November 2026 (**aisyndicate.com/research**)

Do not read these figures against last month's. We changed how we reach six of the assistants between the two editions, and those changes alone can move an assistant's agreement. The twelve are also not fully independent witnesses: several share underlying models or search indexes, and the reconstructed voice answers draw on the same kinds of sources as the others.

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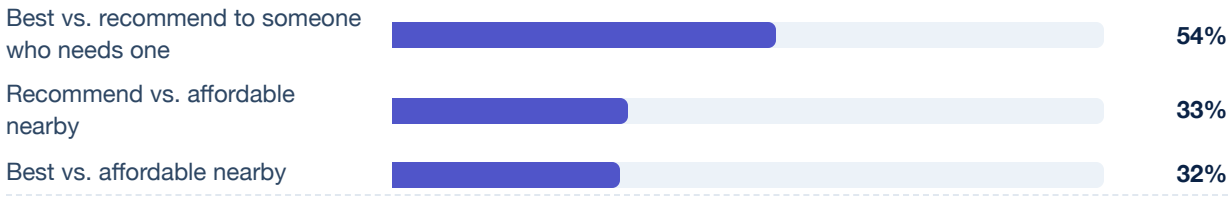
07

Does the way you ask change which business AI recommends?

Yes, as much as last month. In November only **23%** of markets had the same business at #1 for all three wordings (4,090 markets where all three were answered with a ranked business). Leaving out every market where a wording's top two were tied, 36% had one #1 across all three. Most markets still do not.

FIGURE 13 **How often two wordings put the same business first**

4,090 markets, November 2026. Share of markets where both wordings have the same #1.



Source: AI Syndicate Research, AI Local Report, November 2026 (**aisyndicate.com/research**)

The "affordable" question still changes the list most. Its #1 matches the "best" #1 in only 32% of markets. The overall leader usually stays visible: it is in a wording's top three 85% of the time. But a customer who asks about price is often shown a different first choice from one who asks about quality. There is no single AI ranking to win. There is one per way of asking.

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08

Which websites do AI assistants cite when recommending a local business?

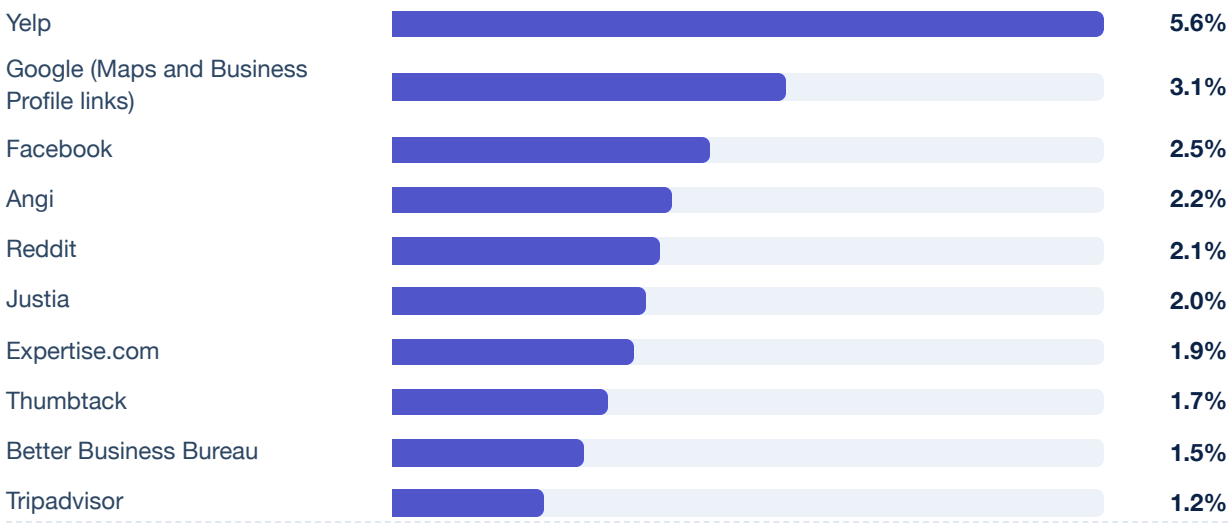
Mostly review sites, directories and other platforms. The live-search assistants returned 331,925 citations across the 4,100 November markets. We grouped every citation by how widely its site is cited.

Where the citations went	Share of all citations
About 1,200 sites cited in five or more markets: review sites, directories, "best of" lists, forums	**57%**
Websites we could identify as a ranked business's own	**18%**
Sites cited in only one to four markets: local news, smaller directories, and some businesses' own sites we could not match	11%
Citations beyond the 25 most-cited sites we record by name in each market	14%

The share going to businesses' own websites is higher than October's 11%, but the two are not comparable. Since October we have identified a website for far more of the ranked businesses, so more of their citations can be matched to them.

FIGURE 14 **The ten most-cited sites for local recommendations**

Share of all 331,925 citations, 4,100 markets, November 2026. Mobile and desktop addresses combined.



Source: AI Syndicate Research, AI Local Report, November 2026 (**aisyndicate.com/research**)

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No single site reaches 6% of citations, and a typical market draws on 36 different source sites. What dominates depends on the trade. Yelp is the most-cited site in 8 of 20 trades; in the other 12, a site specific to the trade leads.

Type of business	Most-cited site	Its share of the trade's citations	Next two
Auto repair	Carfax	9.7%	Yelp, Preferred Mechanic
Business litigation lawyers	Super Lawyers	9.6%	Justia, Best Lawyers
Cosmetic dentists	Yelp	7.0%	ThreeBestRated, Google
Criminal defense lawyers	Justia	9.7%	Super Lawyers, Avvo
Electricians	Yelp	7.8%	Angi, Thumbtack
Garage door repair	Yelp	8.3%	Thumbtack, Expertise.com
Hotels	Tripadvisor	12.3%	Expedia, Booking.com
HVAC and air conditioning	Yelp	6.8%	Angi, Google
Med spas	Yelp	8.0%	The Clinic Compass, MedSpaScout
Moving companies	MoveBuddha	9.4%	FreightWaves, Great Guys Moving
Personal injury lawyers	Justia	9.0%	Super Lawyers, Yelp
Pest control	Yelp	8.4%	Today's Homeowner, Angi
Plumbers	Angi	7.5%	Yelp, Thumbtack
Real estate teams	Zillow	11.0%	Realtor.com, HomeLight
Restaurants	Tripadvisor	11.4%	OpenTable, Yelp
Roofing	Yelp	6.1%	Angi, BBB
Solar installation	EnergySage	11.7%	EcoWatch, Yelp
Speeding ticket lawyers	Justia	12.7%	Avvo, FindLaw
Water damage restoration	Yelp	7.2%	BBB, Expertise.com
Window and door replacement	EcoWatch	7.2%	Yelp, Angi

Shares are of all citations in each trade. Ranked businesses' own websites, and dictionary sites that assistants cite to define a word, are left out of the list. The practical reading is the same as last month: the sites that matter for a plumber are not the sites that matter for a solar installer or a personal injury lawyer. **Reviews** and **Reddit** matter across trades, but the trade's own directory often matters more.

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09

What should a local business do with this?

- **Know how big your lead is, not only your rank.** A #1 six or more answers ahead held 85% of the time; a #1 tied with #2 held 35% of the time. Being first by a hair is not a position you can count on.
- **Count the assistants that name you.** Leaders named by ten or more of the twelve held 75% of the time; those named by five or fewer, 41%.
- **Judge position over several months.** A #1 that had already held once held again 73% of the time, against 43% for a newcomer. Two months at the top says much more than one.
- **Check every way your customers ask.** Only 23% of markets have one #1 for best, recommended and affordable. Look at which question's list you are missing from.
- **Look past your own website.** More than half of all citations go to about 1,200 review sites, directories and lists. Find the ones AI cites for your trade, using the table above as a starting point, and make sure you are present and accurate on them.
- **Know whether you compete with a national chain.** In water damage restoration, pest control and moving, a chain is the first pick in most markets. In restaurants, med spas and roofing, it almost never is.

These are patterns in what the assistants said, 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, and how they have moved, inside their dashboard. Their markets are measured more often than the rest of the index, with up to three times as many answers behind each reading. What we learn across the whole index, such as which assistants name whom, which sites they cite and how each one changes, is built into the twelve-assistant measurement the platform runs for each client's own business. When an assistant changes how it answers, or how we can reach it, the platform changes with it.

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

Method. Each month the index asks 12 assistants three fixed questions per market, with the city named in the question and no user location or account history. A model extracts the business names from each answer, and spellings of the same business are merged. A chain's locations that share one website count as one business. Rankings follow the rule described above: at least two independent answers to be ranked, ordered by answers and then by assistants, up to 25 per market. Sources are the citations the live-search assistants return with their answers. The full method is on the **methodology page**.

What changed between editions. Three kinds of change sit between the October and November measurements, apart from the assistants' own answers.

- **Access.** We changed how we reach six assistants. Microsoft Copilot: from 6 November most answers (79%) came from Microsoft's Bing-grounded AI service; in October they were reconstructed from Bing results. ChatGPT: from 5 November most answers (57%) came from a newer OpenAI model. Gemini: about half of November's answers came from an earlier Gemini model, used when the newer one's daily search allowance ran out. Siri: part of the way we reconstruct its answers changed in the same way. Grok: most answers came from a newer Grok model. Perplexity: from 6 November, 45% of answers used a faster Perplexity setting. Google AI Overviews, Claude, Alexa, Meta AI, DeepSeek and Mistral were reached the same way in both months, which is why one robustness test uses only those six.
- **Coverage.** In October, 202 of the 1,400 markets were asked only 9 assistants, and some assistants returned few answers in California. In November all 12 were asked everywhere and each answered in at least 99.8% of markets. A test restricted to markets asked all 12 in both months gives the same 40%.
- **Processing.** Small changes to how names are read and merged: spellings that differ only by an apostrophe ("John's" and "Johns") are now one business, and property portals are no longer ranked as real estate teams. Each affects a handful of markets.

What this cannot tell you.

- It measures what assistants say, not what customers do. A #1 here is a share of answers, not a share of sales.
- It cannot yet separate real change in a market from the assistants' own answer-to-answer variability, or from the access changes above.
- About 60 markets per type of business, and 40 to 180 per state, are enough for broad comparisons but not for small differences.

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- The assistants were asked without a user location or history. A real customer's answer can differ.
- Siri and Alexa answers are reconstructions, and so are Copilot's when its Bing-grounded service fails.
- The 36 states added in November have one edition so far, so they appear only in November-wide figures.

What stays private. The public index publishes each market's rankings and sources. The month-by-month movement of individual businesses, the per-assistant answer sets, and our records of what changed on ranked businesses' websites are not published. They are the basis of our paid service and of future reports.

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Statistical notes

- **Unit of measurement.** Every share is a share of markets, where a market is one metro area and one type of business. Each market counts equally, whatever its size.
- **Questions.** Each market gets three fixed questions, each asked once of each assistant, and the three count equally. Because each is asked once a month, we cannot yet separate real change from answer-to-answer variation.
- **Missing answers.** A question that returns no answer is left out, not counted as naming no one. An assistant's agreement figure counts only the markets where it named a ranked business.
- **Ranges.** The 95% ranges come from resampling markets 2,000 times. They describe uncertainty across markets, not the variability of a single answer.
- **Matching businesses across months.** Two entries are the same business if they share a listing, a website, or a name once "the", "and", "of" and legal suffixes such as "LLC" are ignored, or if one name of two or more words is the start of the other. New this month: two locations of the same franchise in the same market are one business when their names differ only in the location tail, as with Precision Garage Door Service of Birmingham and Precision Garage Door of Birmingham. This applies only to franchise names found in five or more markets, never to generic names such as "Law Offices of". Under this rule September to October is 51% rather than the 52% we published. Two different websites are two businesses unless the names are identical or both websites carry the franchise name.
- **Typical values.** "Typical" means the median market.
- **Lead.** The lead is the difference in answers between #1 and #2 in October, out of 36.

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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 markets where AI assistants' #1 local business changed from October to November 2026	**40.1%**	37.5–42.7%	1,400 markets
Share of October's #1 businesses still in the top three in November	**87.7%**	86–89.4%	1,400 markets
Share of October top-10 businesses out of the top 25 in November	**16.1%**	15.5–16.7%	13,938 placings, 1,400 markets
Share of markets where the #1 changed, using only the 6 assistants reached the same way in both months	**50%**		1,078 markets
Share of markets with the same #1 in September, October and November 2026	**35.9%**		245 markets
Share of Florida markets with the same #1 in every edition from August to November 2026	**25.7%**		105 markets
Share of October #1s leading #2 by six or more answers that were still #1 in November	**84.8%**	80.5–89%	282 markets
Share of October #1s tied with #2 that were still #1 in November	**35.1%**	27.8–43%	151 markets
Share of October #1s named by 10 or more of 12 assistants that were still #1 in November	**74.5%**	68.6–80.4%	204 markets
Share of October #1s named by 5 or fewer assistants that were still #1 in November	**40.8%**	34.3–47.4%	213 markets
Share of #1s that held from September to October and held again into November	**73.3%**	65–80.8%	120 markets
Share of new October #1s still #1 in November	**43.2%**	34.4–52%	125 markets
Share of markets where AI assistants' #1 local business is a national chain	**20.2%**		4,100 markets
Assistants naming the #1 business in a typical market	**8 of 12**		4,100 markets (median)
Share of markets with the same #1 for the best, recommended and affordable questions	**23%**		4,090 markets
Share of citations going to about 1,200 sites cited in five or more markets	**56.8%**		331,925 citations, 4,100 markets

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THE DATA

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

SOURCES

1. AI Syndicate Local: the November 2026 edition (4,100 markets) — AI Syndicate. Read Nov 11, 2026.
2. AI Syndicate Local methodology: how the index is measured — AI Syndicate. Read Nov 11, 2026.
3. AI Local Report, October 2026 — AI Syndicate Research. Read Nov 11, 2026.

See who AI recommends in your market.

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