AI SYNDICATE RESEARCH · NOVEMBER 2026

Does AI warn you about the local businesses it recommends?

2.5%

of AI's mentions of a local business carried a warning (chains: 6.8%)

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

4,100	12	453,002	87,442
US MARKETS	AI ASSISTANTS	MENTIONS READ	RANKED BUSINESSES

CONTENTS

— Executive summary

01 How did we measure what AI says about a business?

02 How often does AI say something negative about a business it names?

03 Which businesses does AI warn customers about?

04 Which types of business draw the most warnings?

05 Which AI assistants give warnings?

06 What are the warnings about?

07 Does a warning keep a business from being AI's #1?

08 What should a business do with this?

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

10 Statistical notes

11 Key figures

— Sources (back cover)

IN ONE PARAGRAPH

In AI Syndicate Research's November 2026 study of 453,002 mentions of local businesses by 12 AI assistants in 4,100 US markets, 2.5% carried a warning and 0.27% were negative outright. National chains were warned about 6.8% of the time and local businesses 1.2%. Price and mixed reviews were the most common subjects.

ABOUT THIS REPORT

When an AI assistant names a local business, it almost always speaks well of it. We read what 12 assistants said in 453,002 mentions of ranked businesses to find how often a warning comes attached, about whom, from which assistant, and what it says.

CITE THIS REPORT

> AI Syndicate Research, "Does AI Warn You About the Local Businesses It Recommends? 453,002 Mentions in 4,100 US Markets," November 2026, measured 1–9 November 2026, https://www.aisyndicate.com/research/does-ai-warn-you-about-local-businesses-november-2026/

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Executive summary

FIGURE 1 **What AI says about the local businesses it names, November 2026**

2.5%
Mentions of a local business that carried a warning
11,275 of 453,002: about 1 in 40

0.27%
Mentions that were negative outright
About 1 in 364; 84% were positive

6.8%
Warning rate for national chains
Local businesses: 1.2%

63%
Share of all warnings that were about a chain
Chains were 23% of mentions

76%
Warned-about businesses with a warning from one assistant only
Of 7,205 businesses with a warning

9.5%
Businesses Meta AI described that it warned about
Copilot 1.1%, Siri 0.05%

Source: AI Syndicate Research, Does AI Warn You About the Local Businesses It Recommends?, November 2026 (aisyndicate.com)

Key findings

1. **AI rarely says a bad word about a business it names.** Of 453,002 times an assistant named a ranked local business, **2.5%** came with a warning: a caution, a complaint, or a mixed verdict. Only 0.27% were negative outright, about 1 in 364. 91.8% of ranked businesses drew no warning at all.

2. **Chains get the warnings.** A mention of a national chain carried a warning **6.8%** of the time, against **1.2%** for a local business, 5.7 times as often. Chains were 23% of mentions and 63% of warnings.

3. **Three trades stand apart.** Window and door replacement (8.6%), solar installation (7.7%) and pest control (6.6%) had the highest warning rates. Restaurants (0.3%) and personal injury lawyers (0.5%) had the lowest.

4. **The assistants that answer from memory warn most, and almost only about chains.** They warned about **16.2%** of the chains they described and 2.4% of the local businesses. Live-search assistants: 5.8% and 2.0%.

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5 **Price and reviews are what the warnings are about.** 26% of warned-about businesses were called more expensive than the alternatives, and 25% were said to have mixed or poor reviews. For chains, uneven quality from one crew or location to the next came third (22%).

6 **A warning is usually one assistant's view, and it does not keep a business from #1.** 76% of warned-about businesses were warned about by a single assistant. 18% of the businesses ranked #1 in their market had at least one warning.

What it means. When a customer asks an AI assistant who to hire, nearly everything it says about the businesses it names is favourable. That makes the rare warning stand out: it sits in the same answer as the recommendation, in the assistant's own voice. The businesses most exposed are national brands in trades sold in the home, where the assistants repeat a small set of lines about price, sales visits and crews. These are observed patterns in what the assistants said, not our view of any business and not proof of cause.

Scope. 453,002 mentions of 87,442 ranked businesses in 4,100 US markets (205 metro areas in 50 states, 20 types of business), from the answers of 12 AI assistants to 147,600 questions asked between 1 and 9 November 2026 for the November edition of AI Syndicate Local. No business is named in this paper. The method, its limits and what we hold back are set out at the end.

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01

How did we measure what AI says about a business?

AI Syndicate Local asks 12 AI assistants the same three questions about a type of business in a city each month: who the best ones are, who it would recommend to someone who needs one, and which is the best affordable one nearby. A market is one city and one type of business. The November 2026 edition covers 4,100 US markets.

The rankings record whether an assistant named a business. For this paper we read what it said. After the edition was published, a model read every stored answer and, for each business the answer named, recorded three things in the answer's own terms:

- **How strongly the answer backed the business:** singled out as the best or first choice, endorsed, in a list without endorsement, named in passing, or named with a warning or complaint.
- **The tone:** positive, neutral, negative or mixed.
- **What the answer said about it:** short phrases such as "family-owned since 1990", "4.8 stars on Google" or "24/7 emergency service".

One business named in one answer is one **mention**. A mention carries a **warning** when the answer named the business with a warning or complaint, or when its tone was negative or mixed. A mixed mention is one that praises and cautions at once ("good work but expensive"). On AI Local business profiles the same thing is shown as a caution.

We kept the mentions of businesses that made a market's ranking, which takes being named in at least two independent answers. Across the whole edition that is 483,990 of 781,303 mentions (62%); the rest named a business that did not make its market's ranking. This paper uses the 453,002 mentions of the 87,442 businesses ranked in the US markets.

- **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.

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Terms used in this paper

Term	What it means here
Mention	One business named in one answer by one AI assistant
Warning	A mention that names the business with a warning or complaint, or whose tone is negative or mixed. AI Local profiles call it a caution
Warning rate	Mentions with a warning as a share of all mentions
Ranked business	A business named in at least two independent answers in its market, so it appears on that market's AI Local ranking
National chain	A business whose website or name appears on the rankings of many metro areas in three or more states
Memory-only assistant	Grok, Meta AI, DeepSeek and Mistral, which answer from what the model learned, without searching the web
Live-search assistant	ChatGPT, Claude, Gemini, Perplexity, Google AI Overviews and Microsoft Copilot, which read web pages when they answer

Read this with the questions in mind. All three questions ask for a recommendation. Nobody asked the assistants whether a particular business was any good, or which ones to avoid. So this paper measures how often a warning comes attached to a recommendation, not how the assistants answer a customer who asks about one business by name.

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02

How often does AI say something negative about a business it names?

Rarely. In November 2026, 12 AI assistants named ranked local businesses 453,002 times across 4,100 US markets, and **2.5%** of those mentions carried a warning (95% range 2.42–2.57%), about 1 in 40. Most of those were mixed: praise with a caution attached. A mention that was negative outright was about 1 in 364.

FIGURE 2 **Tone of what AI assistants said about the local businesses they named**

Share of 453,002 mentions of ranked businesses. 12 assistants, 4,100 US markets, November 2026.



Source: AI Syndicate Research, Does AI Warn You About the Local Businesses It Recommends?, November 2026 (aisyndicate.com)

The assistants backed about half of the businesses they named and simply listed the rest. **51%** of mentions were endorsements: 13.5% singled the business out as the best or first choice, and 37.5% recommended it. 38.3% put it in a list without comment and 10.1% named it in passing. Only **0.5%** named a business mainly to warn about it.

Counted by business, **91.8%** of the 87,442 ranked businesses drew no warning from any assistant, and 8.2% drew at least one (7,205 businesses). For most of those it was a small part of what was said: the typical warned-about business had a warning in 20% of its mentions, and 70% had exactly one.

This fits what we found in October, when the reasons the assistants gave for their picks were almost all favourable and 90% of the star ratings they quoted were 4.5 or higher (**Why AI recommends a local business**). Asked who to hire, an assistant answers with the businesses it can speak well of.

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03

Which businesses does AI warn customers about?

National chains, far more than local businesses. In November 2026, an AI assistant's mention of a national chain carried a warning **6.8%** of the time (95% range 6.51–7.08%). A mention of a local business did **1.2%** of the time (1.13–1.24%). That is 5.7 times as often.

FIGURE 3 **Share of mentions that carried a warning: national chains and local businesses**

105,240 mentions of chains and 347,762 of local businesses. 12 assistants, 4,100 US markets, November 2026.



Source: AI Syndicate Research, Does AI Warn You About the Local Businesses It Recommends?, November 2026 (aisyndicate.com)

Chains were 18% of the ranked businesses and 23% of the mentions, but **63%** of the warnings were about them. About one chain location in four (24%) had at least one warning, against one local business in twenty (4.7%). Outright negative mentions were rare for both, but 7 times as common for chains (0.79% against 0.12%).

A chain is a business whose website or name appears on the rankings of many metro areas, by the rule of our **national chains paper**. That paper found that AI's #1 local pick is a national chain in 15% of markets. This one adds the other half: the assistants name chains readily, and they are also much readier to say something against them.

The likeliest reason is how much has been written. A national brand has thousands of reviews, complaint pages and forum threads for a model to learn from, and the same few criticisms are repeated about every location. A local business with forty reviews has much less on the record, good or bad. This data shows the gap, not its cause.

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04

Which types of business draw the most warnings?

Three home-service trades, by a wide margin. Of the 20 types of business measured in November 2026, AI assistants attached warnings most often in window and door replacement, where **8.6%** of mentions carried one; in solar installation, 7.7%; in pest control, 6.6%. No other trade was above 2.5%.

These are trades where national brands sell in the home, and the chains carry most of the gap: a mention of a chain came with a warning 13.3% of the time in window and door replacement, 15.6% in solar installation and 13.2% in pest control. But local businesses in the first two were also warned about more than local businesses elsewhere: 3.3% in window and door replacement and 3.3% in solar installation, against 1.2% for local businesses overall. In window replacement and solar the assistants are wary of the trade, not only of the brands.

At the other end, restaurants (0.3%), personal injury lawyers (0.5%) and criminal defense lawyers (0.5%) almost never came with a warning. The four kinds of lawyer we measure were all at 1.3% or below.

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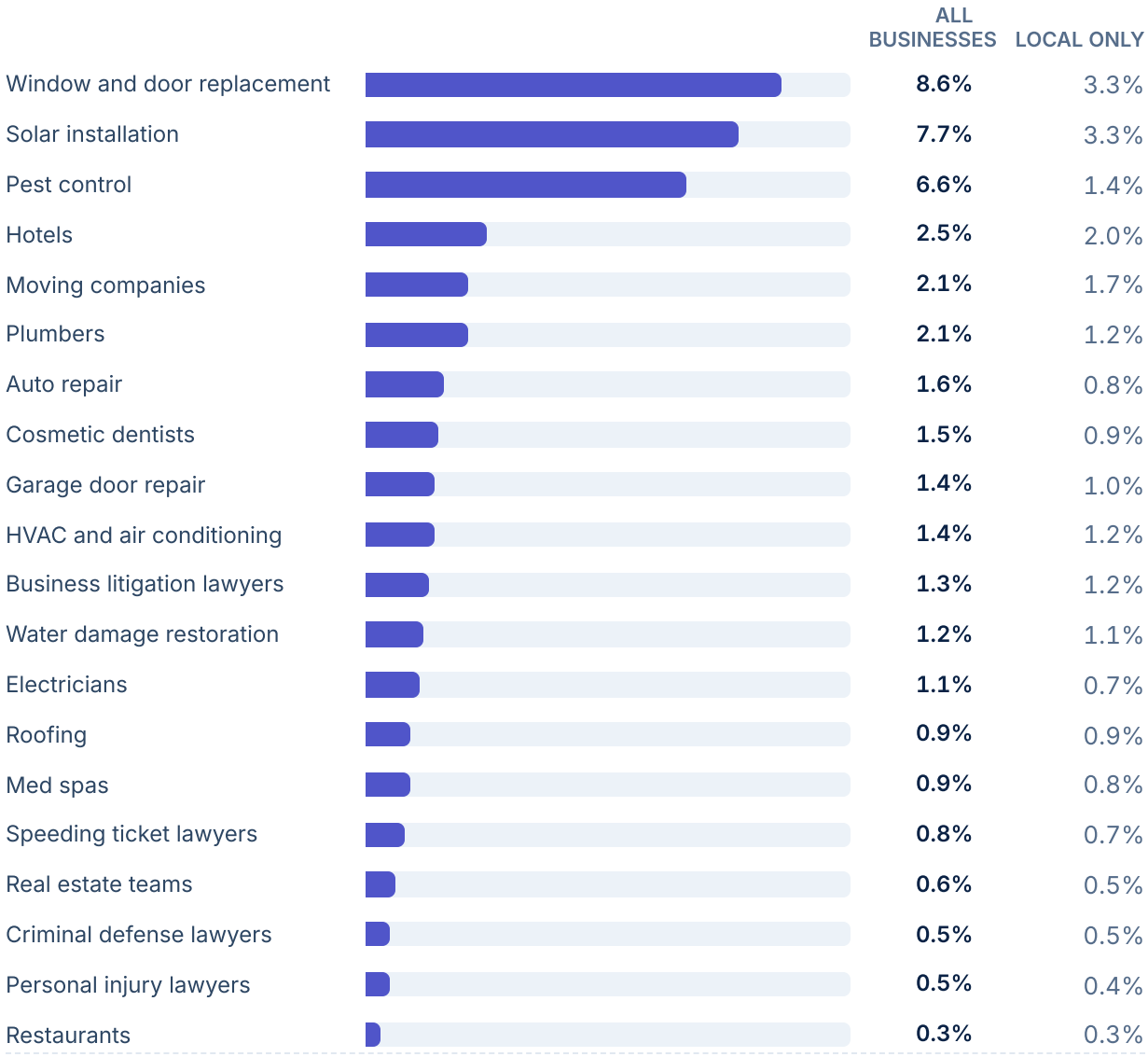
FIGURE 4 **Share of mentions that carried a warning, by type of business**

12 assistants, 4,100 US markets, November 2026. Second column: the same share for local businesses only, with national chains left out.



Source: AI Syndicate Research, Does AI Warn You About the Local Businesses It Recommends?, November 2026 (**aisyndicate.com**)

What the warning is about changes with the trade. In pest control and plumbing it is mostly price (48% and 42% of warned-about businesses). In roofing and moving it is reviews (31% and 31%). In window replacement, price and uneven quality are level (31% and 30%), and in solar the assistants also raise delays and service after the sale (22%).

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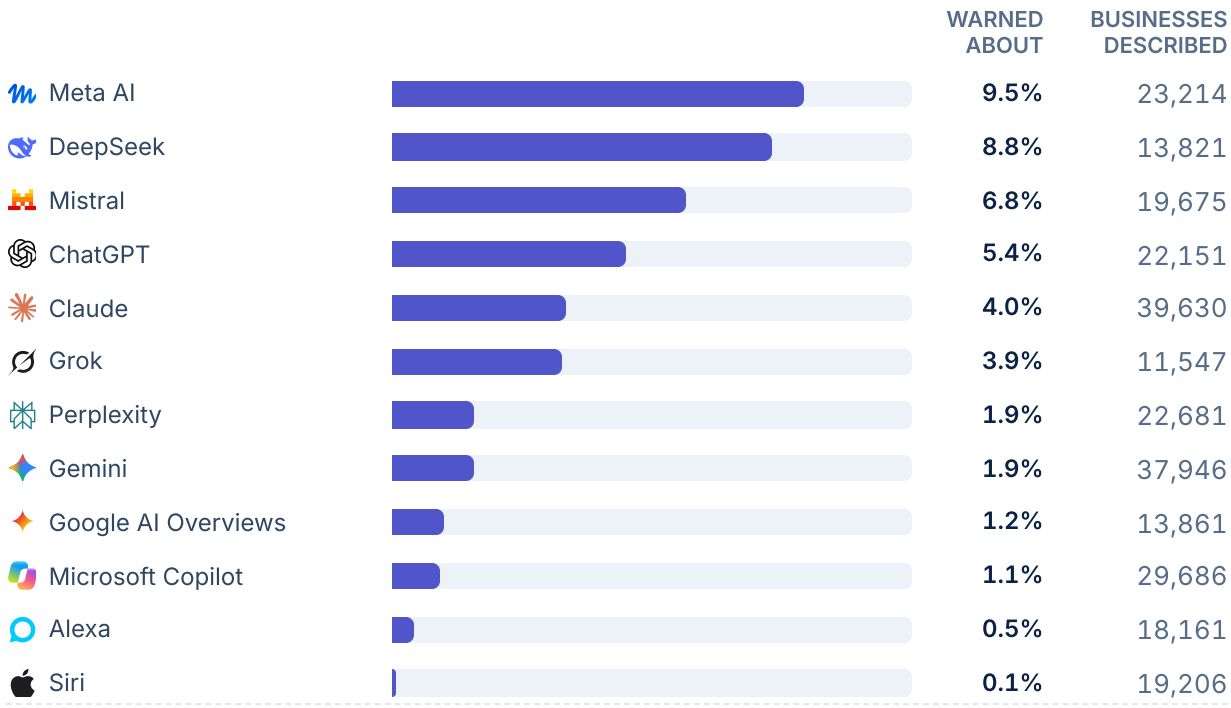
05

Which AI assistants give warnings?

The ones that answer from memory. For each of the 12 AI assistants we counted the ranked businesses it described in November 2026, and the share of those it warned about at least once. Meta AI warned about **9.5%** of the businesses it described, DeepSeek 8.8% and Mistral 6.8%. Microsoft Copilot and Google AI Overviews were near 1%, and the voice assistants almost never warned: Siri did for 10 of the 19,206 businesses it described.

FIGURE 5 **Share of the businesses each assistant described that it warned about**

A business counts once per assistant, when at least one of that assistant's answers about it carried a warning. 4,100 US markets, November 2026. Siri and Alexa answers are reconstructions.



Source: AI Syndicate Research, Does AI Warn You About the Local Businesses It Recommends?, November 2026 (**aisyndicate.com**)

Taken together, the four memory-only assistants warned about **7.6%** of the businesses they described, the six live-search assistants about 2.7% and the two voice assistants about 0.2%.

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Nearly all of that difference is about chains.

Assistants	Chains warned about	Local businesses warned about
Memory only (Grok, Meta AI, DeepSeek, Mistral)	16.2%	2.4%
Live search (ChatGPT, Claude, Gemini, Perplexity, AI Overviews, Copilot)	5.8%	2.0%
Voice (Siri, Alexa)	0.6%	0.2%

The memory-only assistants warned about **16.2%** of the chains they described, nearly three times the live-search rate (5.8%). For local businesses the two groups were close: 2.4% and 2.0%. A model answering from memory knows a national brand's reputation well and a local firm's hardly at all, so its warnings fall on the brands. An assistant that searches the web reads what is written about the business in front of it, and warns about local businesses and chains at rates that are closer together.

ChatGPT (5.4%) and Claude (4.0%) were the most willing of the live-search assistants to attach a warning, about three to five times as willing as Copilot or AI Overviews.

The live-search assistants that warn most also say where the warning comes from. For **44%** of the businesses Claude warned about and 28% of ChatGPT's, the warning named a review site such as Yelp, Google or the Better Business Bureau, typically a lower rating on one of them. For Meta AI, DeepSeek and Grok the share was 0–2%: their warnings are general statements about the business, with nothing a customer or the business can check. Mistral, which also answers from memory, named a site for 27%; a rating quoted from memory may be out of date.

A warning is seldom shared. Of the businesses that drew one, **76%** got it from a single assistant, 16% from two and 8% from three or more. A business warned about by one assistant is, most of the time, described without complaint by every other assistant that names it.

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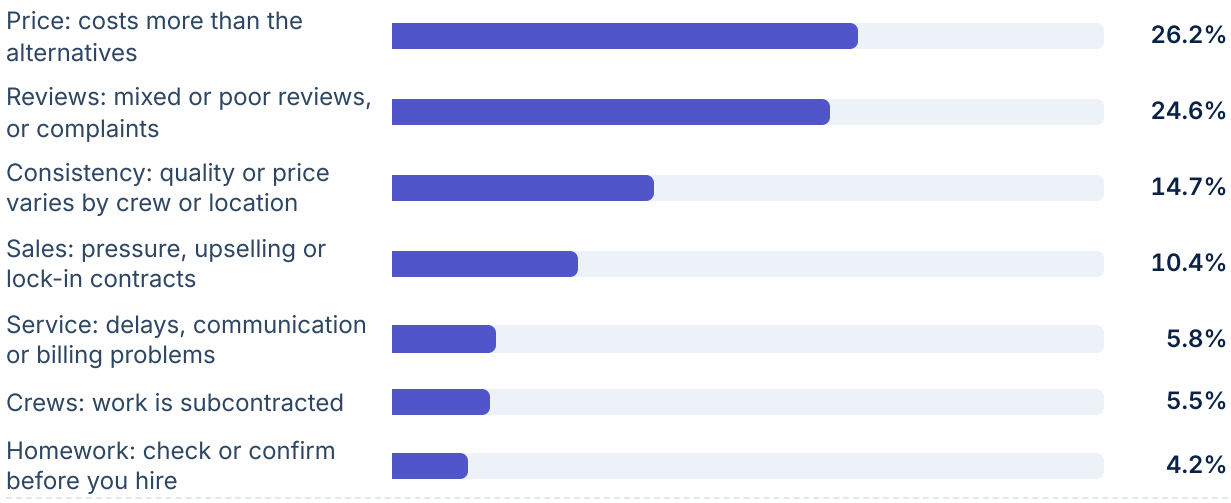
06

What are the warnings about?

Mostly price and reviews. Of the 7,205 ranked businesses that AI assistants warned about in November 2026, 26% were said to cost more than the alternatives and 25% to have mixed or poor reviews. We sorted the phrases from mentions that carried a warning into seven subjects by their wording. A business counts under a subject when any phrase about it matches, so one business can count under several.

FIGURE 6 **What the warnings were about**

Share of the 7,205 ranked businesses with at least one warning. One business can count under several subjects. 4,100 US markets, November 2026.



Source: AI Syndicate Research, Does AI Warn You About the Local Businesses It Recommends?, November 2026 (aisyndicate.com)

- **Price (26%).** The business is said to cost more than the alternatives. Typical wordings: "can be pricier than local companies", "more expensive", "not affordable", "not the cheapest". Remember that one of the three questions asks for an affordable business; an assistant that names a well-known but expensive one often says so.
- **Reviews (25%).** The assistant reports mixed or poor reviews, a low rating on one site, or complaints. Typical wordings: "mixed reviews", "mixed reviews on customer service".
- **Consistency (15%).** The work is said to depend on which crew, branch or franchise turns up. Typical wordings: "quality varies by location", "quality varies", "quality varies by crew".

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- **Sales (10%).** High-pressure sales visits, upselling, door-to-door selling, or contracts that are hard to leave.
- **Service (6%).** Slow scheduling, delays, poor communication, billing or warranty disputes.
- **Crews (6%).** The work is done by subcontractors and not the company's own staff.
- **Homework (4%).** The assistant tells the customer to verify something first: a licence, recent reviews, or that a listing with a similar name is the same firm.

Subject of the warning	All warned-about businesses	National chains	Local businesses
Price	26.2%	34.3%	16.8%
Reviews	24.6%	25.1%	24.1%
Consistency	14.7%	21.7%	6.5%
Sales	10.4%	16.2%	3.6%
Service	5.8%	7.8%	3.6%
Crews	5.5%	9.3%	1.0%
Homework	4.2%	3.7%	4.7%

Chains and local businesses are warned about for different things. For a chain the list is long: price (34%), reviews (25%), uneven quality (22%), sales tactics (16%) and subcontracted crews (9%). For a local business it is mostly **reviews (24%)** and then price (17%); the other subjects each touched fewer than 7% of warned-about local businesses. The standing complaints about national brands (the hard sell, the crew you did not expect, the quality that depends on the branch) are almost never made about a local firm.

About a third of warned-about businesses (34%) had no phrase that fits one of the seven subjects. Most of those are mixed mentions whose caution was specific to the business, or was not captured in a short phrase.

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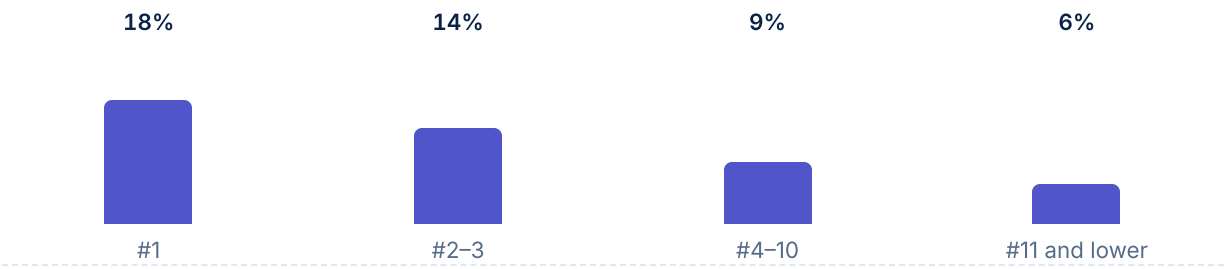
07

Does a warning keep a business from being AI's #1?

No. In November 2026, **18%** of the businesses that AI assistants ranked #1 in their market had at least one warning, more than the 6% of businesses ranked 11th or lower. Leaving chains out, 14% of local #1s had one.

FIGURE 7 **Share of ranked businesses with at least one warning, by rank in their market**

87,442 ranked businesses, 4,100 US markets, November 2026. A business ranked in two trades counts at its better rank.



Source: AI Syndicate Research, Does AI Warn You About the Local Businesses It Recommends?, November 2026 (aisyndicate.com)

The reason is exposure. A #1 is named in many more answers than a business ranked 15th, so it has many more chances to draw a remark. Measured per mention, the warning rate barely moves with rank: for local businesses it was 1.4% at #1 and 1.0% at #11 and lower.

Rank in the market	Businesses	With a warning	Warnings per 100 mentions	Local businesses only
#1	4,059	18.2%	1.9	1.4
#2–3	7,937	14.1%	2.3	1.3
#4–10	27,308	9.0%	2.7	1.2
#11 and lower	48,138	6.0%	2.6	1.0

So a warning is not a penalty we can see in the rankings. The assistants name a business, recommend it, and add "not the cheapest" or "reviews are mixed" in the same breath. What a customer does with that sentence is another matter, and it is one this data cannot measure.

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08

What should a business do with this?

- **Find out whether you are in the 8%.** Most businesses have no warning. If you do, a customer hears it alongside your name. Your AI Local profile shows how many answers described your business and how many included a caution; the wording goes to you when you claim the profile.
- **Find out which assistant said it.** 76% of warned-about businesses got their warning from one assistant. A live-search assistant is often repeating a page you can find: a low rating on one review site, an old complaint, a listing for a different firm with a similar name. Fix or answer the source and the assistant has something else to read next month.
- **If the warning is price, give the reason.** "More expensive" on its own reads as a mark against you. Publish what your price includes (the warranty, your own crews, the materials) and a typical price range, on your site and your listings, so the answer can carry the reason with the remark.
- **If the warning is reviews, look at every site.** A warning about reviews can rest on one lower rating on one site. Reply to the complaints there, ask recent customers to review you there, and close duplicate or out-of-date listings.
- **Franchise owners: you inherit the brand's warnings.** The assistants warned about 24% of chain locations, often in the same words from one city to the next. Give them local facts to use instead: a page for your location with its own reviews, who does the work, how long the crew has been with you, and what you charge.
- **Local businesses up against a chain: say what the assistants already believe.** When they warn about a national brand, it is mostly about price, sales tactics and who does the work. If you quote on the first visit, use your own crews and publish your prices, say so plainly where the assistants read.
- **Do not expect a quick fix from the memory-only assistants.** Grok, Meta AI, DeepSeek and Mistral repeat what the model learned, and that changes only when the model is retrained. The record you build now is what the next model learns from.

For anyone using AI to find a business. A recommendation with no warning is not a clean bill of health: the assistants warn about one mention in 40. When an assistant does add a caution, ask it where the caution comes from, and check that source yourself.

These are patterns in what the assistants said, not guarantees, and not our judgment of any business.

How this data is used. This research feeds the AI Syndicate platform, so our clients have the leading edge. Clients see what each of the 12 assistants says about their business, in the assistant's own words, inside their dashboard: the reasons it gives for recommending them, any caution it attaches, and which assistant said it.

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09

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

Data. AI Syndicate Local, November 2026 edition: 4,100 markets (205 metros in 50 states, 20 types of business), 12 assistants, 3 fixed questions each, asked between 1 and 9 November 2026 with the city named in the question and no user location or account history. The edition also has early markets from Canada, the United Kingdom and six new trades; they are left out here.

Reading the answers. A language model read every stored answer and listed each business it named, with the strength of the recommendation (best or first choice, endorsed, listed, named in passing, named with a warning or complaint), the tone (positive, neutral, negative, mixed) and the short phrases the answer used about the business. The model was told to record only what the answer says. Every label is the model's reading of the answer, not a human's.

Which mentions count. A mention is kept when its name matches a business on that market's ranking, by the same name-matching rules the rankings use, and the ranking counts that assistant as naming the business. A business is ranked when at least two independent answers name it. 453,002 mentions of 87,442 businesses are kept for the 4,100 US markets, out of 88,834 ranked businesses; the remainder had no mention that met both tests.

Warning. A mention carries a warning when its strength is "named with a warning or complaint" or its tone is negative or mixed. A business has a warning when any of its mentions does.

Chain or local. As in our national chains paper: a business is a chain when its website appears on the rankings of five or more metro areas, when its name is "<brand> of <place>" and that brand appears in five or more metros, or when its whole name appears in eight or more; and the brand reaches three or more states. Everything else is local. The rule errs toward local.

Type of business. A business ranked for two trades in the same metro has its mentions pooled, so figures by trade use the 85,000 businesses ranked for one trade. Figures by rank use a business's better rank.

Assistants. For each assistant we count the ranked businesses it described and, among them, those for which at least one phrase kept from a warning mention came from that assistant.

Subjects. The phrases from warning mentions are sorted into seven subjects by fixed keyword rules, published with the analysis script. We read samples of the phrases matched under each subject before using the rules. The example wordings quoted in this paper are ones the assistants used about 20 or more different businesses.

What this cannot tell you.

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- The questions ask for recommendations. The paper measures warnings attached to a recommendation, not what an assistant says when asked about one business by name, where it may be more critical.
- Only ranked businesses are counted. A business named by a single answer is not here.
- The labels come from a model. It can read a neutral remark as a caution or miss one. We did not hand-check a sample of answers for this paper, so small differences between groups should be read with care. The large ones (chains against local businesses, the three trades, memory against live search) are differences of several times over, which occasional mislabelling would not produce; a labelling habit that treats one kind of business differently could, and we cannot rule that out.
- A warning is what an assistant said. We did not check whether it is true, current or about the right business. Some will be out of date or wrong.
- It is one month. Whether a business keeps its warning from one edition to the next is something we can measure from December.
- Siri and Alexa answers are reconstructions, read as close approximations, not recordings.
- It measures what the assistants say, not what customers do, and associations do not show cause.

What stays private. No business is named in this paper, and we do not publish the wording of a warning about any named business. A business's public AI Local profile shows how many answers included a caution; the wording is shown only to the business itself. Per-assistant answer sets are not published.

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10

Statistical notes

- **Unit of measurement.** Shares of mentions count each (answer, business) pair once. Shares of businesses count each ranked business once per metro area. Shares by assistant count each (assistant, business) pair once.
- **Ranges.** 95% ranges come from resampling the 205 metro areas 1,000 times, which allows for answers in one city resembling each other.
- **Phrases kept.** Up to 24 distinct phrases are kept per business from its warning mentions, most-repeated first. 148 of the 7,205 warned-about businesses reached that limit, so the subject and per-assistant figures slightly undercount for the most-discussed brands.
- **Mixed mentions.** A mixed mention carries its praise as well as its caution, so not every phrase from a warning mention is itself critical. The subject rules match only critical wordings.
- **Named sources.** A warning names a review site when a phrase kept from it mentions Yelp, Google, the Better Business Bureau, Reddit, Trustpilot, Angi, HomeAdvisor, EnergySage, ConsumerAffairs, Tripadvisor, Nextdoor, Avvo, Facebook, SolarReviews or Thumbtack. Shown for assistants that warned about 100 or more businesses.
- **Chains and trades together.** Chains are concentrated in a few trades. The chart by type of business therefore gives the local-only rate beside the overall one.

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11

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 metro areas.

Finding	Value	95% range	Sample
Share of AI assistants' mentions of ranked local businesses that carried a warning	**2.49%**	2.42–2.57%	453,002 mentions
Share of mentions that were negative outright	**0.27%**	0.25–0.3%	453,002 mentions
Share of mentions that were positive	**84.37%**	84.11–84.62%	453,002 mentions
Share of mentions that endorsed the business (best choice or recommended)	**51%**	50.7–51.3%	453,002 mentions
Share of ranked local businesses with at least one warning	**8.2%**	8–8.4%	87,442 ranked businesses
Share of mentions of national chains that carried a warning	**6.79%**	6.51–7.08%	105,240 mentions of chains
Share of mentions of local businesses that carried a warning	**1.19%**	1.13–1.24%	347,762 mentions of local businesses
Share of all warnings that were about a national chain	**63.4%**	61.9–64.8%	11,275 warnings
Share of mentions that carried a warning: window and door replacement	**8.58%**	8.02–9.1%	26,643 mentions
Share of mentions that carried a warning: solar installation	**7.7%**	7.22–8.21%	25,509 mentions
Share of mentions that carried a warning: pest control	**6.57%**	6.07–7.04%	28,213 mentions
Share of mentions that carried a warning: restaurants	**0.31%**	0.24–0.39%	33,718 mentions
Share of the chains they described that memory-only assistants warned about	**16.2%**	15.5–16.8%	26,110 assistant and business pairs
Share of the local businesses they described that memory-only assistants warned about	**2.4%**	2.2–2.5%	42,147 assistant and business pairs
Share of the chains they described that live-search assistants warned about	**5.8%**	5.5–6.2%	28,970 assistant and business pairs
Share of the businesses Meta AI described that it warned about	**9.51%**	9.18–9.86%	23,214 businesses
Share of the businesses ChatGPT described that it warned about	**5.39%**	5.05–5.72%	22,151 businesses

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Finding	Value	95% range	Sample
Share of the businesses Claude warned about where the warning named a review site	**44%**		1,568 businesses Claude warned about
Share of warned-about businesses warned about by only one assistant	**76.5%**	75.3–77.6%	7,204 businesses with a warning
Share of warned-about businesses said to cost more than the alternatives	**26.2%**	25–27.3%	7,205 businesses with a warning
Share of warned-about businesses said to have mixed or poor reviews or complaints	**24.6%**	23.5–25.9%	7,205 businesses with a warning
Share of #1-ranked businesses with at least one warning	**18.2%**	17–19.4%	4,059 #1 businesses

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THE DATA

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

SOURCES

1. AI Syndicate Local: the November 2026 edition, AI Syndicate. Read Nov 23, 2026.
2. AI Syndicate Local methodology: how the index is measured and how businesses are matched, AI Syndicate. Read Nov 23, 2026.
3. Do AI assistants favor national chains? (the chain and local rule used here), AI Syndicate Research. Read Nov 23, 2026.

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