



AI SYNDICATE RESEARCH · OCTOBER 2026

Why AI recommends a local business

90%

of the star ratings AI quoted for the local businesses it recommended were 4.5 or higher



12

AI ASSISTANTS

31,516

AI ANSWERS READ

130,996

BUSINESSES RECOMMENDED

1,000

LOCAL MARKETS

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IN ONE PARAGRAPH

In AI Syndicate Research's October 2026 reading of 31,516 answers from 12 AI assistants across 1,000 US markets, 72% of recommended local businesses came with a stated reason. Reviews and ratings were the most common (31% of picks), and 90% of the star ratings AI quoted were 4.5 or higher. Asked for an "affordable" option, AI cited price for 71% of picks. Grok named no lawyer in 87% of its legal answers; ChatGPT, Claude, Gemini and Mistral almost always named one.

ABOUT THIS REPORT

Ask an AI assistant for a good plumber, a lawyer or an affordable hotel, and it rarely gives just a name. It says why: the reviews, the licence, the price, the years in business. We read what 12 AI assistants wrote about 130,996 local businesses they recommended across 1,000 US markets, to see which reasons they give, which numbers they quote, when they name no one, and where they send people instead. Every number was measured by us and is free to cite.

CITE THIS REPORT

AI Syndicate Research, "Why AI Recommends a Local Business: What 12 AI Assistants Said About 130,996 Picks," October 2026, measured 1–7 October 2026, <https://www.aisyndicate.com/research/why-ai-recommends-local-businesses-october-2026/>

Summary

FIGURE 1 What 12 AI assistants say when they recommend a local business, in six numbers

90%

Of the star ratings AI quoted were 4.5 or higher

17,940 ratings quoted; under 4.0: 1.6%

31%

Of picks came with a review or rating as a reason

ChatGPT: 50%. Microsoft Copilot: 5%

71%

Of picks for "affordable" questions came with a price reason

For "best" questions: 16%

87%

Of Grok's answers about lawyers named no lawyer

Gemini and Mistral: under 1%

31%

Of Mistral's picks came with a star rating, without searching the web

It matched the web-search assistants' rating to within 0.1 stars 36% of the time

67%

Of roofing answers told people to get several quotes

59% of electrician answers said to check the licence

Source: AI Syndicate Research, Why AI Recommends a Local Business, October 2026 (aisyndicate.com)

Key findings

- 1 Reviews are the reason AI gives most.** Across all 12 assistants, 31% of the businesses recommended came with a review or rating as the reason. ChatGPT (50%) and Claude (47%) used reviews most; Microsoft Copilot least (5%). Only the "affordable" question made price the main reason.
- 2 AI almost only quotes high ratings.** Of the 17,940 star ratings the assistants quoted, 90% were 4.5 or higher and 1.6% were under 4.0. When AI gives a rating, it is nearly always a high one.
- 3 Web-search assistants quote numbers.** They gave a review count for 13% of their picks, against 2% for assistants that answer from memory and 1% for the voice assistants. A typical quoted count was about 200 reviews.
- 4 Memory assistants quote numbers they cannot look up.** Mistral gave a star rating for 31% of its picks and a phone number for 41%, without searching the web. Its ratings agreed with the web-search assistants' to within 0.1 stars only 36% of the time; the web-search assistants agreed with each other 70–82% of the time.

- 5 **"Affordable" changes the answer.** For "affordable" questions, 71% of picks came with a price reason, against 16% for "best". Half of those answers (51%) gave a dollar figure; Meta AI did so in 99%.
- 6 **Some assistants will not name a lawyer.** Grok named no lawyer in 87% of its legal answers, DeepSeek in 63% and Alexa in 44%. ChatGPT, Claude, Gemini and Mistral almost always named one.
- 7 **AI hands customers a checklist.** 29% of answers told people to check a licence and 28% to get several quotes. In roofing, 67% said to get several quotes.
- 8 **AI points people to a short list of sites.** Google came up in 38% of answers, Yelp in 29% and the Better Business Bureau in 20%. For lawyers it was Avvo and the state bar (47% each); for real estate, Zillow (66%).

What it means. When AI recommends a local business, it usually says why, and the reasons are things a business can show: a high rating with many reviews, a licence, years in business, a price or a free estimate, a specialty. These are the reasons the assistants wrote, not proof of how they choose. But a business whose rating, reviews, licence and prices are easy to find gives every assistant something to say about it.

Scope. The October 2026 edition of AI Syndicate Local: 1,000 markets (50 metros in 9 states, times 20 types of business), three fixed questions to each of 12 assistants, asked between 1 and 7 October 2026. This paper reads all 31,516 answers that came back and the 130,996 business recommendations in them. Method and limits are at the end.

01

What did we read, and how?

Each month AI Syndicate Local asks 12 AI assistants three questions about a type of business in a metro area: the best one, the one to recommend, and a good affordable one nearby. In October 2026, 31,516 answers came back from 1,000 markets. This paper reads **what the assistants said** about each business they named. We call each one a **pick**, take the words that describe it, from its name to the next business named, and sort the reasons into 13 kinds:

Kind of reason	What counts
Reviews and ratings	Reviews, ratings, stars, "top-rated", reputation
Price and value	Price, cost, affordable, a dollar figure, free estimates, financing, fees
Specialty	"Specializes in", "known for", "focuses on"
Service	Friendly, professional, honest, responsive, clean
Licences and credentials	Licensed, insured, certified, accredited, board-certified
Availability	24/7, emergency, same-day, weekends
Years in business	"Since 1985", "30 years", "decades"
Location	Near, downtown, convenient, "serves the county"
Family or local ownership	Family-owned, locally owned, independent
Size	National, chain, largest, many locations
Warranty or guarantee	Warranty, guarantee
Awards	Awards, "voted best", Michelin, Best Lawyers
Track record	Verdicts, settlements, homes sold

The twelve fall into three groups by how they answer:

- **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 is the Copilot answer Bing shows; when Bing shows none, we reconstruct one from the same Bing results.
- **Model memory:**  Grok,  Meta AI,  DeepSeek and  Mistral answer from what the model learned, because no consumer live-search access is available for them.
- **Voice:**  Siri and  Alexa cannot be asked programmatically, so we reconstruct their answers in the short, spoken style each uses. That style shapes what they say: a typical Siri answer is about 40 words and names one business.

A reason in this paper is one the assistant **wrote**, not proof of why it picked the business. The limits are set out at the end.

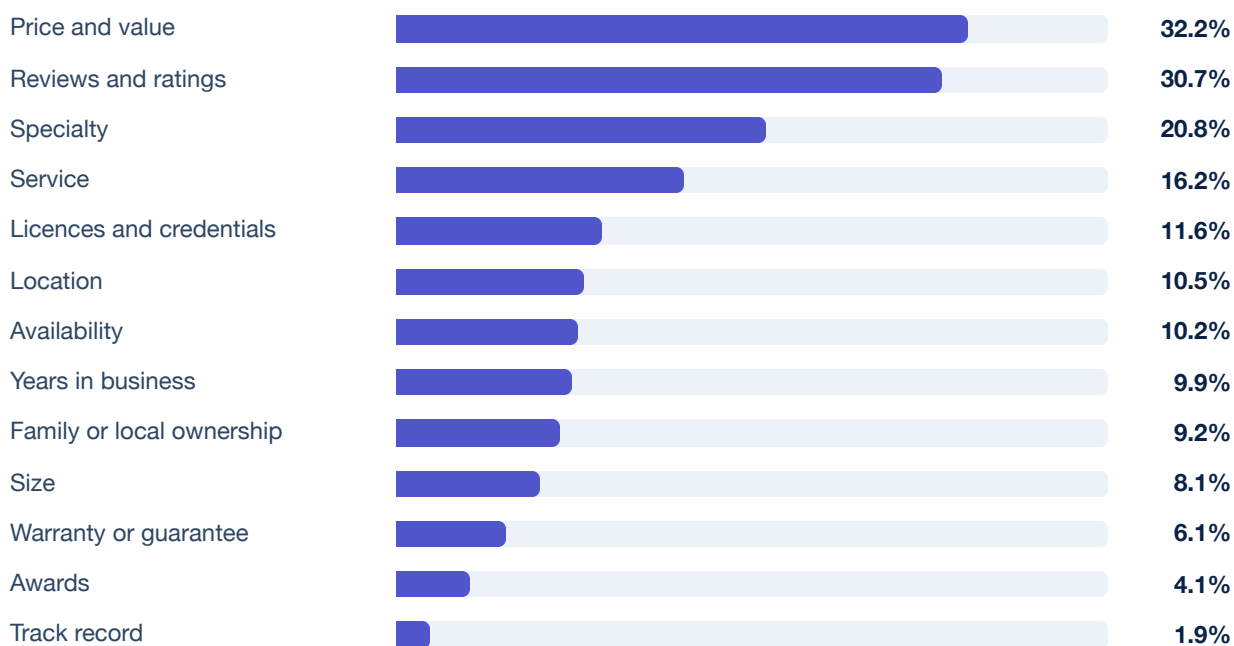
02

Does AI say why it recommends a business?

Most of the time, yes. **72%** of picks came with at least one reason. The rest were a name, sometimes with an address or phone number, and nothing about why.

FIGURE 2 The reasons AI gives when it recommends a local business

Share of 130,996 picks by 12 assistants that mention each kind of reason. One pick can have several. 1,000 markets, October 2026.



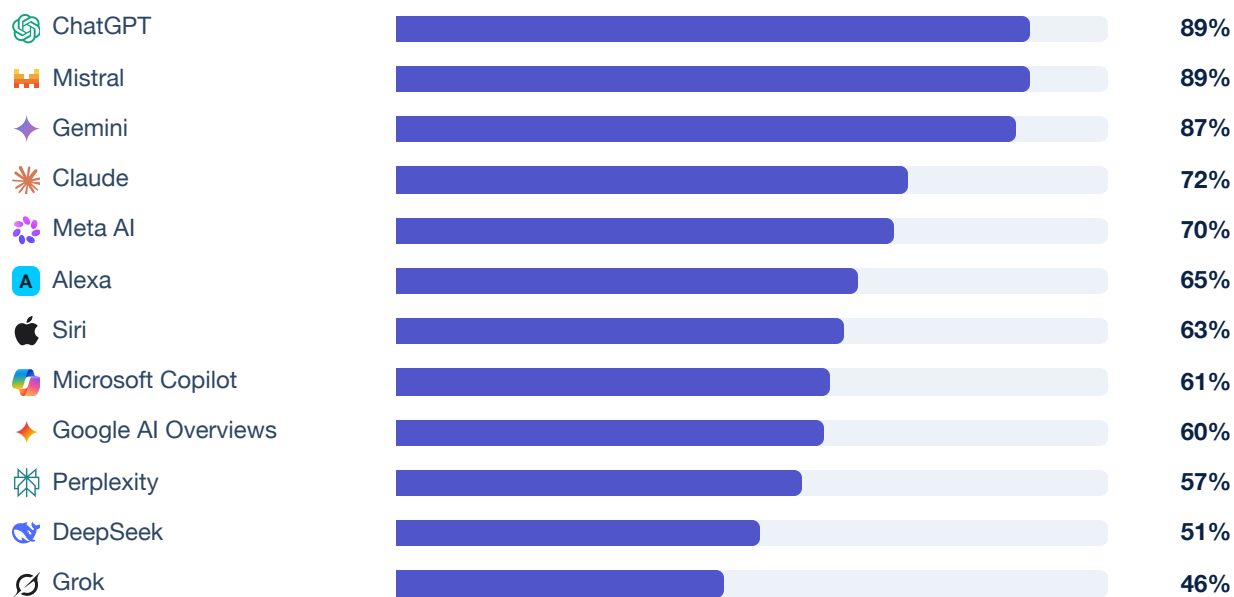
Source: AI Syndicate Research, Why AI Recommends a Local Business, October 2026 (aisyndicate.com)

Price and reviews lead, but for different reasons. Price comes almost entirely from the "affordable" question: in answers to "best" and "recommend", only 16–19% of picks mention price, while 29–32% mention reviews. Reviews are the reason AI gives most when nobody has asked about cost.

Assistants that search the web give reasons more often (75% of picks) than assistants that answer from memory (69%) or the voice assistants (64%). The web-search assistants lean harder on evidence: reviews (34% against 26% for memory), licences (14% against 9%) and years in business (15% against 5%). Memory assistants talk more about price (35% against 30%) and size (11% against 6%). The voice assistants give one short reason, most often reviews (35%) or service (20%).

FIGURE 3 Share of each assistant's picks that come with a reason

At least one of the 13 kinds of reason. 1,000 markets, October 2026.

Source: AI Syndicate Research, Why AI Recommends a Local Business, October 2026 (aisyndicate.com)

Each assistant has its own habits. ChatGPT names licences and credentials for 37% of its picks, about three times the average. Gemini describes what a business specializes in (41%) and how it treats customers (32%). Perplexity writes short answers, about 90 words, and 43% of its picks come with no reason.

The first pick gets the most. In answers that name five or more businesses, the first is described in a median 44 words and the fifth in 32. 16% of first picks come with no reason, against 26% of fifth picks.

03

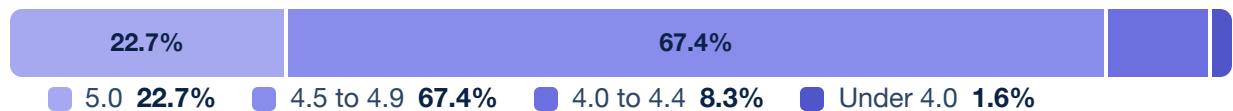
How does AI use reviews and ratings?

Reviews are the evidence AI reaches for most. 31% of picks mention reviews or ratings. 14% quote a specific star rating and 7% a number of reviews.

When an assistant quotes a rating, it is almost always high. Of the 17,940 star ratings quoted across the 12 assistants, **90%** were 4.5 or higher. **1.6%** were below 4.0.

FIGURE 4 The star ratings AI quoted for the businesses it recommended

17,940 star ratings quoted for picks by 12 assistants, 1,000 markets, October 2026. Share of ratings.



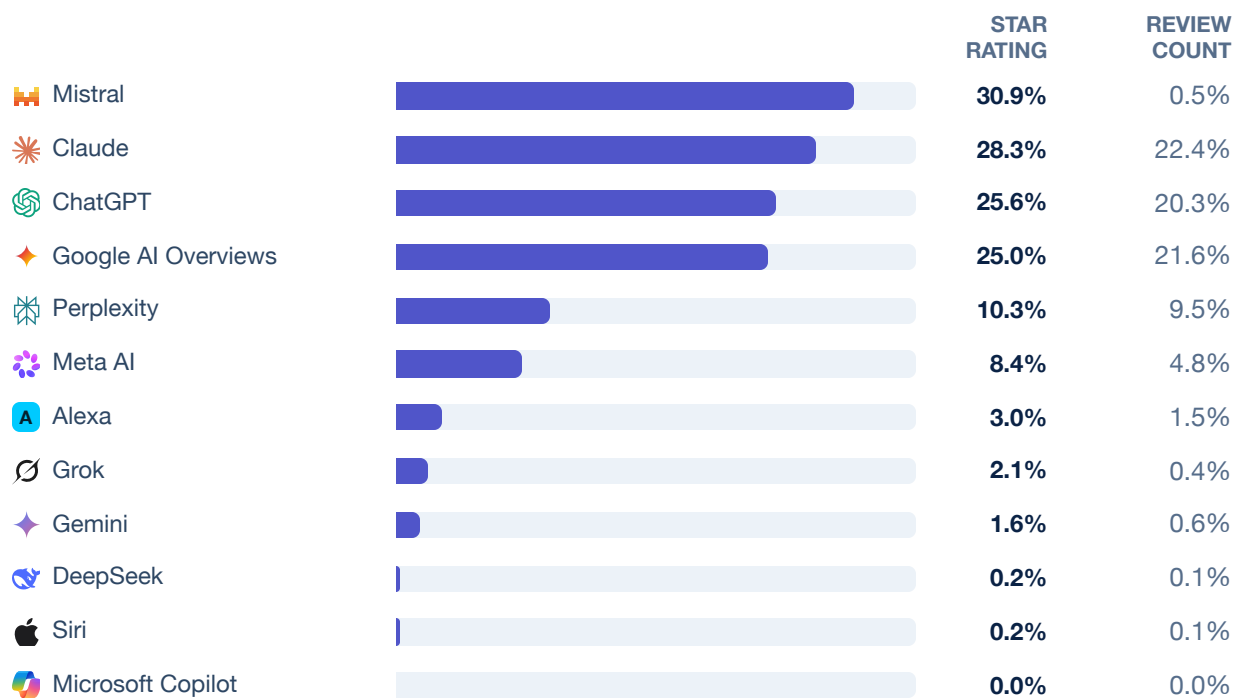
Source: AI Syndicate Research, Why AI Recommends a Local Business, October 2026 (aisyndicate.com)

This does not prove that AI filters out businesses below 4.5, because many picks come with no rating at all. But in the answers we read, ratings under 4.0 almost never appeared, and a rating that does appear works as a selling point.

Web-search assistants back the rating with a count. They gave a number of reviews for **13%** of their picks; memory assistants did so for **2%** and the voice assistants for **1%**. The typical count quoted by a web-search assistant was about 200 reviews.

FIGURE 5 Share of each assistant's picks that come with a star rating

1,000 markets, October 2026. Review counts are the share of picks quoting a number of reviews.



Source: AI Syndicate Research, Why AI Recommends a Local Business, October 2026 (aisyndicate.com)

Gemini and Microsoft Copilot are the exceptions among web-search assistants. Gemini talks about reviews in general terms (27% of picks mention them) but quotes a star rating for under 2%. Copilot almost never mentions reviews (5%) and quoted no rating at all.

04

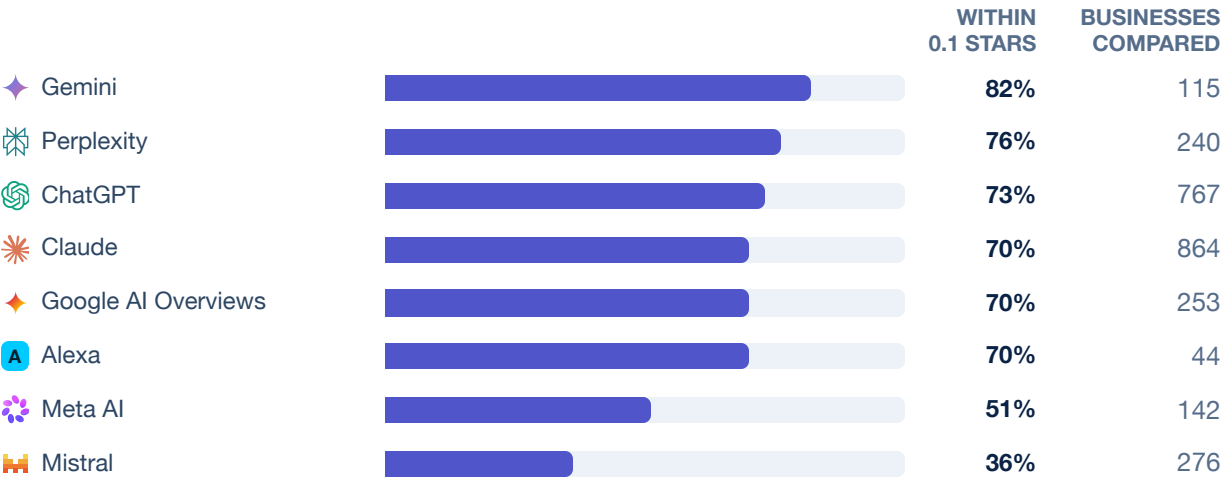
Can you trust the numbers AI quotes?

Not equally. A web-search assistant can read a business's current rating. An assistant answering from memory cannot. It can only repeat what it learned, which may be out of date or wrong.

Mistral, which answers from memory, quoted a star rating for **31%** of its picks, more than any of the 12, and a phone number for **41%**. We checked each assistant's ratings against the web-search assistants. Where Mistral and a web-search assistant rated the same business in the same market, they agreed to within 0.1 stars for 36% of 276 businesses, and were 0.3 stars or more apart for 25%.

FIGURE 6 How often an assistant's star rating matches the web-search assistants'

Share of businesses where the assistant's rating is within 0.1 stars of the rating the web-search assistants (ChatGPT, Claude, Gemini, Perplexity, Google AI Overviews, Microsoft Copilot) gave the same business in the same market; for a web-search assistant, the others in that group. October 2026. Siri (7 businesses), Grok (9), DeepSeek (2) and Microsoft Copilot (none) rated too few businesses in common to compare.



Source: AI Syndicate Research, Why AI Recommends a Local Business, October 2026 (aisyndicate.com)

The web-search assistants agreed with each other to within 0.1 stars for 70–82% of businesses. Alexa matched them as often. Meta AI and Mistral, which answer from memory, matched far less. The gap is our measure of how far a remembered rating drifts from a current one. Some samples are small, so read the exact figures as a guide.

Phone numbers raise the same question. ChatGPT gave a phone number for 37% of its picks and Mistral for 41%; Perplexity (16%) and Google AI Overviews (13%) did so sometimes, and the other eight rarely. We did not check the numbers, but a number from memory is only as current as the model's training.

05

What changes when someone asks for "affordable"?

The "affordable" question changes what AI talks about more than anything else we measured. For "affordable" questions, **71%** of picks came with a price reason, against 16% for "best" and 19% for "recommend".

FIGURE 7 Price in the answer, by how the question is worded

Share of picks that mention price or value, and share that give a dollar figure. 12 assistants, 1,000 markets, October 2026.

		MENTIONS PRICE	GIVES A DOLLAR FIGURE
"A good affordable one near [city]"		71.0%	22.3%
"I need one in [city]. Who do you recommend?"		18.8%	1.9%
"Who are the best in [city]?"		15.5%	2.3%

Source: AI Syndicate Research, Why AI Recommends a Local Business, October 2026 (aisyndicate.com)

Half of "affordable" answers (**51%**) give real numbers, such as an hourly rate, a price range or a typical job cost. Among the web-search and memory assistants it is about six in ten. Meta AI did so in 99% of its "affordable" answers, Gemini in 80% and Mistral in 76%. Grok did so in 11%; it often gave advice on finding a fair price instead of naming businesses. Siri and Alexa, which answer in a few sentences, almost never did.

Free estimates and free consultations become a reason too: 8.5% of "affordable" picks mention one, against 1.7% for "best". What drops is credentials. Licences and certifications come up for 13% of "best" picks and 8% of "affordable" ones, and awards fall from 6% to 2%.

For a business, this means one customer question can be answered with two different shortlists, and the "affordable" one is built from price signals. A business with no published prices, ranges or free estimate gives AI little to say when a customer asks for a good deal.

06

Does AI give different reasons in different trades?

Yes. What AI says about a plumber is not what it says about a lawyer or a hotel.

Trade group	Top reason	Second	Third	Stands out
Home and auto services	Reviews 40%	Price 36%	Specialty 21%	Availability 17%, licences 16%, warranty 11%
Legal	Specialty 28%	Price 28%	Reviews 22%	Licences 14%, years 13%, track record 8%, free consultation 8%
Health and beauty	Reviews 29%	Specialty 28%	Price 28%	Address 19%
Hospitality	Location 30%	Price 28%	Reviews 12%	A dollar figure 15%, awards 5%
Real estate	Price 27%	Specialty 21%	Reviews 21%	A dollar figure 11%, track record 5%

Share of picks in each trade group mentioning each reason, 12 assistants, 1,000 markets, October 2026. Home and auto services has 11 trades, legal 4, health and beauty 2 (med spas and cosmetic dentists), hospitality 2 (hotels and restaurants) and real estate 1.

- **Home and auto services** are judged on reviews. 40% of picks mention them and 19% quote a star rating. They are also the only group where availability (24/7, emergency, same-day) and warranties come up often.
- **Lawyers** are described by what they handle. Specialty leads, and lawyers are the only group where results such as verdicts and settlements appear often. "Free consultation" and "no fee unless we win" carry the price reason.
- **Med spas and cosmetic dentists** are often given with a street address (19% of picks), more than twice as often as any other group.
- **Hotels and restaurants** are picked for where they are and what they cost. Location is mentioned for 30% of picks, and reviews for only 12%.

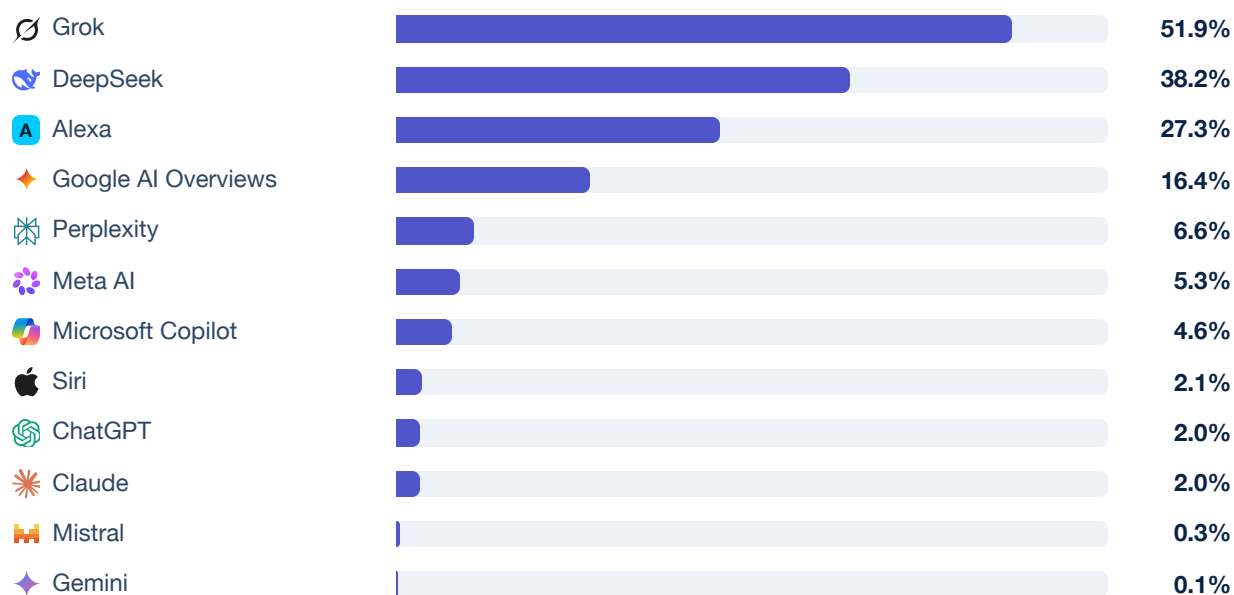
07

When does AI refuse to name a business?

Sometimes an answer names no business at all and gives advice instead. Across the 12 assistants, 13% of answers did. How often depends far more on the assistant than on the question.

FIGURE 8 Share of each assistant's answers that named no business

Answers that came back but named no business. 1,000 markets, October 2026. Google AI Overviews' figure is partly a gap in our record: its business names often sit in link cards that our copy of its answer does not keep.



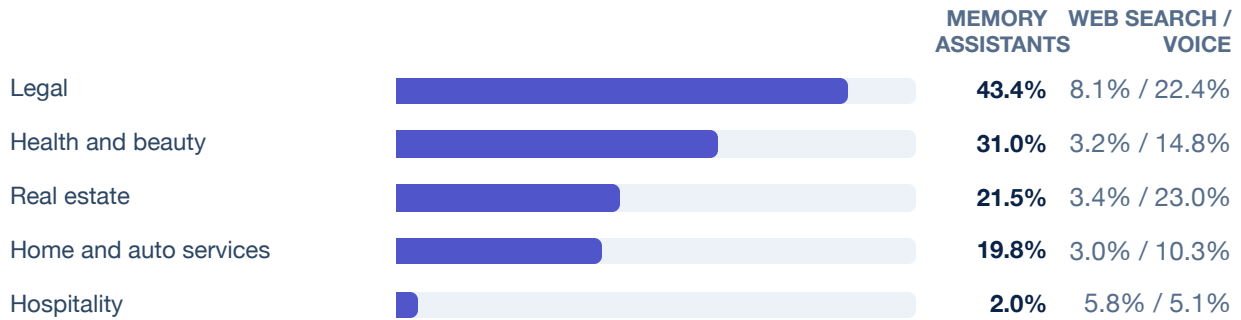
Source: AI Syndicate Research, Why AI Recommends a Local Business, October 2026 (aisyndicate.com)

Web-search assistants named no business in **4%** of answers, voice assistants in **13%** and assistants answering from memory in **24%**. The split is not simply memory against web: Mistral, which answers from memory, almost always named someone, while Grok declined in half its answers and DeepSeek in nearly four in ten.

Lawyers are where assistants hold back most. Grok named no lawyer in **87%** of its legal answers, DeepSeek in 63% and Alexa in 44%. ChatGPT, Claude, Gemini and Mistral named none in 3% or fewer.

FIGURE 9 Answers that named no business, by trade group

Memory: Grok, Meta AI, DeepSeek, Mistral. Web search: ChatGPT, Claude, Gemini, Perplexity, Google AI Overviews, Microsoft Copilot. Voice: Siri, Alexa. 1,000 markets, October 2026.



Source: AI Syndicate Research, Why AI Recommends a Local Business, October 2026 (aisyndicate.com)

Hotels and restaurants are the exception: every group names them freely. For a lawyer, a med spa, a real estate agent or a contractor, being well known is not enough to be named by every assistant; some will decline to name anyone. The web-search assistants, which almost always name businesses, are where these trades are most reliably found.

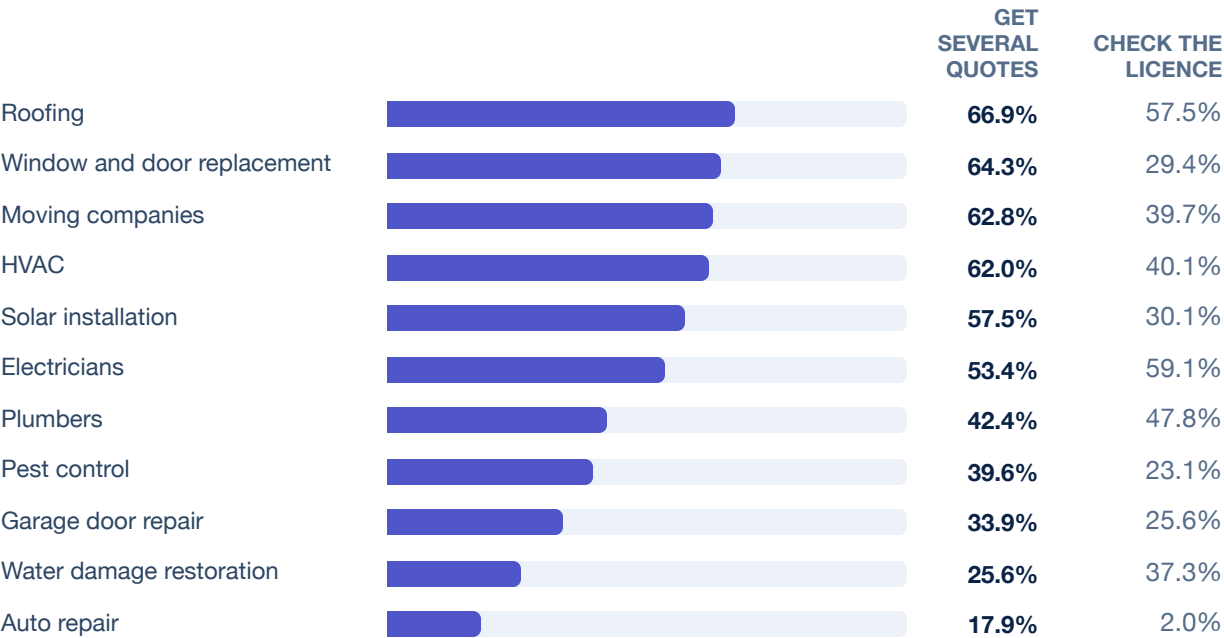
08

What advice does AI give customers?

Many answers end with a checklist. Across the 12 assistants, 29% of answers tell the customer to check a licence or insurance, 28% to get several quotes and 23% to check reviews. The voice assistants, which answer in a few sentences, almost never add advice; among the other ten it is about one answer in three. The advice depends on the trade.

FIGURE 10 Advice in answers about home services, by trade

Share of answers telling the customer to get several quotes or estimates, and to check a licence or insurance. 12 assistants, 1,000 markets, October 2026.



Source: AI Syndicate Research, Why AI Recommends a Local Business, October 2026 (aisyndicate.com)

Outside home services, the licence check comes up for med spas (38%), lawyers (20–30%, usually as "check their standing with the state bar") and cosmetic dentists (26%), and never for hotels and restaurants.

Memory assistants hand over more of the homework. They told the customer to check reviews in **50%** of answers, against **9%** for web-search assistants and 4% for voice assistants, and warned that their information might be out of date in 21% of answers, against 5% and 4%. DeepSeek gave that warning in 45% of its answers.

For a business, the checklist is a preview of what a customer who used AI will ask. In roofing, they will usually have been told to compare several quotes. For an electrician, they will often have been told to check the licence before calling.

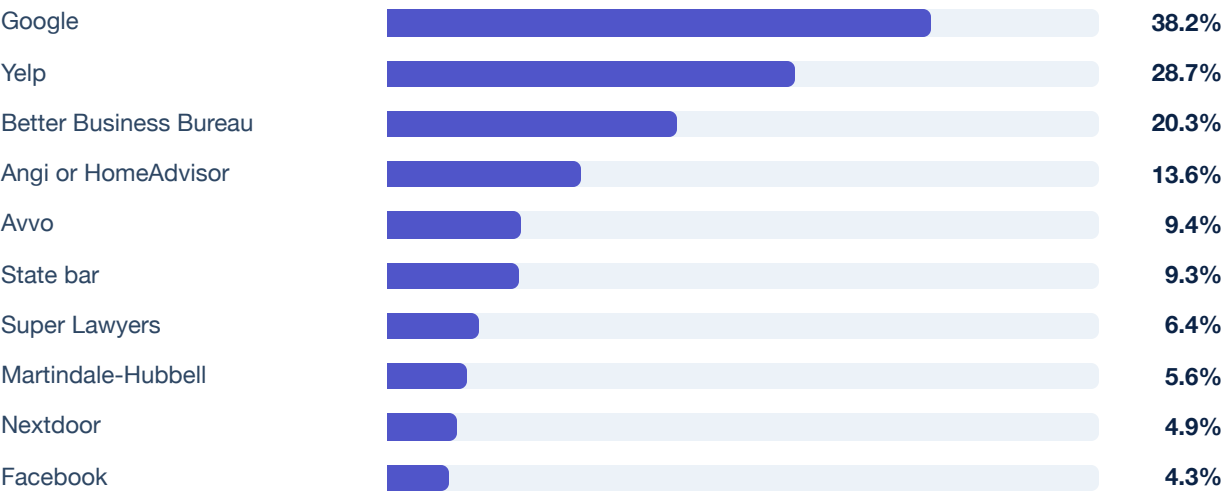
09

Which sites does AI tell people to check?

When AI tells people where to look, it names a short list of sites. These are sites named in the text of the answer, such as "check their Google reviews", not the sources the answer cited.

FIGURE 11 Sites AI tells people to check

Share of 31,516 answers by 12 assistants that name each site. Google includes Google Maps, Google reviews and Google search. 1,000 markets, October 2026.



Source: AI Syndicate Research, Why AI Recommends a Local Business, October 2026 (aisyndicate.com)

Each trade has its own list:

Trade group	Sites named most
Home and auto services	Google 46%, Yelp 39%, Better Business Bureau 36%, Angi or HomeAdvisor 25%, Nextdoor 8%
Legal	Avvo 48%, state bar 47%, Super Lawyers 33%, Martindale-Hubbell 28%, Google 28%, Justia 14%
Health and beauty	Google 46%, Yelp 35%, RealSelf 18%, Healthgrades 12%
Real estate	Zillow 66%, Realtor.com 49%, Google 31%, Yelp 16%
Hospitality	Tripadvisor 13%, Google 12%, Michelin Guide 10%, Yelp 7%

When an assistant names no business, it sends the customer somewhere else. Of the 4,169 answers that named no one, 66% pointed to Google and 47% to Yelp; in legal answers, the state bar and Avvo. For a business that an assistant will not name, its profiles on those sites become the answer.

10

What does this mean for a local business?

These are patterns in what 12 assistants wrote across 1,000 markets. They show what AI says about the businesses it recommends, not a guaranteed way to be recommended. With that limit, the findings suggest where a local business can start:

- **Make your rating and review count easy to find.** Reviews are the reason AI gives most, and the ratings it quotes are almost all 4.5 or higher. Web-search assistants quote the count as well as the stars.
- **Write down what AI says about your competitors.** Licensed and insured, years in business, warranty, free estimates, 24/7 service, what you specialize in: these are the words in AI's reasons. Put them in plain text on your website and profiles.
- **Publish prices or ranges if you want the "affordable" question.** For that question, 71% of picks came with a price reason and half the answers gave a dollar figure.
- **Keep your profiles current on the sites AI names for your trade.** Google, Yelp and the Better Business Bureau for home services; Avvo, the state bar and Super Lawyers for lawyers; Zillow and Realtor.com for real estate; RealSelf and Healthgrades for med spas and dentists.
- **Keep your phone number, address and rating consistent everywhere.** Some assistants quote them from memory, and those can be out of date.
- **If you are a lawyer, check each assistant.** Grok, DeepSeek and Alexa often decline to name a lawyer; ChatGPT, Claude, Gemini and Mistral almost always name several.
- **Expect customers who arrive from AI to compare.** In several trades most answers told them to get several quotes or check a licence. Have both ready.

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, and their markets are measured more often than the rest of the index. What we learn across the whole index, such as which reasons the assistants give, which sites they send customers to and how each assistant answers, is built into the twelve-assistant measurement the platform runs for each client's own business and questions.

11

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

Method. The October 2026 edition of AI Syndicate Local asked 12 assistants three fixed questions in each of 1,000 markets, with the city named in the question and no user location or account history. A model extracts the business names from each answer. Each pick's description runs from its name to the next business named, ending at a new heading. We then matched the description against fixed word lists for each kind of reason, and the whole answer against word lists for advice and sites. We checked a random sample of matches for each kind by hand and tightened lists that caught unrelated text.

How the twelve are reached. ChatGPT, Claude, Gemini and Perplexity answer with web search on. Google AI Overviews is the AI Overview Google shows. Microsoft Copilot is the Copilot answer Bing shows, reconstructed from the same Bing results when Bing shows none; in this edition every Copilot answer was a reconstruction. Siri and Alexa are reconstructions in the short spoken style each uses. Grok, Meta AI, DeepSeek and Mistral answer from model memory, because we cannot reach their live search; their consumer apps may answer differently.

What this cannot tell you.

- A reason in this paper is one the assistant **wrote**. Models do not reliably report why they chose something, so these are stated reasons, not causes.
- Siri, Alexa and Microsoft Copilot are reconstructions. Their answers follow each assistant's style as we reproduce it, and for Siri and Alexa that style is a few sentences, which is why they give fewer reasons and almost no advice. Read them as close approximations, not recordings.
- Word lists miss reasons phrased in unusual ways and occasionally catch text that is not a reason. "Service" and "location" are the broadest lists and the least precise.
- We did not check whether the ratings, review counts, prices or phone numbers the assistants quoted are correct. The rating comparison measures agreement between assistants, not accuracy.
- The extraction model sometimes misses a business named only in passing, which can make an answer look as if it named no one. Google AI Overviews is most affected, because its business names often appear in link cards that our record does not keep.
- In California, Google AI Overviews, Microsoft Copilot and Alexa returned fewer usable answers in this edition, a gap in our collection.
- Each question is asked once a month, so a single answer can vary. The figures are averages over thousands of answers, not predictions for any one.

What stays private. The public index publishes each market's rankings and the assistants that named each business. The individual answers are not published.

12

Statistical notes

- **Unit of measurement.** Shares of picks pool every pick by the 12 assistants across all markets. Shares of answers pool every answer. A market is one metro area and one type of business.
- **Ranges.** 95% ranges come from resampling the 1,000 markets 1,000 times. For example, picks with a review or rating as a reason: 30.7% (29.9–31.6%); ratings quoted at 4.5 or higher: 90.1% (88.8–91.3%); answers naming no business: 13.2% (12.7–13.9%).
- **Missing answers.** A question that returned no answer is left out, not counted as naming no one.
- **Star ratings.** A rating counts when a number from 1 to 5 appears with "stars", "/5", "rating", "rated" or a review site nearby. When a description quotes two ratings, the first is used.
- **Comparing ratings.** Two assistants rated the same business when the business names matched after ignoring case, punctuation, "the", "and", "of" and legal suffixes, in the same market. Where one assistant rated a business more than once, we used its median; the web-search group's rating is the median of all its ratings for that business.
- **List position.** Position effects use answers that named five or more businesses, so that every position is filled.
- **Typical values.** "Typical" means the median.

13

Key figures

Every key figure in this report, in one table. The same figures are in [findings.json](#) and [findings.csv](#), free to reuse under a CC BY 4.0 licence. Ranges are 95% intervals from resampling markets.

Finding	Value	95% range	Sample
Share of 12 AI assistants' local business recommendations that come with at least one stated reason	71.9%	71.2–72.7%	130,996 picks, 1,000 markets
Share of AI local business recommendations citing reviews or ratings as a reason	30.7%	29.9–31.6%	130,996 picks, 1,000 markets
Share of AI local business recommendations citing price or value as a reason	32.2%	31.6–32.7%	130,996 picks, 1,000 markets
Share of picks with a stated reason: web-search, memory and voice assistants	75% / 69% / 64%		130,996 picks
Share of picks with no stated reason: first business listed vs fifth	16% vs 26%		Answers naming 5+ businesses
Share of star ratings quoted by AI for recommended local businesses that were 4.5 or higher	90.1%	88.8–91.3%	17,940 ratings quoted
Share of star ratings quoted by AI for recommended local businesses that were below 4.0	1.6%		17,940 ratings quoted
Share of picks with a quoted review count: web-search, memory and voice assistants	12.6% / 1.8% / 0.8%		130,996 picks
Share of Mistral's local picks that came with a star rating (answering from memory)	30.9%		18,125 picks
Share of businesses where Mistral's star rating matched the web-search assistants' to within 0.1 stars	36%		276 businesses
Share of businesses where a web-search assistant's star rating matched the other web-search assistants' to within 0.1 stars	70–82%		115–864 businesses per assistant
Share of picks for "affordable" questions that come with a price reason	71%		12 assistants, 1,000 markets
Share of AI answers to "affordable" local questions that give a dollar figure	50.7%		12 assistants, 1,000 markets
Share of AI answers about local businesses that named no business	13.2%	12.7–13.9%	31,516 answers
Share of answers naming no business: memory, voice and web-search assistants	24.0% / 13.3% / 4.3%		31,516 answers

Finding	Value	95% range	Sample
Share of Grok's answers about lawyers that named no lawyer	86.8%		593 answers
Share of AI answers about roofing that tell the customer to get several quotes	66.9%		12 assistants, 1,000 markets
Share of AI answers about electricians that tell the customer to check the licence or insurance	59.1%		12 assistants, 1,000 markets
Share of answers telling the customer to check reviews: memory, web-search and voice assistants	49.5% / 8.5% / 3.5%		31,516 answers
Share of AI answers about local businesses that name Google, Yelp and the Better Business Bureau	38% / 29% / 20%		31,516 answers
Share of AI answers about lawyers that name Avvo and the state bar	48% / 47%		Legal answers, 12 assistants



CITE THIS REPORT

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THE DATA

Every market's rankings, with the assistants that named each business, are published at [aisyndicate.com/ai-local](https://www.aisyndicate.com/ai-local) as JSON, CSV and Markdown, with the full methodology.

SOURCES

1. AI Syndicate Local: the October 2026 edition (1,000 markets) — AI Syndicate. Read Oct 8, 2026.
2. AI Syndicate Local methodology: how the index is measured — AI Syndicate. Read Oct 8, 2026.
3. AI Syndicate Local, machine-readable rankings with the assistants that named each business (CC BY 4.0) — AI Syndicate. Read Oct 8, 2026.

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