

Which local businesses do AI assistants name?

ChatGPT, Gemini, Claude and Perplexity were asked 1,728 everyday questions about bakeries, dentists, hair salons, plumbers, vets and garages in six Swiss cities. Here is how often they named the 276 small businesses of a fixed panel — and who they named instead.

Run 2026-11 · asked 2026-11-01 · 3 askings per question · report made 2026-11-01

Online, with the data: quaryan.com/blog/ai-visibility-study-november-2026/

9.4%

of the panel named by one answer, on average over the four engines

41%

of the panel's businesses never named by any engine all month

13%

of all business mentions were panel businesses; the rest the open list

12.5%

coverage of Gemini, the engine that named the most

What the November figures say

A month on, the figures have barely moved, and that is the finding. November is the first run a month after the one before it, with the same 276 panel businesses, the same questions and the same models. One answer named 9.4% of the panel businesses in its city and trade on average, against 9.1% in October. 114 of the 276 (41%) were named in none of their 48 chances, the same number as in October, and 95 of them were never named in either month. 31 (11%) were named by all four engines, against 33.

Who gets named at all is stable; the rest of the list is not. 143 of the 162 panel businesses named in October were named again in November. All 33 that every engine named in October were named again, 23 of them by all four once more, and so were 70 of the 71 that three or four engines named. Of the 53 named by only one engine in October, 37 came back. Yet the lists themselves turned over. In a city and trade, about a third of the names were the same in both months (Jaccard index 0.28 for Perplexity to 0.34 for ChatGPT and Gemini). Two askings a day apart, on 30 September and 1 October, had agreed more (0.29 to 0.48). Claude's lists vary as much from one day to the next as over a month (0.29 then 0.30). Perplexity's changed the most, from 0.48 to 0.28, with the same model answering. A business that is named at all tends to stay named; which other names come with it changes from asking to asking and from month to month.

The engines keep their order, and the order still follows the length of the lists. Gemini named the most of the panel (12.5% coverage), then Claude (10.9%), ChatGPT (8.7%) and Perplexity (5.6%), the same ranking as in October and as in the first run of 30 September. Claude names 7.5 businesses per answer, Gemini 7.0, ChatGPT 4.8 and Perplexity 2.8, and the panel's share of everyone named is again similar for all four, 11% to 16%. ChatGPT gained the most (7.9% to 8.7%); no engine moved by more than a percentage point.

Trades and cities rank as before. Vets are named most (25.2%), then bakeries (12.1%), plumbers (7.9%), garages (5.7%), dentists (5.5%) and hair salons (4.0%). Dentists slipped: 31 of the 48 were never named, against 26 in October, and in Zurich and Lausanne one dentist was named once all month. Lugano is again the most visible city (13.2%), Zurich the least (5.7%, 30 of its 48 panel businesses never named). Geneva rose (7.6% to 9.6%) and Bern fell (8.8% to 7.4%); in cells of eight businesses, that is a handful of businesses named or not.

Against chance, the panel is named 1.6 (hair salons) to 6.0 times (vets) as often as a business picked at random from its market. The ratios are higher than October's (1.2 to 4.6), but not because the panel became

more visible: a market's size is the larger of OpenStreetMap's count and the number of different businesses the answers have named there in every run so far, and three runs have named more businesses than two. The chance level falls as the runs add up, so the ratio is a floor that rises by itself. It says the panel is named more often than chance; it should not be compared from month to month. The ranking does hold: vets and bakeries far above chance, hair salons least.

Why the engines agree is the same as in October. If each engine picked independently, given only the city, the trade and how many names it gives, about 85 panel businesses would be named by none and 15 by all four. Observed: 114 and 31. Reviews, the pages that list a business and its website together explain about half of that, as in October; the rest is what the models know without searching, and what these measures miss.

What goes with being named holds for a second month, the number of Google reviews first. Within the same city and trade (the panel and the 428 independents from OpenStreetMap not drawn into it):

- The half with more Google reviews was named 1.8 times as often as the other half (1.7 in October), and 2.6 times as often in six answers or more (3.1). It holds in every sample: the panel alone, its random draw only, the panel without institutions and chains, and the businesses not drawn.
- Being on the third-party pages the engines cite goes with being named 2.0 times as often (2.1), online booking 2.3 times (2.3), the basics of local SEO on the website 1.4 times (1.4). All three still hold with the number of reviews held constant.
- Opening hours as structured data: 1.6 times, but only just significant once reviews are held constant ($p = 0.049$).
- Prices on the website went with being named 1.4 times as often this month, a significant difference on its own, but not with reviews held constant ($p = 0.10$): the businesses that publish their prices are the ones with more reviews. Opening hours written as text (1.25 times, not significant) and an llms.txt file (0.96) make no difference.

The kind of question still decides where the names come from. When a panel business was named, its own website was among the pages the engine read 53% of the times (55% in October). For a problem to solve, the business's own site was the only page that had it in 52% of the cases (50%); for "who is the best ...?", only a third-party page had it in 45% (52%). Problem questions again give the lowest coverage for every engine (3.6% to 9.4%), and the touring club TCS is again the business outside the panel named most, in 50 answers across all six cities.

Who is named instead has not changed. The most visible panel businesses are still institutions: the university animal hospital in Zurich (85% coverage, 92% in October) and the university dental centres in Basel (71%) and Geneva (38%). Outside the panel the chains and brands are the same — TCS, the hairdresser chain Gidor, Migros and Coop, Zahnarztzentrum.ch, Emil Frey, AMAG. Of everyone named, 13% were panel businesses, as in October, 69% other independents and at least 14% chains (18% in October); chains are a quarter of the bakeries named (27%), 18% of the dentists and 3% of the plumbers. The chains are labelled by rules on their names, so a chain named for the first time is counted as an independent until a rule is added: the fall may be partly a labelling gap.

Perplexity cites differently. Businesses' own websites are 63% of the pages ChatGPT cites and 55% of Gemini's, about as in October. For Perplexity they fell from 54% to 35%, and directories rose from 19% to 27% of its pages, booking platforms from 6% to 10%. Its model is reported as the same (openai/gpt-6-luna), and it is also the engine whose lists changed most. local.ch is again the site cited most, in 32% of the answers that cite anything (30%), and search.ch more than doubled (92 answers, 40 in October). Claude cited a page in 1 answer of 432; of the pages its searches returned, 38% were businesses' websites and 19% directories.

What it means for a local business

- **Collect Google reviews.** For the second month it is the strongest single signal of being named, in every sample we looked at.

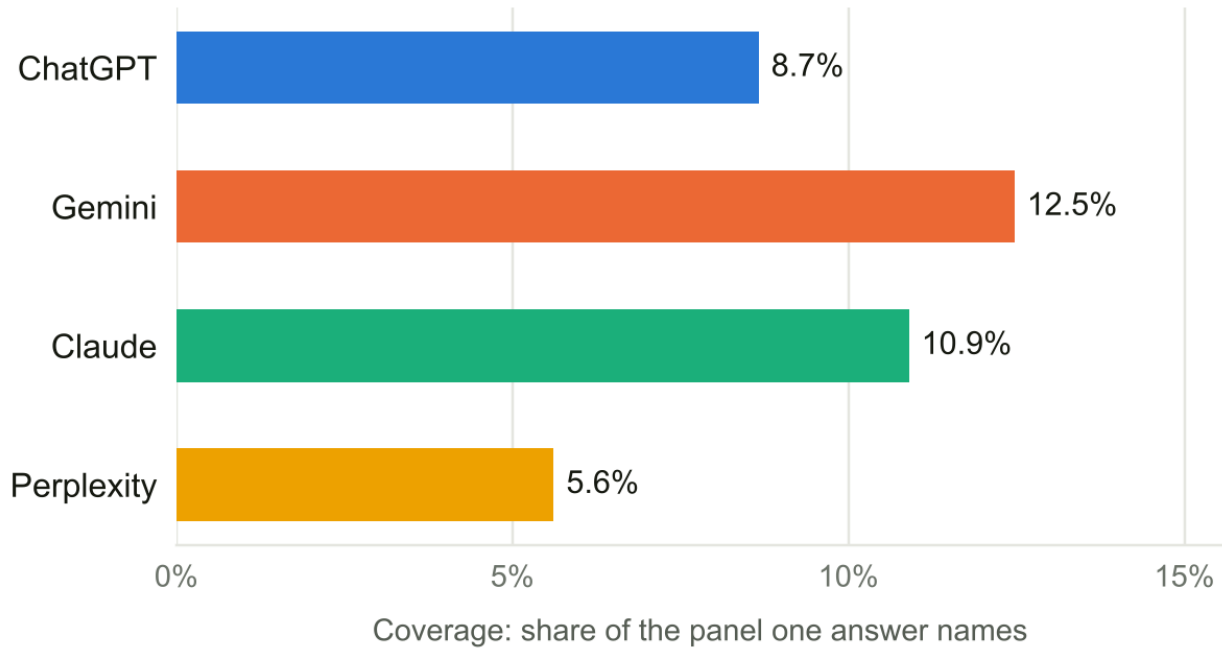
- **Get onto the lists the assistants read.** Local guides and media, local.ch and search.ch, and the booking platforms of your trade. Perplexity now leans on them more than on businesses' own sites.
- **Do the basics of local SEO on your website.** Your city and trade in the page title, a meta description, structured data for the business and its opening hours, an FAQ, and a page for each service people ask about. For a problem, the assistants cite the page that answers it.
- **Do not judge by one answer.** A month on, only a third of the names in a list are the same; but nearly nine in ten of the businesses named in October were named again. What gets a business into the draw changes slowly, and that is where the work pays.
- **Do not expect llms.txt, or opening hours and prices written as text, to change anything by themselves.** None of them goes with being named once reviews are taken into account.

Caveats for this month

- This is the first comparison over a month. Two months are not a trend: the coverage-over-time chart shows three runs, two of them a day apart.
- The chance ratios rise by themselves from month to month, because the market counted grows with every run (above). Compare them within a month, not between months.
- The signals were collected by the study's own worker on 1 November, the day of the run; October's by a one-off analysis on 10 October. This month 6,034 of the 7,479 pages cited could be read; a business named only on a page that could not be read counts as named on no page read, which is likely why that share rose from 12% to 20%. Where the names come from is comparable between months in its proportions, not to the point.
- Google's place for each business was found again this month. Of the 3 name matches that were new or changed, 2 were wrong and taken back by hand on 1 November (Coco in Bern, matched to another company; Upstairs PLUS, matched to another salon); Coco has no Google reviews from now on. 121 name matches between open-list entries and the businesses not drawn were decided by hand, 71 of them the same business.
- What goes with being named is correlation in one month's answers, not proof of cause: businesses with more reviews tend to be larger and more active in every way. The website features are detected by a program.
- The panel is unchanged. 101 of the 276 businesses were not drawn at random but looked up or found by hand; they lean towards businesses a search finds.
- Perplexity's fast preset was answered by openai/gpt-6-luna again; Gemini searched in 93% of its answers, Claude in all but 2.
- The panel has fewer than eight vets in Basel (4), Lugano (3), Lausanne (6) and Bern (7); figures for those cells move a lot with a single business.

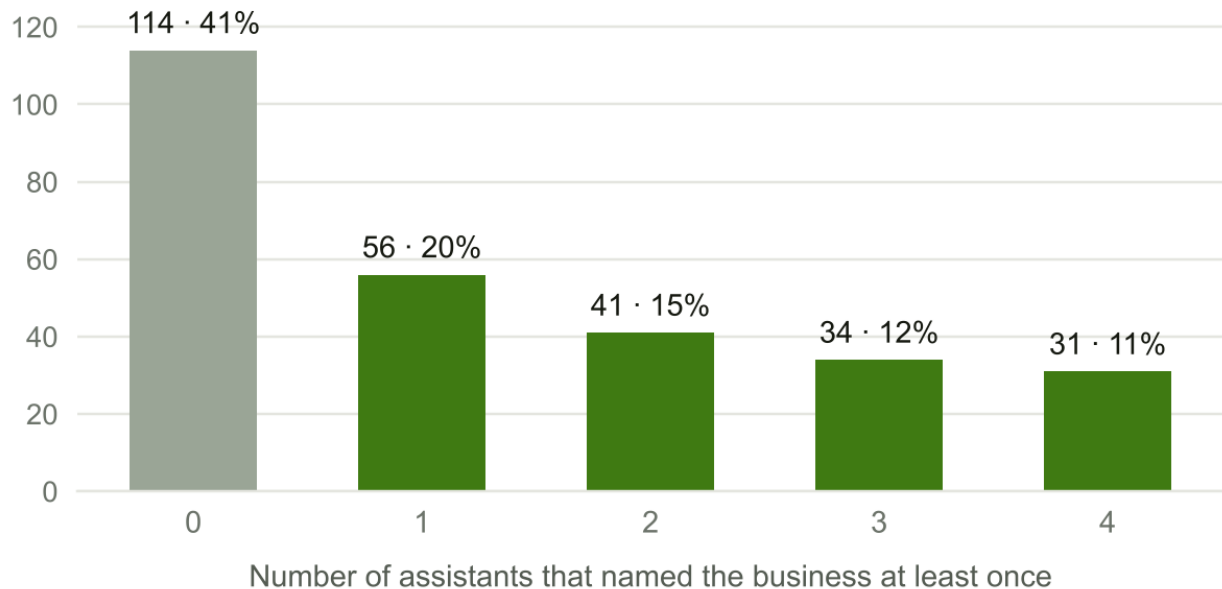
The figures

Coverage by engine



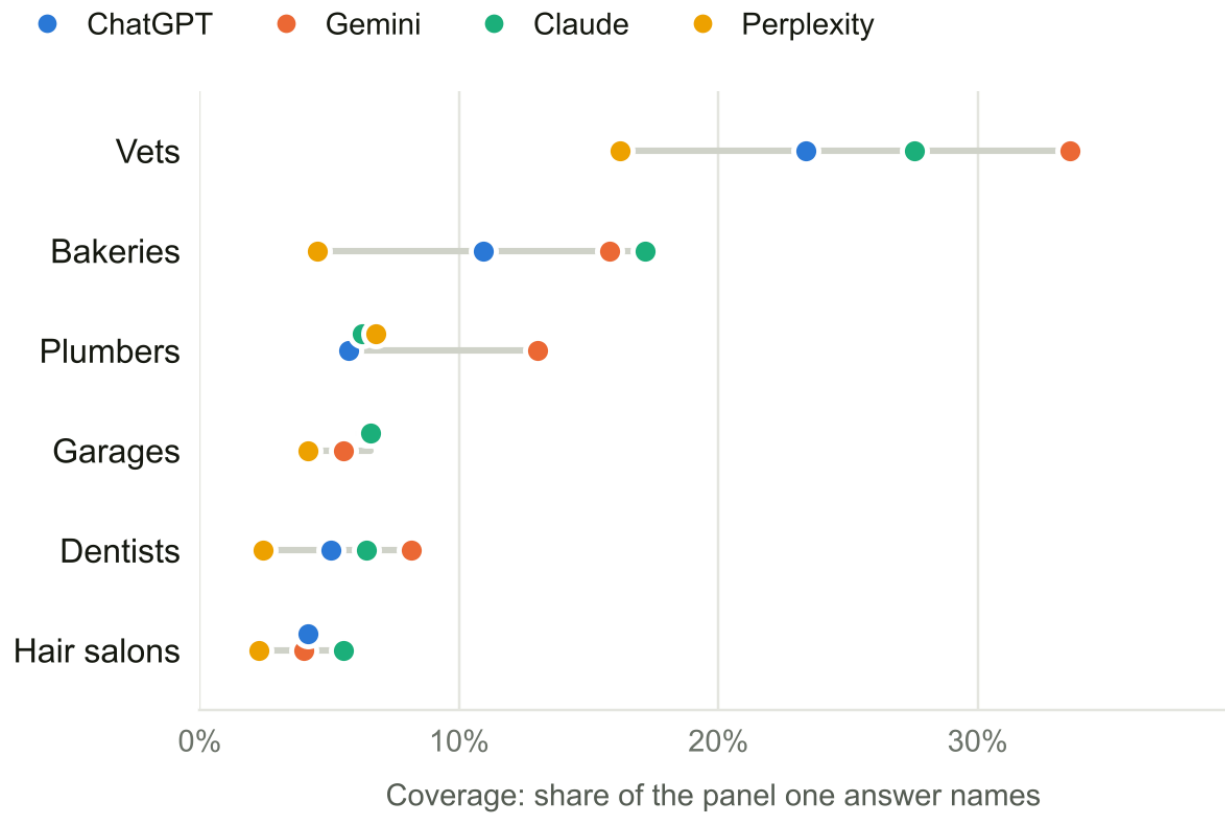
Share of the panel's businesses one answer names, averaged over each prompt's three askings, the prompts and the 276 panel businesses. Gemini named the most (12.5%), Perplexity the fewest (5.6%).

How many engines named each panel business



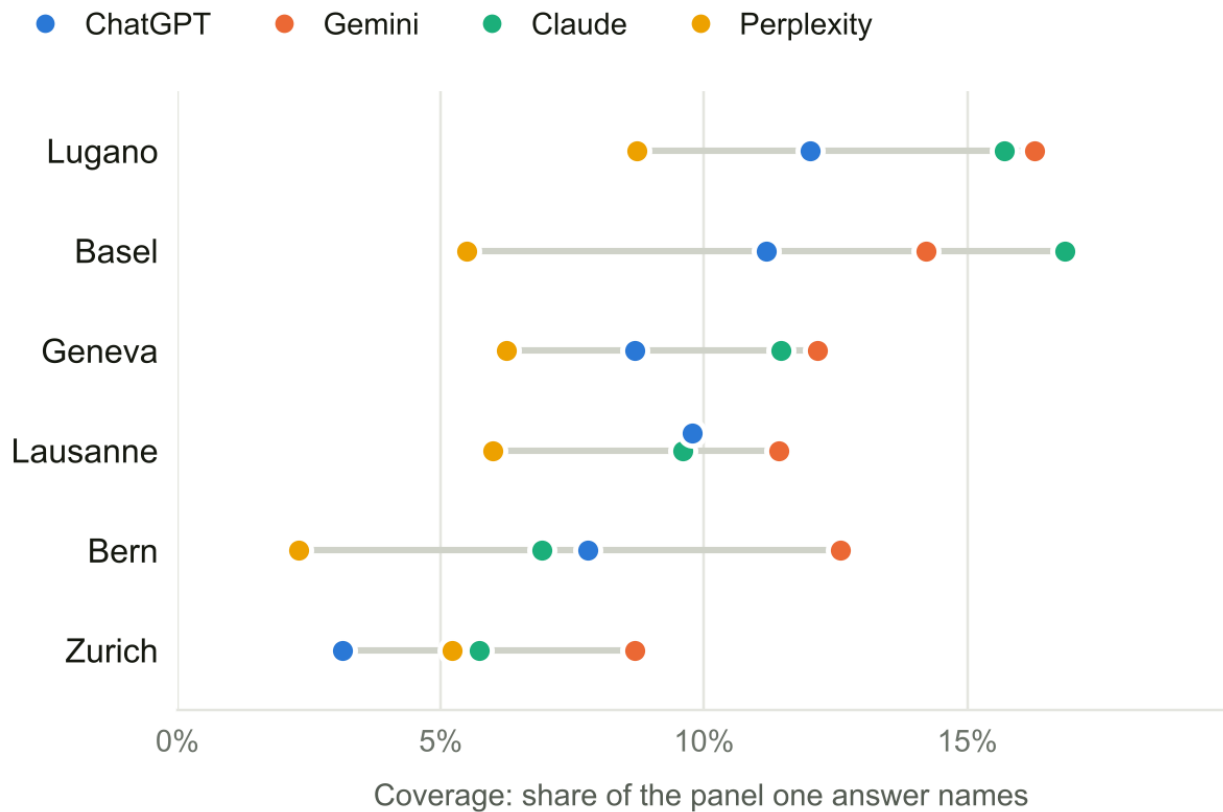
Of the 276 panel businesses, 114 (41%) were named by no engine in any of the month's answers; 31 (11%) were named by all 4.

Coverage by trade



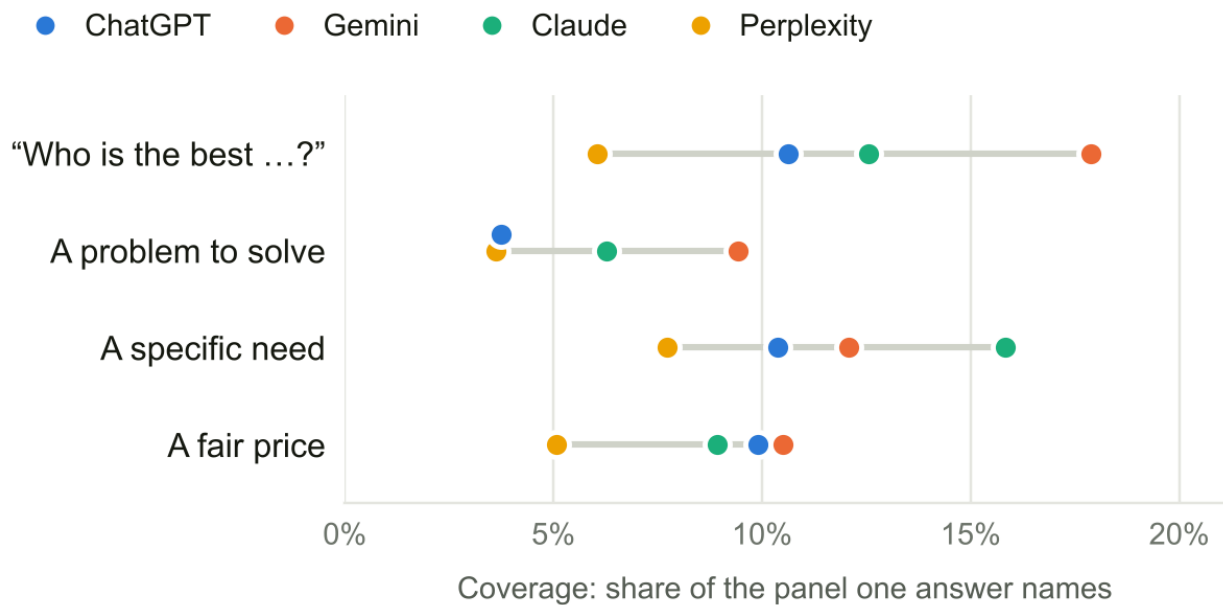
Each dot is one engine's coverage of the trade's panel businesses across the six cities. Vets are named most (25.2% over all engines), hair salons least (4.0%).

Coverage by city



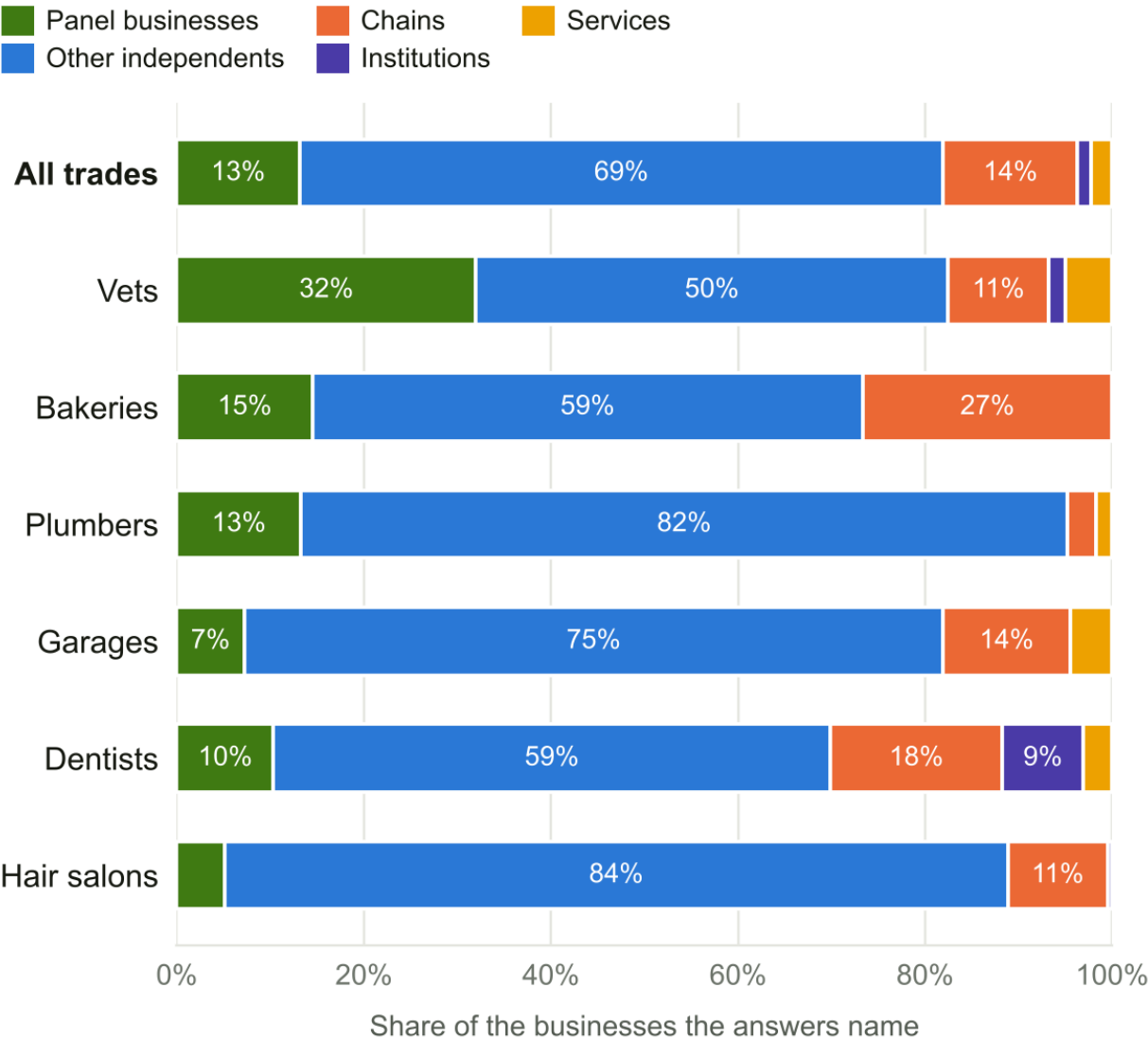
Each dot is one engine's coverage of the city's panel. Lugano is the most visible city (13.2% over all engines), Zurich the least (5.7%).

Coverage by kind of question



The same four kinds of question are asked for every trade: who is the best, a problem to solve (a birthday cake by Saturday, a toothache), a specific need (open on Sunday, 24/7 service) and a fair price.

Who the answers name, by kind



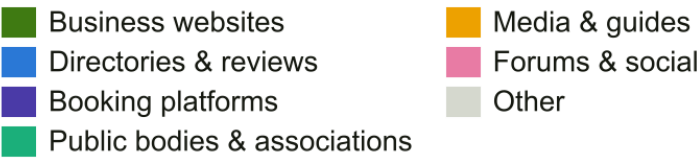
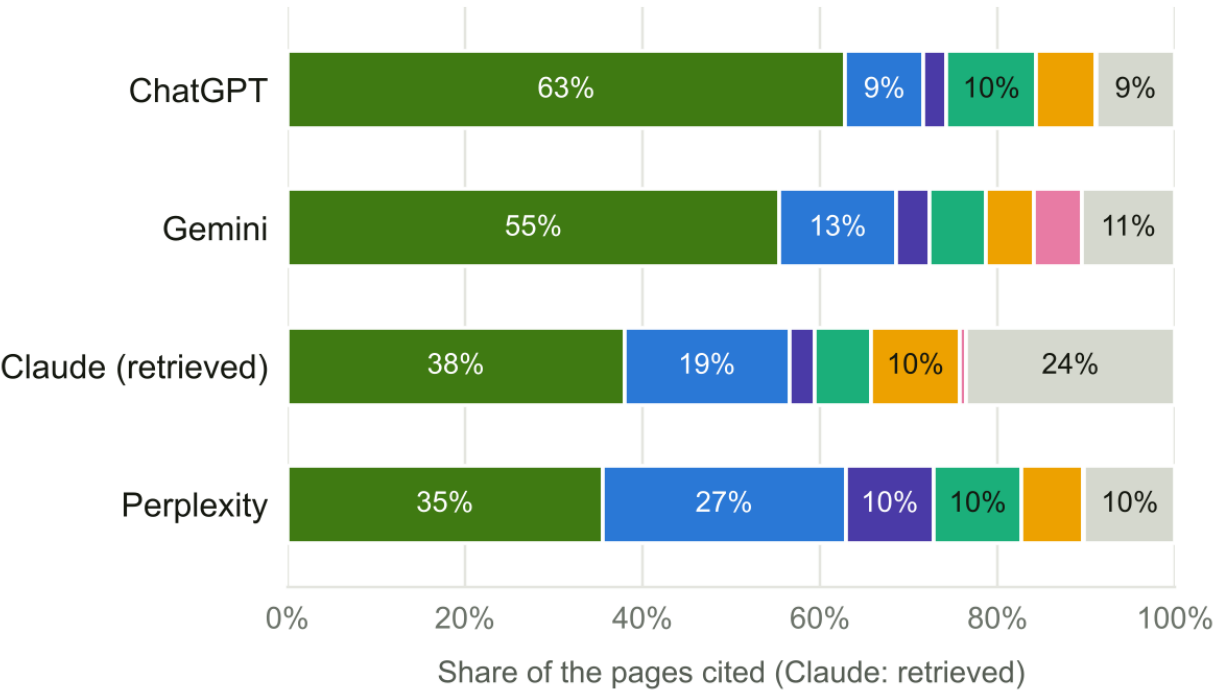
Every business the answers named, over the four engines, one per answer that named it: the panel's, other independent businesses, chains (several branches under one name), institutions (university and public clinics) and services that are not businesses of the trade (emergency lines, the touring club, utilities), labelled by hand; directories taken for a business are left out.

Coverage in every city and trade

	Vets	Bakeries	Plumbers	Garages	Dentists	Hair salons
Lugano	20% n=3	29%	13%	9%	6%	6%
Basel	37% n=4	13%	9%	4%	15%	5%
Geneva	19%	14%	5%	5%	9%	5%
Lausanne	33% n=6	7%	7%	12%	0%	2%
Bern	22% n=7	9%	10%	1%	2%	3%
Zurich	23%	2%	3%	3%	0%	3%

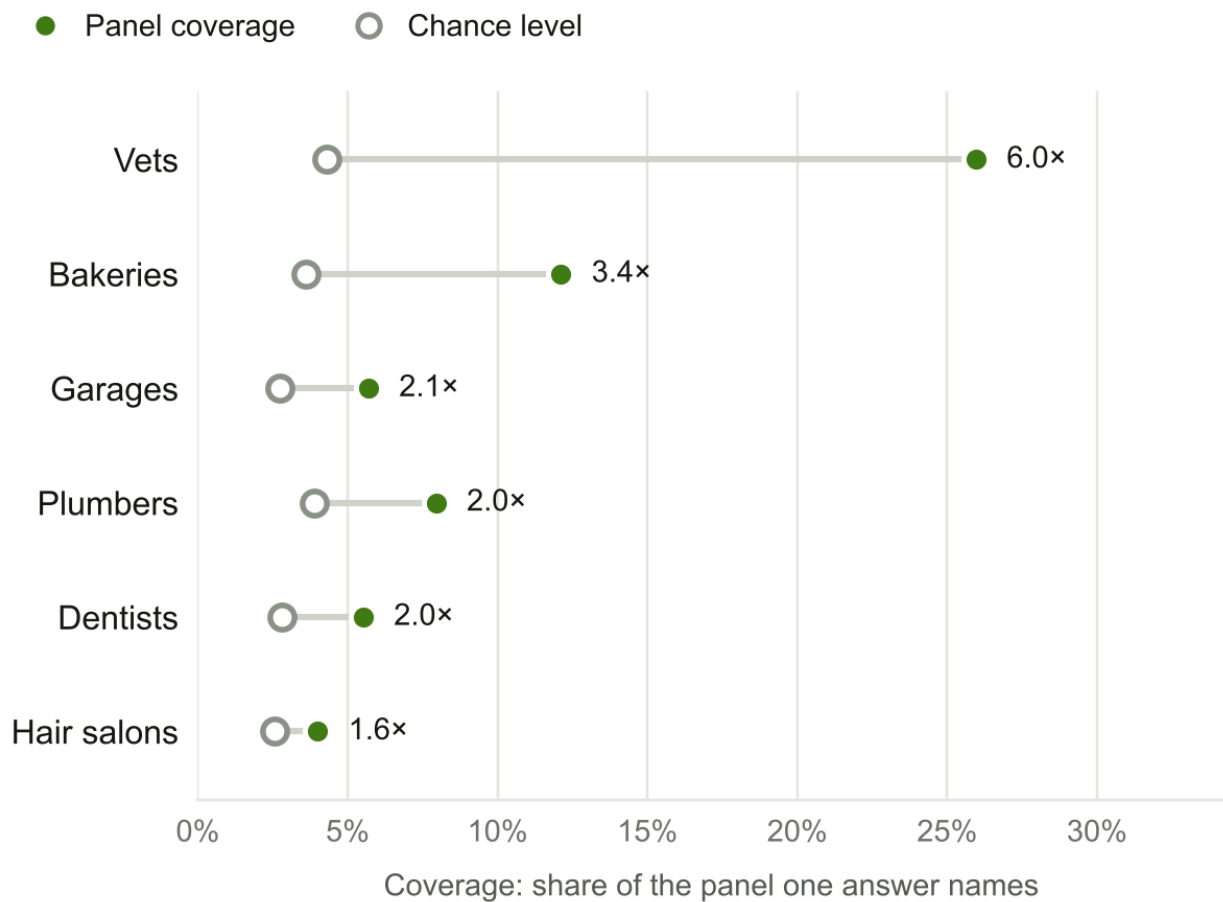
Mean coverage over the four engines, per city and trade. Cells with fewer than eight panel businesses say how many (n); a small cell's figure moves a lot with one business.

What kind of site the answers cite



Every page an answer cites, by the kind of site it is on: the website of a business (panel or not, chains included), a directory, review or comparison site, a booking platform, a public body or association, media and guides, forums and social networks. Other: sites not typed yet. An engine whose answers carry almost no citations is shown with the pages its searches returned instead (retrieved), which are many more per answer and not all read closely.

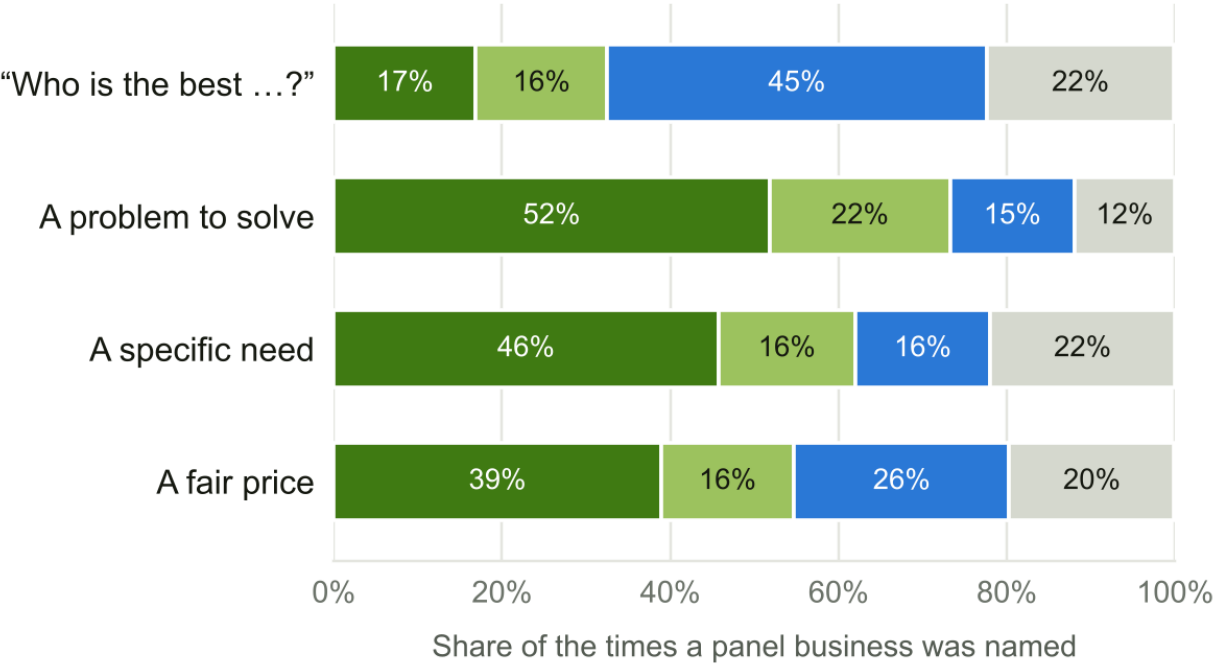
Coverage against chance, by trade



Green: the panel's coverage. Grey: the coverage a business of the trade would get if each answer picked its names at random from the city's market — the businesses one answer names, divided by the number of businesses of the trade in the city (the larger of OpenStreetMap's count and the number of different businesses the answers have named there; both undercount). The ratio says how much more often than chance the panel is named.

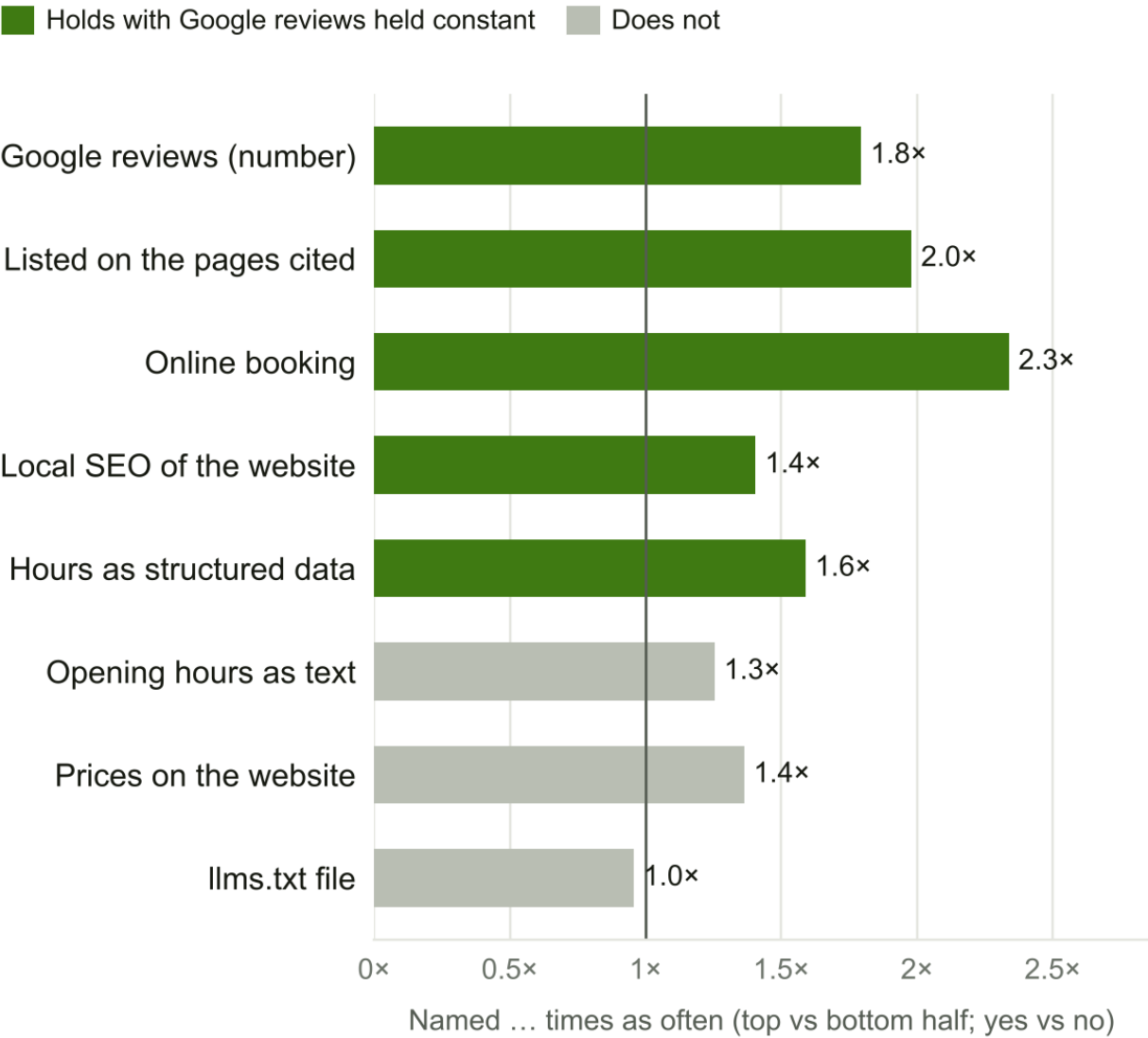
Where the names come from

- Own website only
- Another page only
- Own website and another page
- On no page read



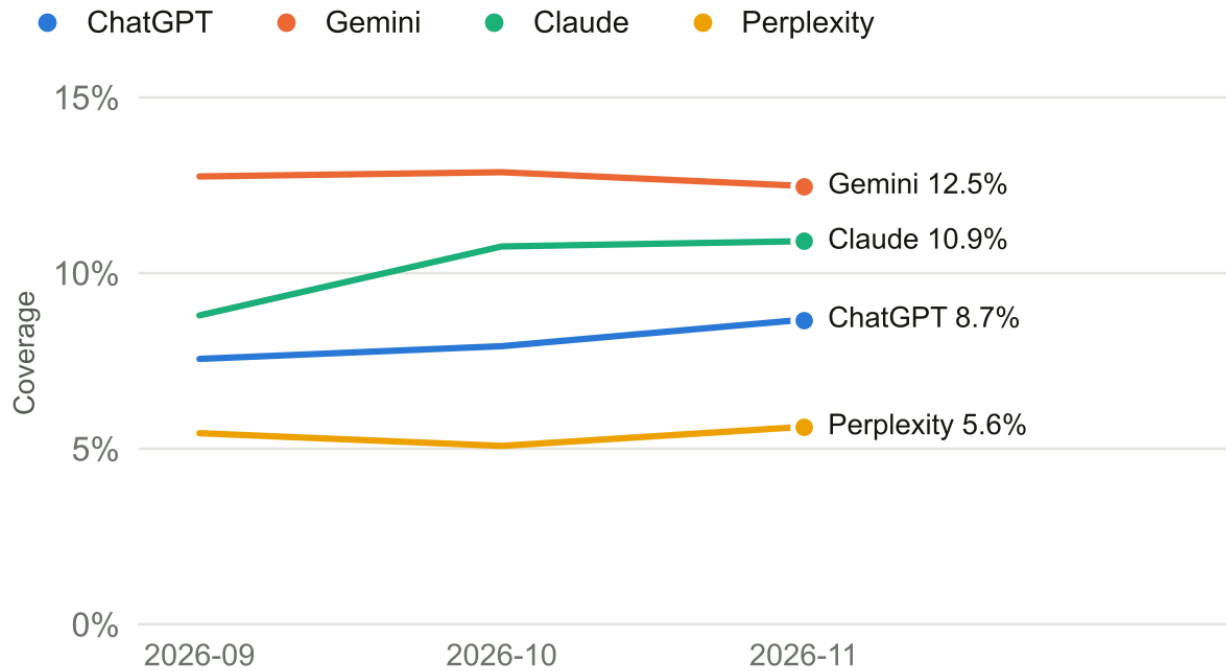
Each time an answer named a panel business: was the business's own website among the pages the engine cited (Claude: retrieved), another page that lists it, both, or neither — named from what the model knows, or from a page that could not be read. Pages fetched on 2026-11-01.

What the named businesses have in common



Within the same city and trade, how many times as often the businesses in the top half for a feature were named at least once as those in the bottom half (for a yes/no feature: with vs without). Green: still significant with the number of Google reviews held constant. The panel and the OpenStreetMap businesses not drawn into it, together; see the predictors analysis for the method.

Coverage over time



Coverage per engine in every run so far.

The tables

Headline per engine

Engine	Answers	Searched	Coverage	In text	Cited	Reach	Names / answer	Panel share	HHI	Top 3
ChatGPT	432	100%	8.7%	8.7%	5.1%	30.4%	4.8	14%	0.055	27%
Gemini	432	93%	12.5%	11.9%	7.3%	40.2%	7.0	14%	0.043	24%
Claude	432	100%	10.9%	10.9%	0.0%	39.9%	7.5	11%	0.034	19%
Perplexity	432	100%	5.6%	5.5%	2.5%	21.4%	2.8	16%	0.097	39%

Coverage by kind of question

Question	ChatGPT	Gemini	Claude	Perplexity
"Who is the best ...?"	10.6%	17.9%	12.6%	6.0%
A problem to solve	3.7%	9.4%	6.3%	3.6%
A specific need	10.4%	12.1%	15.8%	7.7%
A fair price	9.9%	10.5%	8.9%	5.1%

Coverage in every city and trade, per engine

City	Trade	Panel	ChatGPT	Gemini	Claude	Perplexity	Mean	Reach
Basel	Garages	8	8.3%	2.1%	7.3%	0.0%	4.4%	25%
Basel	Bakeries	8	8.3%	15.6%	27.1%	1.0%	13.0%	50%
Basel	Dentists	8	14.6%	17.7%	21.9%	7.3%	15.4%	34%
Basel	Hair salons	8	5.2%	6.2%	4.2%	3.1%	4.7%	19%
Basel	Plumbers	8	8.3%	12.5%	10.4%	6.2%	9.4%	34%
Basel	Vets	4	33.3%	47.9%	43.7%	25.0%	37.5%	94%
Bern	Garages	8	0.0%	1.0%	0.0%	2.1%	0.8%	6%
Bern	Bakeries	8	10.4%	15.6%	8.3%	0.0%	8.6%	44%
Bern	Dentists	8	2.1%	5.2%	0.0%	0.0%	1.8%	9%
Bern	Hair salons	8	5.2%	0.0%	6.2%	0.0%	2.9%	9%
Bern	Plumbers	8	5.2%	28.1%	3.1%	3.1%	9.9%	31%
Bern	Vets	7	26.2%	27.4%	26.2%	9.5%	22.3%	71%
Geneva	Garages	8	8.3%	5.2%	3.1%	3.1%	4.9%	38%
Geneva	Bakeries	8	9.4%	21.9%	17.7%	6.2%	13.8%	44%
Geneva	Dentists	8	7.3%	12.5%	10.4%	7.3%	9.4%	31%
Geneva	Hair salons	8	6.2%	3.1%	7.3%	3.1%	4.9%	25%
Geneva	Plumbers	8	5.2%	7.3%	5.2%	4.2%	5.5%	28%
Geneva	Vets	8	15.6%	22.9%	25.0%	13.5%	19.3%	53%
Lausanne	Garages	8	14.6%	6.2%	14.6%	11.5%	11.7%	56%
Lausanne	Bakeries	8	5.2%	8.3%	8.3%	5.2%	6.8%	38%
Lausanne	Dentists	8	0.0%	0.0%	1.0%	0.0%	0.3%	3%
Lausanne	Hair salons	8	2.1%	2.1%	4.2%	1.0%	2.3%	16%
Lausanne	Plumbers	8	7.3%	13.5%	3.1%	3.1%	6.8%	34%
Lausanne	Vets	6	36.1%	47.2%	31.9%	18.1%	33.3%	92%
Lugano	Garages	8	5.2%	8.3%	14.6%	8.3%	9.1%	41%
Lugano	Bakeries	8	30.2%	32.3%	37.5%	14.6%	28.6%	62%
Lugano	Dentists	8	6.2%	13.5%	4.2%	0.0%	6.0%	25%

City	Trade	Panel	ChatGPT	Gemini	Claude	Perplexity	Mean	Reach
Lugano	Hair salons	8	6.2%	9.4%	6.2%	3.1%	6.2%	31%
Lugano	Plumbers	8	8.3%	13.5%	15.6%	15.6%	13.3%	56%
Lugano	Vets	3	22.2%	27.8%	16.7%	13.9%	20.1%	33%
Zurich	Garages	8	2.1%	10.4%	0.0%	0.0%	3.1%	16%
Zurich	Bakeries	8	2.1%	1.0%	4.2%	0.0%	1.8%	12%
Zurich	Dentists	8	0.0%	0.0%	1.0%	0.0%	0.3%	3%
Zurich	Hair salons	8	0.0%	3.1%	5.2%	3.1%	2.9%	9%
Zurich	Plumbers	8	0.0%	3.1%	0.0%	8.3%	2.9%	6%
Zurich	Vets	8	14.6%	34.4%	24.0%	19.8%	23.2%	56%

The twenty most visible panel businesses

Business	City	Trade	Coverage	Engines	Best rank
Universitäres Tierspital	Zurich	Vets	85.4%	4	1
Universitäres Zentrum für Zahnmedizin Basel	Basel	Dentists	70.8%	4	1
Medi-Vet	Lausanne	Vets	66.7%	4	1
tiVET	Lugano	Vets	60.4%	4	1
Marina Panetteria	Lugano	Bakeries	58.3%	4	1
MVET	Geneva	Vets	54.2%	4	1
VET Zentrum Bern Breitenrain	Bern	Vets	54.2%	4	1
Pasticceria Ricigliano	Lugano	Bakeries	52.1%	4	1
Kleintierpraxis "Am Ring"	Basel	Vets	45.8%	4	1
Vet Zentrum Zürich Letzigrund	Zurich	Vets	43.8%	4	1
Vetgenève	Geneva	Vets	43.8%	4	1
Basel.vet AG Kleintierärzte	Basel	Vets	43.7%	4	2
A. Pougner	Geneva	Bakeries	39.6%	4	1
ACC Zahnklinik	Basel	Dentists	37.5%	4	2
Animed	Lausanne	Vets	37.5%	4	1
Clinique Universitaire de Médecine Dentaire (CUMD)	Geneva	Dentists	37.5%	4	1
Bignasca Panetteria & Pasticceria	Lugano	Bakeries	37.5%	3	1
Cityvet	Lausanne	Vets	35.4%	4	1
Gilgen	Basel	Bakeries	35.4%	3	2
Tierarztpraxis Dalbe	Basel	Vets	33.3%	3	1

Named instead: the open list's twenty most named

Businesses named that are not in the panel — 4,628 distinct entries over the four engines. Grouped by name, so a chain named in several cities is one line.

Name	Cities	Engine × city cells	Answers
TCS	6	21	50
GIDOR Coiffure	5	13	35
Migros	6	17	35
Bakery Bakery	3	10	31
VetTrust Tierklinik Basel	1	4	29
Äss-Bar	4	13	27
Bread Store	1	4	27
Coop	6	17	27
Zahnarztzentrum.ch	3	5	25
Coiffure Varibelle	3	7	24
John Baker	1	4	24
Sutter Begg	1	4	24
Bäckerei KULT	1	4	23
Centro Veterinario Cornaredo	1	4	23
Emil Frey	6	8	23
Bosch Car Service	6	9	22
DRYCUT	3	6	22
AMAG	5	9	21
CHD Lausanne Bessières	1	3	21
Clinica Veterinaria Acacia	1	4	21

Who the answers name, by kind, per engine

Engine	Mentions	Panel businesses	Other independents	Chains	Institutions	Services
ChatGPT	2,070	14%	70%	12%	1%	3%
Gemini	3,012	14%	62%	20%	2%	2%
Claude	3,238	11%	75%	11%	1%	2%
Perplexity	1,191	16%	67%	14%	2%	2%

The sites cited most, by kind

Pages cited, over all engines. A business's site is recognised by the panel's and the open list's websites; the other kinds are typed by hand.

Kind of site	Most cited (pages)
Business websites	cliniquehygienesdentaire.ch (64), zahnarztzentrum.ch (49), amag.ch (44), uzb.ch (41), gidor.ch (38), anicura.ch (34)
Directories & reviews	local.ch (588), search.ch (100), ofri.ch (33), auto2day.ch (21), cityhero.ch (19), comparis.ch (19)
Booking platforms	treatwell.ch (160), salonkee.ch (77), onedoc.ch (44), fresha.com (37), agenda.ch (9), petla.app (4)
Public bodies & associations	uzh.ch (37), tcs.ch (35), sbb.ch (34), sso.ch (30), unibe.ch (27), bern.ch (26)
Media & guides	gaultmillau.ch (49), atlas.magicheidi.ch (43), ranq.ch (34), lausanne-tourisme.ch (31), wanderlog.com (26), tio.ch (21)
Forums & social	reddit.com (179), instagram.com (2), glocals.com (2), facebook.com (1), youtube.com (1)

Where named panel businesses stand

Engine	Named first	Second or third	Later	Only cited
ChatGPT	40	25	19	0
Claude	30	35	45	0
Gemini	32	42	35	2
Perplexity	34	21	4	0

Coverage against chance, per trade and city

Trade or city	Market (at least)	Named per answer	Coverage	Chance	Ratio
Vets	633	4.4	26.0%	4.3%	6.0×
Bakeries	1,157	6.7	12.1%	3.6%	3.4×
Garages	1,359	6.0	5.7%	2.7%	2.1×
Plumbers	747	4.7	7.9%	3.9%	2.0×
Dentists	820	3.8	5.5%	2.8%	2.0×
Hair salons	1,659	6.2	4.0%	2.6%	1.6×
Basel	930	5.4	14.1%	3.6%	3.9×
Lugano	832	4.9	13.9%	3.9%	3.6×
Geneva	1,210	5.8	9.6%	3.1%	3.1×
Lausanne	968	5.4	10.2%	3.5%	2.9×
Bern	1,001	4.9	7.7%	3.0%	2.6×
Zurich	1,434	5.4	5.7%	2.8%	2.0×

What the named businesses have in common

Within the same city and trade. Ratio: how many times as often the top half (yes/no: with vs without) was named at least once, and named in six answers or more. Odds ratio: with the number of Google reviews held constant (for reviews: per standard deviation, about four times as many).

Feature	Ratio, named	Ratio, 6+ answers	p	Odds ratio, reviews held	p
Google reviews (number)	1.79×	2.56×	<0.001	2.96	<0.001
Listed on the pages cited	1.98×	3.59×	<0.001	1.67	<0.001
Online booking	2.34×	2.45×	<0.001	3.48	<0.001
Local SEO of the website	1.41×	1.51×	<0.001	1.54	<0.001
Hours as structured data	1.59×	1.61×	0.001	1.87	0.049
Opening hours as text	1.25×	1.18×	0.053	1.25	0.368
Prices on the website	1.36×	1.11×	0.005	1.49	0.099
llms.txt file	0.96×	0.87×	0.732	0.93	0.773

Why the engines agree

Panel businesses by the number of engines that named them, as observed and as expected if each engine chose independently, given its city and trade, the engine, and then the features named.

Expected given ...	0	1	2	3	4
Observed	114	56	41	34	31
Cell and engine only	85	82	61	33	15
Own-site features	90	77	57	34	18
Google reviews and branches	97	70	54	36	20
Listed on cited third-party sites	89	78	59	34	17
Google reviews, branches and own-site features	100	67	51	35	22
All of these	101	66	50	35	23

Churn against October 2026

Engine	Retained	Added	Dropped	Jaccard (mean over cells)
ChatGPT	519	561	512	0.34
Claude	800	992	921	0.30
Gemini	727	807	680	0.34
Perplexity	247	340	366	0.28

How the study works

Panel. 276 independent businesses with a website of their own in 6 Swiss cities (Zurich, Basel, Bern in German; Geneva, Lausanne in French; Lugano in Italian) and 6 trades, up to eight per city and trade. Chains are left out. 175 were drawn at random from the places OpenStreetMap has with a website. Where a city had fewer than eight of a trade, 47 more were taken from the places OpenStreetMap has without one, their website looked up, and 54 found by hand on search.ch, local.ch, trade associations' lists and by web search. Those found by searching lean towards the businesses a search finds. The panel is the known denominator: coverage is the share of it the engines name.

Questions. Four unbranded questions per trade, one per intent, in the city's language, asked exactly as a person would type them, with no system prompt. Each is asked of each engine three times: 1,728 answers this month. Each engine is asked through its provider's API with web search on: ChatGPT gpt-5.6-luna, Gemini gemini-3.8-flash, Claude claude-sonnet-5-5, Perplexity openai/gpt-6-luna.

Reading the answers. A model lists every business an answer names; a program then keeps only names the answer's text actually contains, and searches the text and the cited pages for every panel business directly. A business named outside the panel goes on the open list.

Coverage is the share of the panel one answer names, averaged over each prompt's repetitions, then over the prompts and the businesses, each business weighing the same. **Reach** is the share of the panel named at least once. **HHI** and the **top-3 share** say how concentrated the names are within a city and trade.

It is an approximation. The APIs with search on are the closest a program can get to the consumer products, not a recording of them: no memory, no personalisation, no location beyond the city in the question.

Claude cites almost nothing. Only 0.2% of its answers this month carry a citation, although it searched for nearly every one: its API returned the search results but no citations in the answer's text: it reads the results through code before it writes. Its cited coverage is therefore not comparable with the other engines'; the chart of site types shows the pages its searches returned instead.

Coverage depends on the size of the market. An answer names three to seven businesses whatever the city and trade, so a hair salon among several hundred gets a far smaller share of each answer than a vet among a few dozen. The chance level divides the businesses an answer names by the market's size: the larger of the places OpenStreetMap has for the trade in the city and the businesses the answers have named there in every run so far. Both undercount, so the chance level is if anything too high, and the panel's lead over it too low. Comparisons between cities and trades are comparisons of markets as much as of visibility.

What goes with being named compares the panel and the OpenStreetMap independents with a website that were not drawn into it, labelled from the open list; Google reviews from the Places API; each business's website, robots.txt, sitemap and llms.txt read as a crawler without JavaScript; and every third-party page the answers cited, fetched and searched for the business. Every comparison is within one city and trade, tested by shuffling the labels within it 5,000 times, and again in conditional logistic regressions with the number of Google reviews held constant. It is correlation in one month's answers, not cause. Every test, in every sample, is in the published data (below).

Churn compares each city and trade with the run of 2026-10: the businesses named in both, only now, and only then.

The data

The figures of this report, every panel business's visibility and every test of what goes with being named are published as CSV files at <https://quaryan.com/blog/ai-visibility-study-november-2026/>, described in `smb-ai-visibility-2026-11-data.txt`. No file holds a business's Google reviews or rating, which Google's terms let be kept only for a while. The panel's list contains information from OpenStreetMap (© OpenStreetMap contributors) and is published under the Open Database License.

File	What it holds
<code>smb-ai-visibility-2026-11-engines.csv</code>	The headline per engine
<code>smb-ai-visibility-2026-11-cells.csv</code>	Coverage per city and trade, per engine
<code>smb-ai-visibility-2026-11-intents.csv</code>	Coverage per engine and kind of question
<code>smb-ai-visibility-2026-11-panel-businesses.csv</code>	Every panel business's visibility, per engine (ODbL)
<code>smb-ai-visibility-2026-11-engines-per-business.csv</code>	Panel businesses by how many engines named them
<code>smb-ai-visibility-2026-11-chance.csv</code>	Coverage against chance, per city and trade
<code>smb-ai-visibility-2026-11-named-by-kind.csv</code>	Who the answers name, by kind, per engine and trade
<code>smb-ai-visibility-2026-11-site-types.csv</code>	The kinds of site the answers cite (Claude: retrieved)
<code>smb-ai-visibility-2026-11-what-goes-with-being-named.csv</code>	The features in this report: ratios, odds ratios, p
<code>smb-ai-visibility-2026-11-where-names-come-from.csv</code>	Own site or another page, per kind of question
<code>smb-ai-visibility-2026-11-engine-agreement.csv</code>	Engines naming each business, observed and expected
<code>smb-ai-visibility-2026-11-tests.csv</code>	Every feature tested, in every sample
<code>smb-ai-visibility-2026-11-tests-reviews-held-constant.csv</code>	Every feature with Google reviews held constant
<code>smb-ai-visibility-2026-11-data.txt</code>	What every file holds, column by column