

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 2026-10 · asked 2026-10-01 · 3 askings per question · report made 2026-10-10

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

9.1%

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

12.9%

coverage of Gemini, the engine that named the most

What the October figures say

Most independent local businesses are rarely named by AI assistants, and the size of their market explains much of it. Each of the 276 panel businesses had 48 chances to be named: four questions about its trade in its city, asked three times of each of four engines. 114 of them (41%) were named in none of those answers, and only 33 (12%) by all four engines. On average, one answer named 9.1% of the panel businesses in its city and trade, and more than half of the answers (56%) named none of them. But an answer names three to seven businesses whatever the city and trade. A hair salon among the 564 that Zurich has in OpenStreetMap would get about 1% of each answer at random; a vet among Basel's few dozen about 6%. Measured against that chance level, the panel is named about two and a half times as often as a business picked at random from its market: vets 4.6 times, bakeries 2.5 times, hair salons 1.2 times.

The engines differ mainly in how many names they give. Gemini named the most of the panel (12.9% coverage), then Claude (10.7%), ChatGPT (7.9%) and Perplexity (5.1%). The ranking follows the length of the lists: Claude names 7.4 businesses per answer, Gemini 6.8, ChatGPT 4.4 and Perplexity 2.9. Of all the businesses each engine named, the share that were panel businesses is similar for all four, between 11% and 15%. A short answer is not more selective in favour of small businesses; it leaves more of them out.

The rankings of trades and cities are rankings of markets. Vets are named most (24.6% coverage; 89% of the panel's vets named by at least one engine), hair salons least (3.8%; 63% never named). Lugano, the smallest city, is the most visible (13.2%); Zurich, the largest, the least (6.2%), and none of its eight panel dentists was named once. Against chance, the gaps shrink: every city's panel is named between 1.8 (Zurich) and 2.8 times (Basel) as often as chance would have it. Comparisons between cities and trades say as much about how crowded the market is as about the assistants.

Who is named is not random, and the four engines agree on it. If each engine picked independently — given only the city, the trade and how many names it gives — about 18 panel businesses would be named by all four and 80 by none. Observed: 33 and 114. The same businesses come back from engine to engine, and from one asking to the next: 142 of the 162 panel businesses named on 1 October had also been named in the first asking, the day before.

What the named businesses have in common is prominence elsewhere, and a website that search engines find. Compared within the same city and trade (the panel and 428 more independents from

OpenStreetMap):

- The strongest signal is the number of Google reviews. The half with more reviews was named 1.7 times as often, and 3.1 times as often in six answers or more. It holds for every engine and every kind of question.
- Being on the pages the engines cite — local.ch and search.ch lists, local guides and media, booking platforms — goes with being named 2.1 times as often, also with reviews held constant.
- On the website, what goes with being named is ordinary local SEO: the city and the trade in the page title, a meta description, structured data for the business and its opening hours, an FAQ (1.4 times as often for the better half) — and online booking, which in practice means salons and dentists with a profile on a booking platform (2.3 times).
- Opening hours and prices written as text on the site make no difference once the city and trade are compared like for like (1.1 and 1.2 times, not significant), nor does an llms.txt file (1.0).
- Prominence and the website together explain a little over half of why the engines agree. The rest is what the models know without searching, and what these measures miss.

The kind of question decides where the names come from. When a panel business was named, its own website was among the pages the engine read 55% of the times; the engine reached it through a generic search, rarely by searching for the business's name. For a problem — a toothache, a leak, a cake by Saturday — the names come from the businesses' own pages: in half of the cases the business's site was the only page that had it, often an inner page answering the question ('/notfall-tierarzt/', '/torte/'). For "who is the best ...?" they come from lists: in 52% of the cases only a third-party page — a guide, a ranking, a directory — had the business. Problem questions also give the lowest coverage for every engine (2.9% to 9.4%): the engines point to emergency services and big providers, TCS for a car problem in 55 of the 72 answers.

Who is named instead. The most visible "panel businesses" are institutions rather than shops: the university animal hospital in Zurich (Tierspital, 92% coverage) and the university dental centres in Basel (69%) and Geneva (38%). Outside the panel, the names that come up across cities are chains and big brands: Migros and Coop for bakeries, the dealer groups Emil Frey and AMAG, the hairdresser chain Gidor, the dental chains zahnarztzentrum.ch and Swiss Smile. Of every business the four engines named, 18% were chains, 64% other independent businesses, 13% the panel's, and the rest institutions and services. Chains weigh most where people buy every day: a third of the bakeries named (33%), 23% of the dentists, 4% of the plumbers.

Businesses' own websites are cited most; directories are in four answers in ten. Of the pages the answers cite, 54% (Perplexity) to 60% (ChatGPT) are a business's own website. Directories, review and comparison sites are 10% to 19% of the pages, yet they turn up in 36% to 47% of the answers that cite anything, and local.ch alone in 30%. Claude cites almost nothing (3 of 432 answers) because it reads its search results through code before it writes; of the pages its searches returned, 35% were businesses' websites and 18% directories, and a directory page was among them for 86% of its answers.

One asking is a lottery; the month is not. Against the first run of 30 September, one day earlier, fewer than half of the names in a city and trade were the same (Jaccard index 0.29 for Claude to 0.48 for Perplexity). Yet the headline figures barely moved — Gemini 12.7% then 12.9%, ChatGPT 7.5% then 7.9%, Perplexity 5.4% then 5.1%; only Claude rose, from 8.8% to 10.7% — and who gets named at all hardly changed. What varies from asking to asking is the rest of the list.

What it means for a local business

- **Collect Google reviews.** It is the strongest single signal of being named, for every assistant — for Gemini and Perplexity most of all.
- **Get onto the lists the assistants read.** Local guides and media ("the best bakeries in Basel"), local.ch and search.ch, and the booking platforms of your trade. A listing is not enough by itself — nearly every business has one on local.ch — what counts is appearing on the pages that rank, and that follows reviews.
- **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 with its opening hours, an FAQ, and a page for each service people ask

about (an emergency service, a cake to order). The assistants find businesses' pages through ordinary web search, and for a problem they cite the page that answers it.

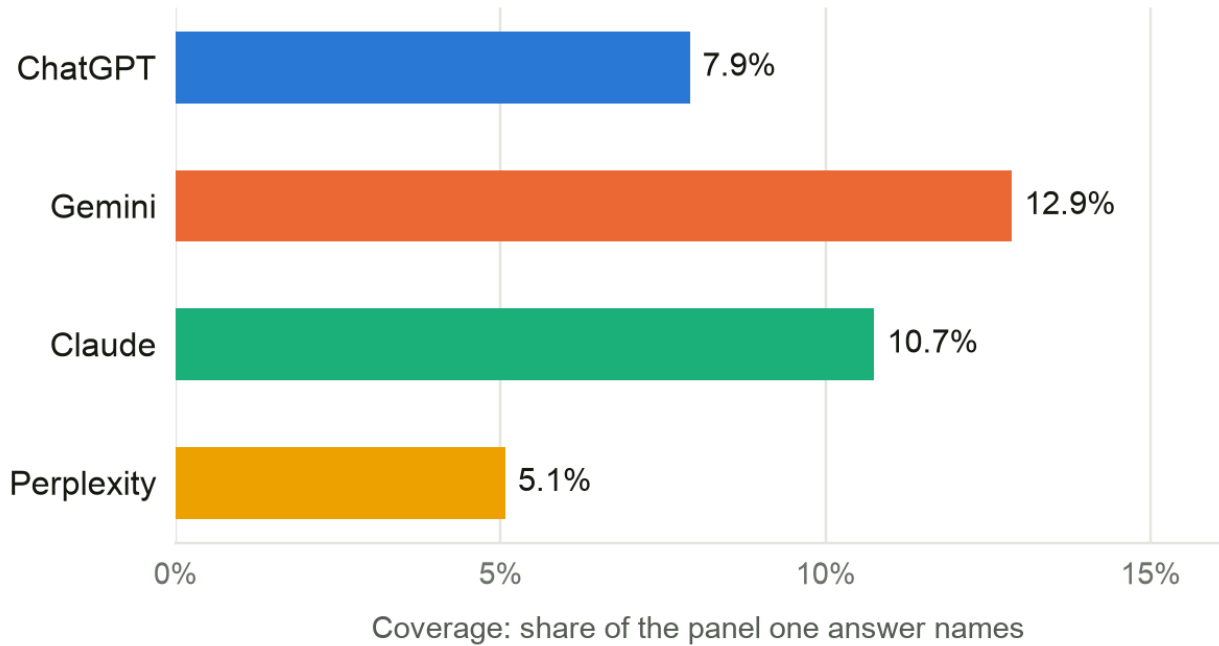
- **Do not expect llms.txt, or opening hours and prices written as text, to change anything by themselves.** Neither went with being named this month.
- **Measure over time.** A business named once may not be named the next time; who is named at all is stable, the rest of the list is not.

Caveats for this month

- November will be the first month-on-month comparison: the run of 30 September was a first run, started the day before October's, so this month's churn measures variation between askings, not change over a month.
- 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, and their websites with them. The website features are detected by a program, and the pages were fetched on 10 October, not when the engines read them.
- 101 of the 276 panel businesses were not drawn at random: 47 were OpenStreetMap places without a website whose site was looked up, and 54 were found by hand where OpenStreetMap ran out, mostly plumbers and dentists. Found by searching, they lean towards businesses a search finds; they were named about as often as the rest (61% against 57%).
- Perplexity's `fast` preset was answered by `openai/gpt-6-luna`; Gemini searched in 91% of its answers, the others in all of them.
- The figures were matched again on 9 October, after 54 panel businesses were given the other names the answers call them by ("Pâtisserie Mage" for Mage, "Grifone Autofficina" for Garage Grifone): coverage rose from 8.2% to 9.1%. Two panel businesses turned out to belong to chains — Kleintierpraxis Laupeneck (AniCura) and Adent Charmilles — and are still in the panel.
- 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.

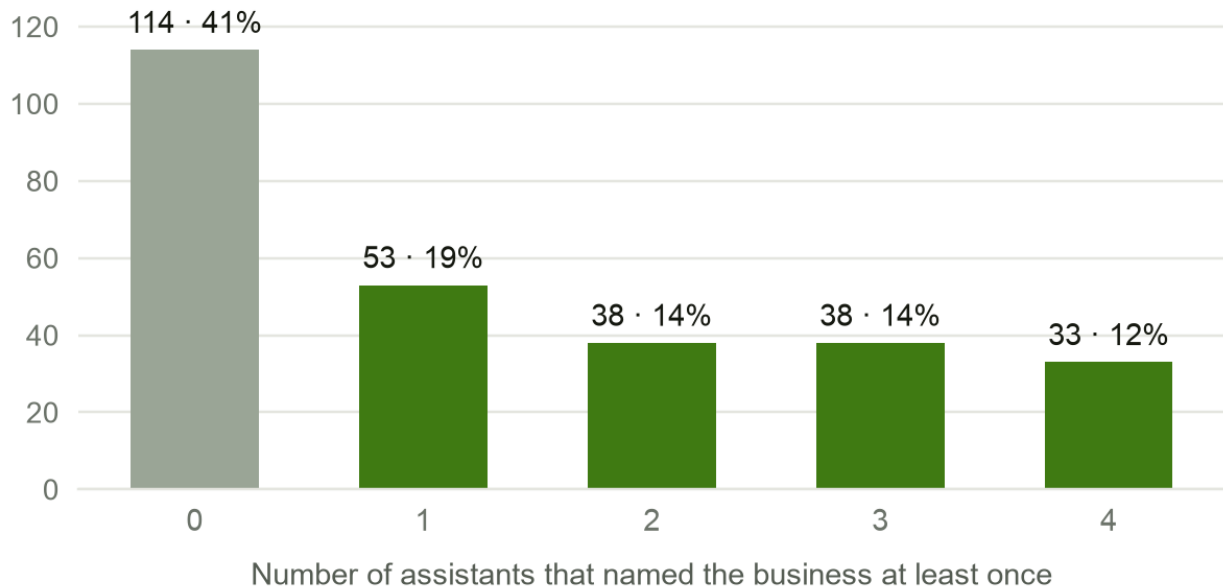
The figures

Coverage by engine



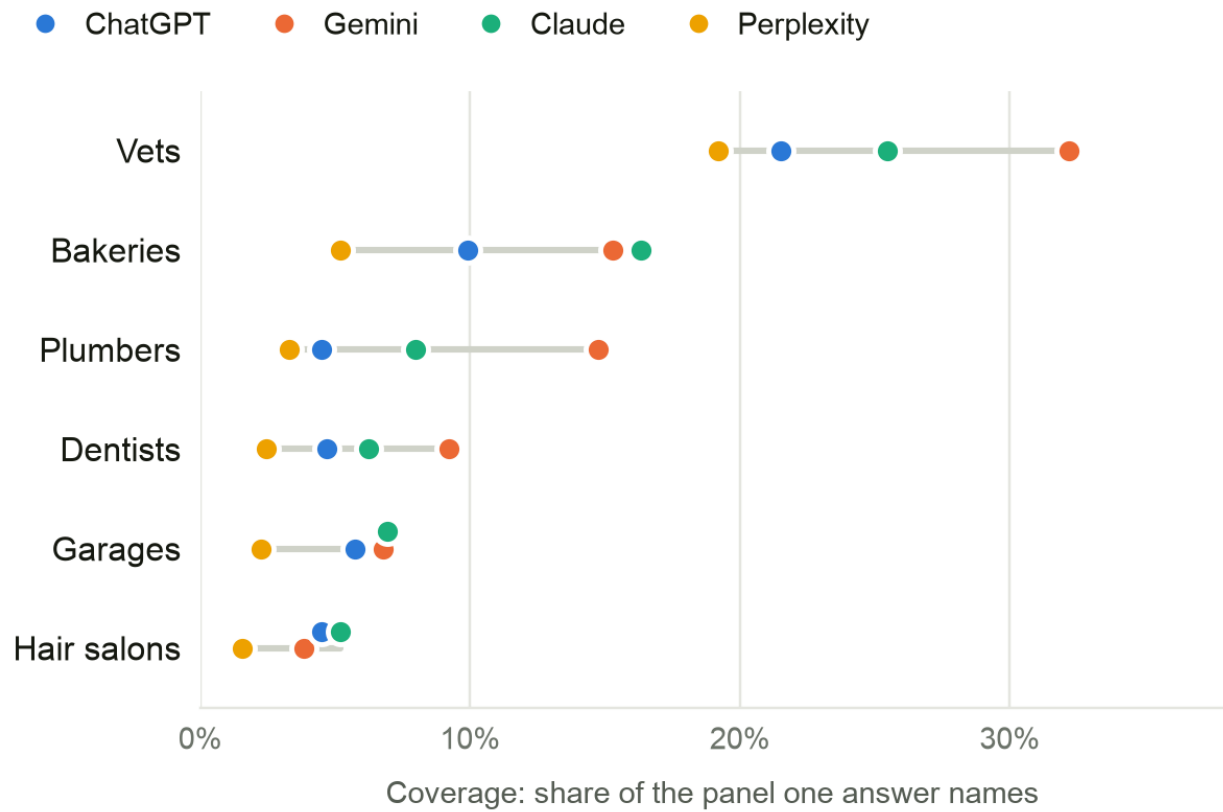
Share of the panel's businesses one answer names, averaged over each prompt's three askings, the prompts and the 276 panel businesses. Gemini named the most (12.9%), Perplexity the fewest (5.1%).

How many engines named each panel business



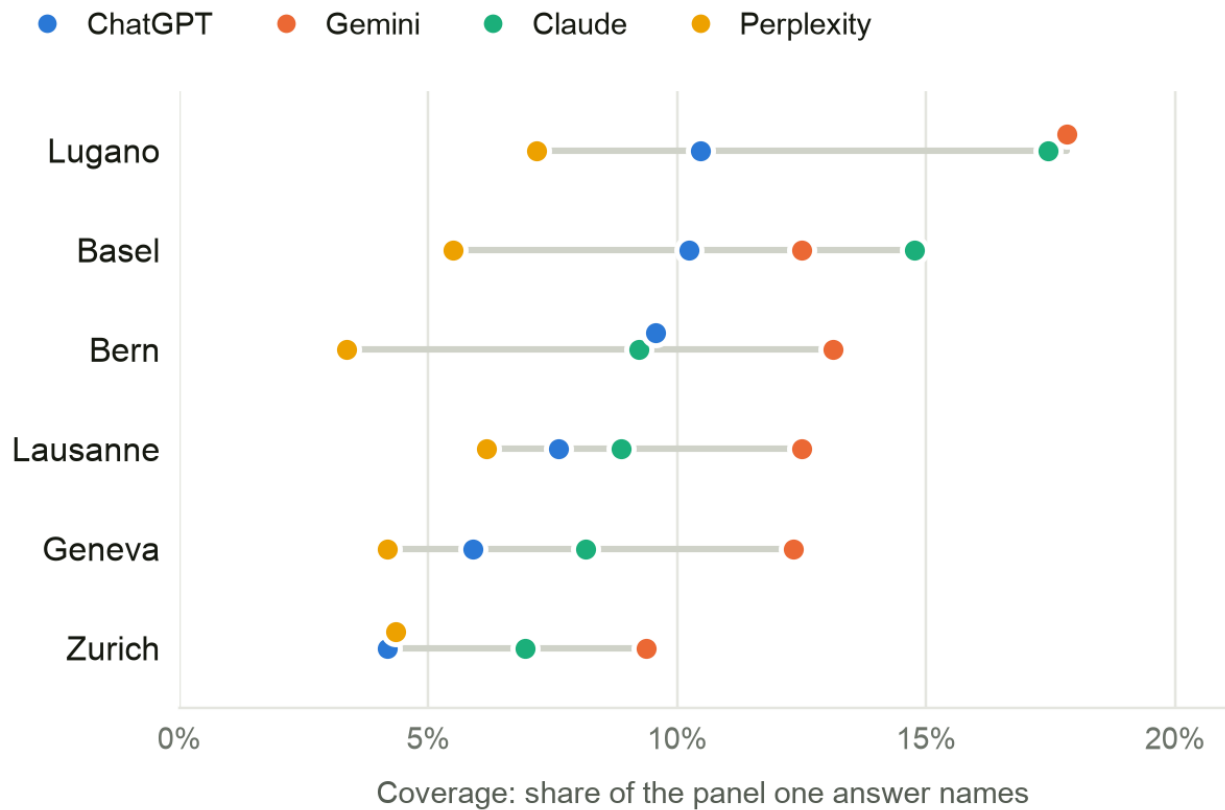
Of the 276 panel businesses, 114 (41%) were named by no engine in any of the month's answers; 33 (12%) were named by all 4.

Coverage by trade



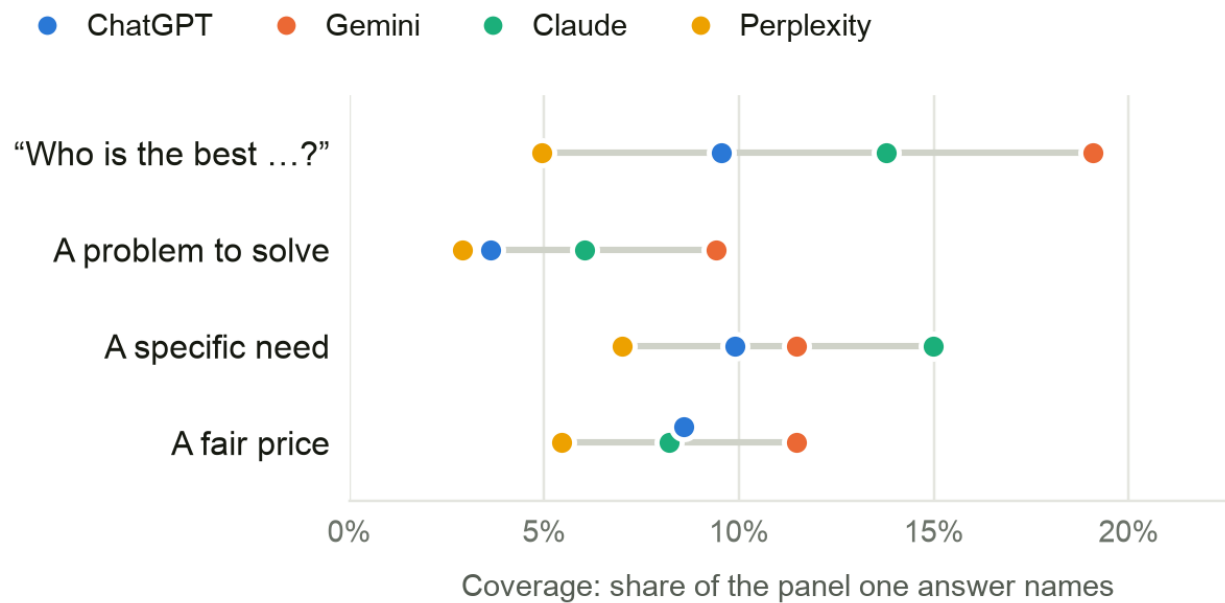
Each dot is one engine's coverage of the trade's panel businesses across the six cities. Vets are named most (24.6% over all engines), hair salons least (3.8%).

Coverage by city



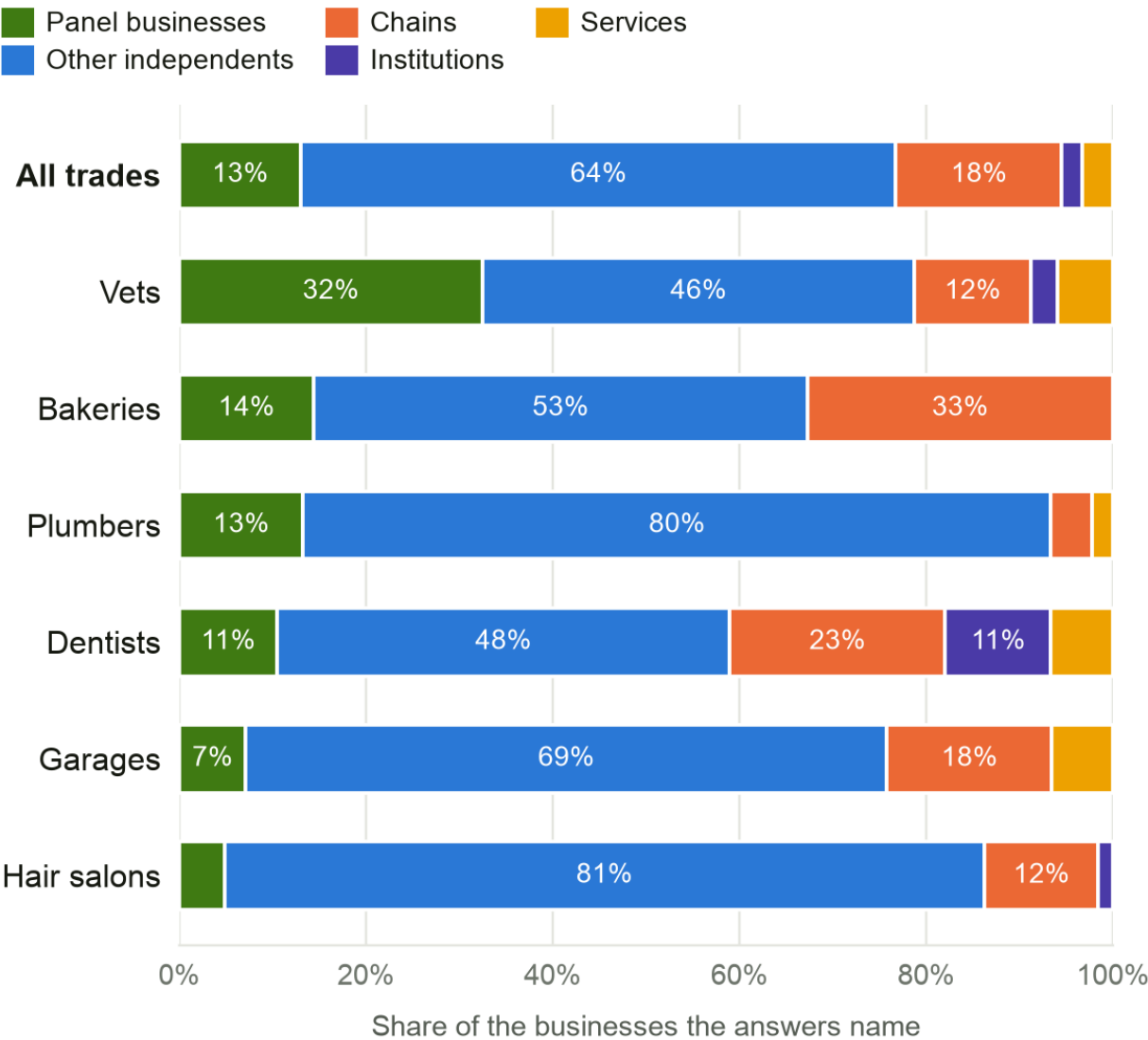
Each dot is one engine's coverage of the city's panel. Lugano is the most visible city (13.2% over all engines), Zurich the least (6.2%).

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.

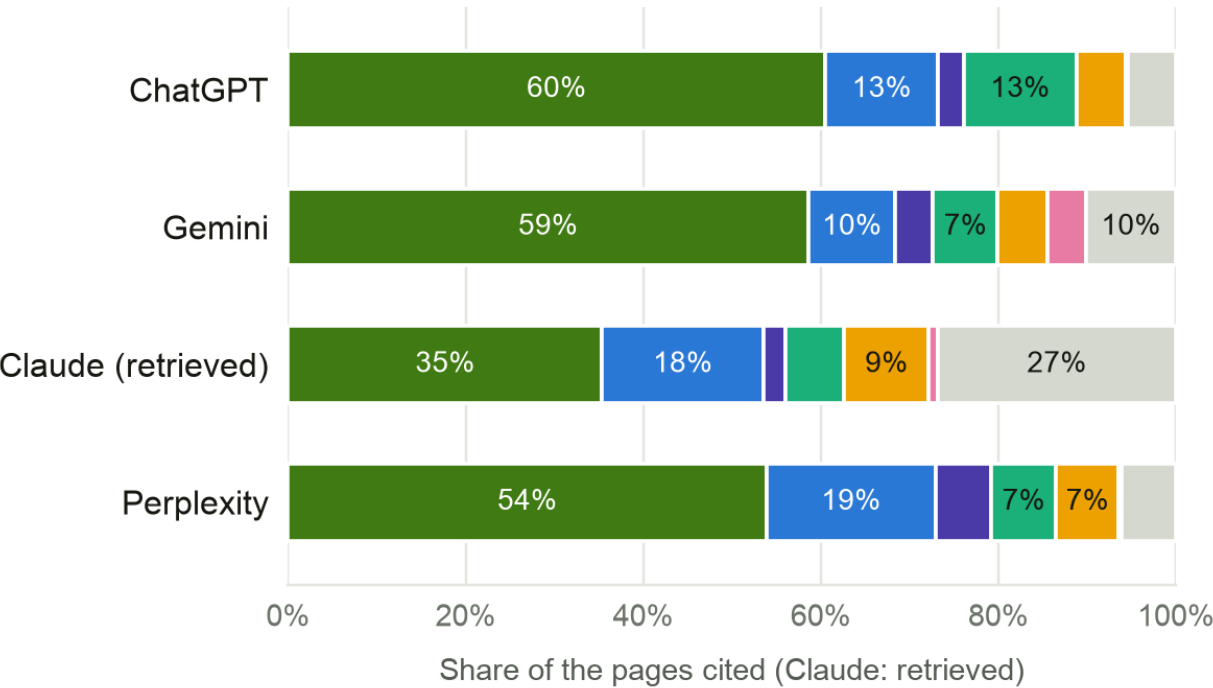
Coverage in every city and trade

	Vets	Bakeries	Plumbers	Dentists	Garages	Hair salons
Lugano	15% n=3	30%	12%	8%	8%	8%
Basel	37% n=4	10%	8%	14%	5%	3%
Bern	27% n=7	10%	12%	2%	2%	2%
Lausanne	34% n=6	4%	5%	1%	13%	2%
Geneva	13%	11%	5%	9%	2%	5%
Zurich	25%	4%	4%	0%	3%	2%

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.

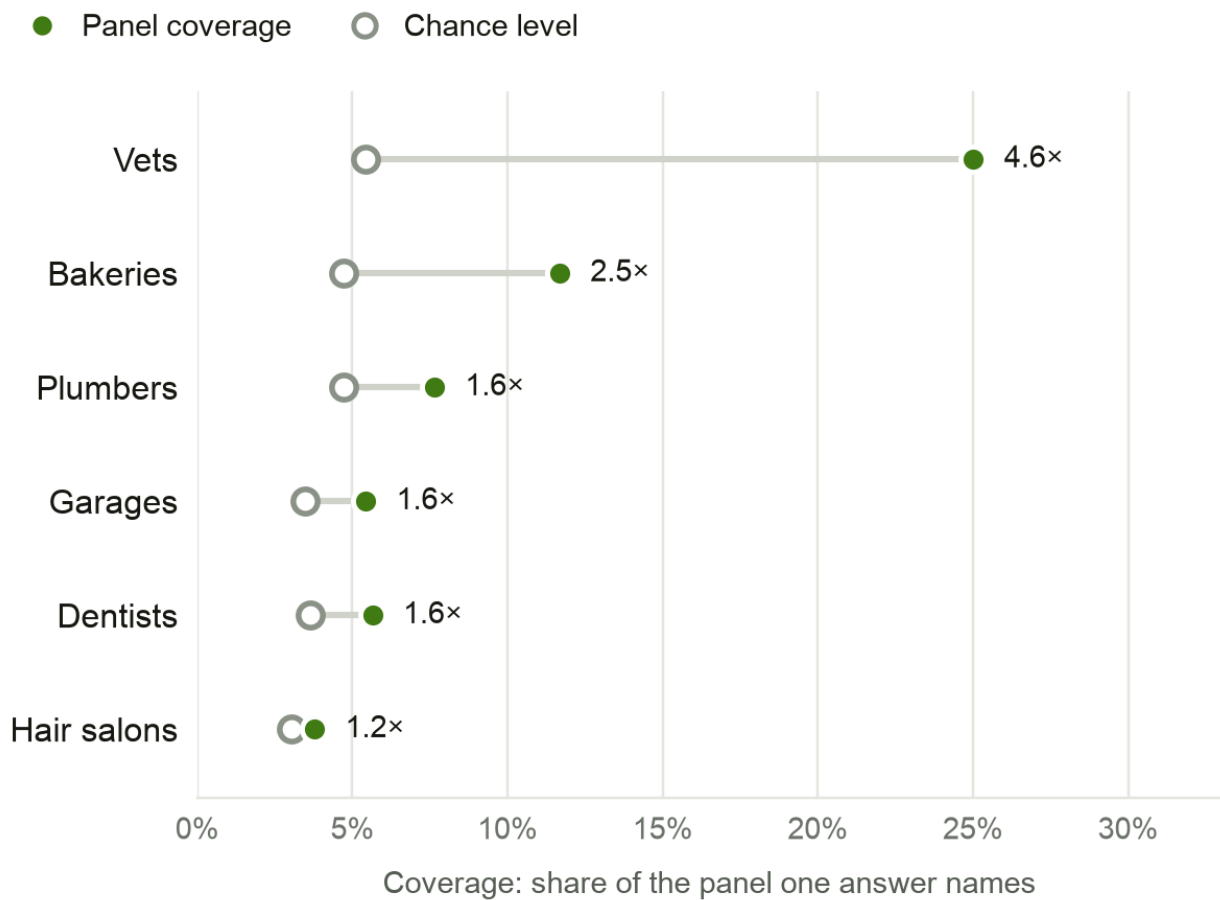
What kind of site the answers cite

- Business websites
- Media & guides
- Directories & reviews
- Forums & social
- Booking platforms
- Other
- Public bodies & associations



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.

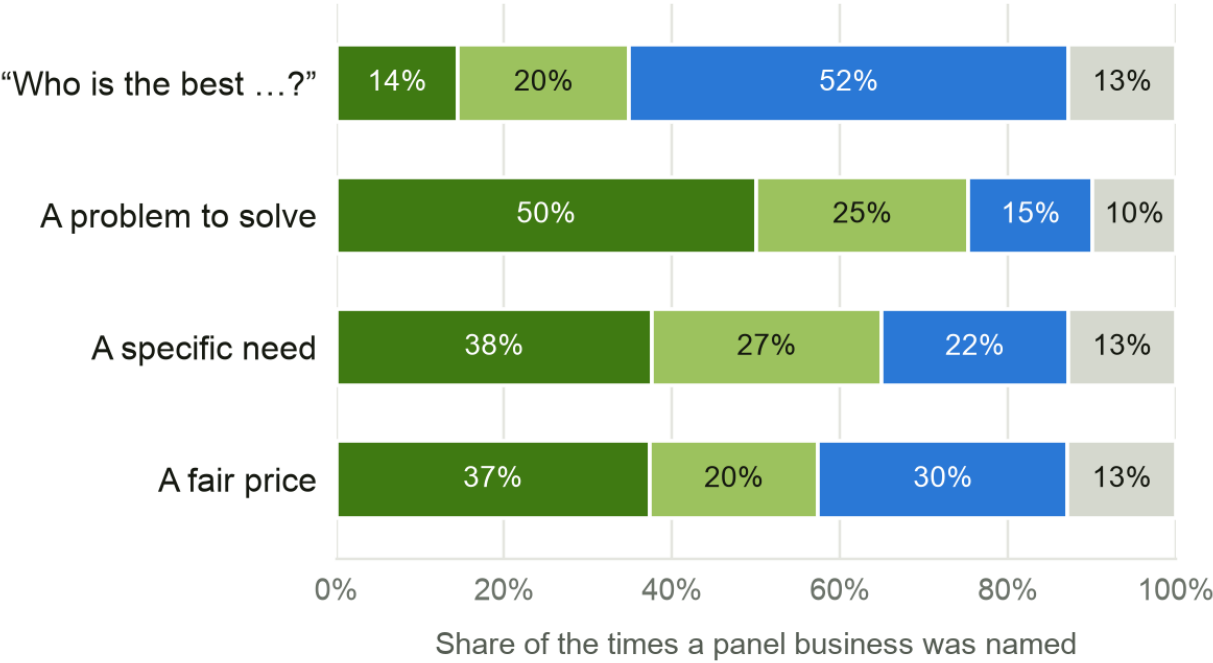
Coverage against chance, by trade



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 10 October.

What the named businesses have in common

■ Holds with Google reviews held constant ■ Does not



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.

The tables

Headline per engine

Engine	Answers	Searched	Coverage	In text	Cited	Reach	Names / answer	Panel share	HHI	Top 3
ChatGPT	432	100%	7.9%	7.9%	4.6%	33.7%	4.4	14%	0.059	29%
Gemini	432	91%	12.9%	12.3%	6.9%	40.9%	6.8	15%	0.048	26%
Claude	432	100%	10.7%	10.7%	0.0%	40.9%	7.4	11%	0.037	20%
Perplexity	432	100%	5.1%	4.9%	3.1%	20.3%	2.9	13%	0.096	38%

Coverage by kind of question

Question	ChatGPT	Gemini	Claude	Perplexity
"Who is the best ...?"	9.5%	19.1%	13.8%	5.0%
A problem to solve	3.6%	9.4%	6.0%	2.9%
A specific need	9.9%	11.5%	15.0%	7.0%
A fair price	8.6%	11.5%	8.2%	5.4%

Coverage in every city and trade, per engine

City	Trade	Panel	ChatGPT	Gemini	Claude	Perplexity	Mean	Reach
Basel	Garages	8	10.4%	3.1%	7.3%	0.0%	5.2%	34%
Basel	Bakeries	8	2.1%	11.5%	21.9%	6.2%	10.4%	41%
Basel	Dentists	8	16.7%	15.6%	17.7%	5.2%	13.8%	44%
Basel	Hair salons	8	3.1%	3.1%	3.1%	3.1%	3.1%	12%
Basel	Plumbers	8	5.2%	11.5%	14.6%	1.0%	8.1%	38%
Basel	Vets	4	37.5%	47.9%	33.3%	29.2%	37.0%	100%
Bern	Garages	8	2.1%	3.1%	1.0%	0.0%	1.6%	9%
Bern	Bakeries	8	16.7%	13.5%	9.4%	0.0%	9.9%	47%
Bern	Dentists	8	1.0%	4.2%	2.1%	1.0%	2.1%	25%
Bern	Hair salons	8	6.2%	1.0%	2.1%	0.0%	2.3%	12%
Bern	Plumbers	8	7.3%	29.2%	12.5%	0.0%	12.2%	34%
Bern	Vets	7	26.2%	29.8%	31.0%	21.4%	27.1%	86%
Geneva	Garages	8	3.1%	4.2%	2.1%	0.0%	2.3%	19%
Geneva	Bakeries	8	7.3%	17.7%	13.5%	7.3%	11.5%	41%
Geneva	Dentists	8	6.2%	12.5%	10.4%	5.2%	8.6%	28%
Geneva	Hair salons	8	7.3%	5.2%	6.2%	3.1%	5.5%	28%
Geneva	Plumbers	8	4.2%	13.5%	1.0%	1.0%	4.9%	19%
Geneva	Vets	8	7.3%	20.8%	15.6%	8.3%	13.0%	44%
Lausanne	Garages	8	14.6%	12.5%	16.7%	9.4%	13.3%	62%
Lausanne	Bakeries	8	1.0%	4.2%	7.3%	2.1%	3.6%	28%
Lausanne	Dentists	8	1.0%	2.1%	1.0%	0.0%	1.0%	9%
Lausanne	Hair salons	8	3.1%	3.1%	2.1%	0.0%	2.1%	22%
Lausanne	Plumbers	8	3.1%	15.6%	1.0%	1.0%	5.2%	25%
Lausanne	Vets	6	27.8%	45.8%	30.6%	30.6%	33.7%	83%
Lugano	Garages	8	4.2%	9.4%	12.5%	4.2%	7.6%	31%
Lugano	Bakeries	8	29.2%	38.5%	38.5%	14.6%	30.2%	75%
Lugano	Dentists	8	3.1%	20.8%	6.2%	3.1%	8.3%	44%

City	Trade	Panel	ChatGPT	Gemini	Claude	Perplexity	Mean	Reach
Lugano	Hair salons	8	7.3%	7.3%	13.5%	3.1%	7.8%	31%
Lugano	Plumbers	8	6.2%	14.6%	14.6%	11.5%	11.7%	50%
Lugano	Vets	3	16.7%	13.9%	22.2%	5.6%	14.6%	33%
Zurich	Garages	8	0.0%	8.3%	2.1%	0.0%	2.6%	9%
Zurich	Bakeries	8	3.1%	6.2%	7.3%	1.0%	4.4%	28%
Zurich	Dentists	8	0.0%	0.0%	0.0%	0.0%	0.0%	0%
Zurich	Hair salons	8	0.0%	3.1%	4.2%	0.0%	1.8%	6%
Zurich	Plumbers	8	1.0%	4.2%	4.2%	5.2%	3.6%	16%
Zurich	Vets	8	20.8%	34.4%	24.0%	19.8%	24.7%	59%

The twenty most visible panel businesses

Business	City	Trade	Coverage	Engines	Best rank
Universitäres Tierspital	Zurich	Vets	91.7%	4	1
Medi-Vet	Lausanne	Vets	75.0%	4	1
Universitäres Zentrum für Zahnmedizin Basel	Basel	Dentists	68.8%	4	1
VET Zentrum Bern Breitenrain	Bern	Vets	60.4%	4	1
Vet Zentrum Zürich Letzigrund	Zurich	Vets	56.2%	4	1
MVET	Geneva	Vets	54.2%	4	1
Kleintierpraxis "Am Ring"	Basel	Vets	50.0%	4	1
Marina Panetteria	Lugano	Bakeries	50.0%	4	1
Tierarztpraxis Bärn West	Bern	Vets	50.0%	4	1
Bignasca Panetteria & Pasticceria	Lugano	Bakeries	45.8%	3	2
Pasticceria Ricigliano	Lugano	Bakeries	45.8%	4	1
Animed	Lausanne	Vets	43.8%	4	1
tiVET	Lugano	Vets	43.8%	4	2
Triticum	Lugano	Bakeries	41.7%	4	1
Basel.vet AG Kleintierärzte	Basel	Vets	37.5%	4	1
Cityvet	Lausanne	Vets	37.5%	4	1
Clinique Universitaire de Médecine Dentaire (CUMD)	Geneva	Dentists	37.5%	4	1
Tierarztpraxis Dalbe	Basel	Vets	35.4%	4	1
Garage Grifone	Lugano	Garages	33.3%	4	1
Fritz Baur AG	Bern	Plumbers	33.3%	3	2

Named instead: the open list's twenty most named

Businesses named that are not in the panel — 4,395 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	17	52
GIDOR Coiffure	5	15	45
Bakery Bakery	3	10	38
Migros	6	16	37
Zahnarztzentrum.ch	3	5	33
VetTrust Tierklinik Basel	1	4	32
Äss-Bar	4	13	30
Sutter Begg	1	4	30
Bread Store	1	4	29
Coop	6	14	29
Bäckerei KULT	1	4	27
DRYCUT	3	7	27
Emil Frey	6	7	26
Ticino Animal Hospital	1	4	26
AMAG	5	8	24
CHD Lausanne Bessières	1	4	23
Centro Veterinario Cornaredo	1	4	22
ABA Aeschenplatz Zahnklinik	1	4	21
AMAG Bern	1	4	21
John Baker	1	4	21

Who the answers name, by kind, per engine

Engine	Mentions	Panel businesses	Other independents	Chains	Institutions	Services
ChatGPT	1,910	14%	66%	14%	3%	4%
Gemini	2,923	15%	56%	23%	2%	4%
Claude	3,176	11%	69%	15%	2%	3%
Perplexity	1,273	13%	65%	19%	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	cliniquehygienedentaire.ch (63), zahnarztzentrum.ch (53), amag.ch (51), gidor.ch (42), latrinita.ch (38), medivetsa.ch (38)
Directories & reviews	local.ch (495), search.ch (44), ofri.ch (37), offrendo.ch (21), cityhero.ch (18), garage-vergleich.ch (17)
Booking platforms	treatwell.ch (123), salonkee.ch (78), fresha.com (35), onedoc.ch (29), meca-direct.com (7), petla.app (6)
Public bodies & associations	tcs.ch (45), sso.ch (45), uzh.ch (32), unibe.ch (29), notfalltierarzt.ch (28), tierspital.uzh.ch (26)
Media & guides	ranq.ch (33), gaultmillau.ch (29), lausanne-tourisme.ch (28), wanderlog.com (27), tio.ch (26), atlas.magicheidi.ch (19)
Forums & social	reddit.com (132), facebook.com (17), glocals.com (1)

Where named panel businesses stand

Engine	Named first	Second or third	Later	Only cited
ChatGPT	37	36	20	0
Claude	32	38	43	0
Gemini	33	38	40	2
Perplexity	29	21	5	1

Coverage against chance, per trade and city

Trade or city	Market (at least)	Named per answer	Coverage	Chance	Ratio
Vets	473	4.1	25.0%	5.4%	4.6×
Bakeries	855	6.5	11.7%	4.7%	2.5×
Plumbers	582	4.5	7.6%	4.7%	1.6×
Garages	1,015	5.7	5.4%	3.5%	1.6×
Dentists	592	3.5	5.6%	3.6%	1.6×
Hair salons	1,473	6.1	3.8%	3.0%	1.2×
Basel	676	5.1	12.9%	4.7%	2.8×
Lugano	648	4.9	13.4%	4.9%	2.7×
Bern	801	4.8	9.2%	3.9%	2.4×
Lausanne	734	5.2	9.8%	4.3%	2.3×
Geneva	912	5.3	7.6%	3.8%	2.0×
Zurich	1,219	5.1	6.2%	3.5%	1.8×

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)	1.67×	3.08×	<0.001	2.48	<0.001
Listed on the pages cited	2.09×	3.03×	<0.001	1.54	<0.001
Online booking	2.34×	2.83×	<0.001	3.69	<0.001
Local SEO of the website	1.45×	1.73×	<0.001	1.62	<0.001
Hours as structured data	1.63×	1.59×	<0.001	2.63	0.004
Opening hours as text	1.14×	1.86×	0.239	1.05	0.839
Prices on the website	1.18×	1.24×	0.143	1.12	0.620
llms.txt file	1.02×	0.85×	0.908	1.09	0.742

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	53	38	38	33
Cell and engine only	80	85	61	33	18
Own-site features	90	75	55	33	22
Google reviews and branches	92	73	53	35	23
Listed on cited third-party sites	84	82	58	32	20
Google reviews, branches and own-site features	98	68	49	34	26
All of these	100	67	48	34	27

Churn against September 2026

Engine	Retained	Added	Dropped	Jaccard (mean over cells)
ChatGPT	613	418	505	0.41
Claude	694	1027	745	0.29
Gemini	783	624	646	0.40
Perplexity	400	213	239	0.48

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 0.7% 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 2026-09: the businesses named in both, only now, and only then. That run began only less than one day before this one, so the churn measured here is how much the answers vary from one asking to the next, not how they changed over a month.

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-october-2026/>, described in `smb-ai-visibility-2026-10-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-2026-10-engines.csv</code>	The headline per engine
<code>smb-ai-visibility-2026-10-cells.csv</code>	Coverage per city and trade, per engine
<code>smb-ai-visibility-2026-10-intents.csv</code>	Coverage per engine and kind of question
<code>smb-ai-visibility-2026-10-panel-businesses.csv</code>	Every panel business's visibility, per engine (ODbL)
<code>smb-ai-visibility-2026-10-engines-per-business.csv</code>	Panel businesses by how many engines named them
<code>smb-ai-visibility-2026-10-chance.csv</code>	Coverage against chance, per city and trade
<code>smb-ai-visibility-2026-10-named-by-kind.csv</code>	Who the answers name, by kind, per engine and trade
<code>smb-ai-visibility-2026-10-site-types.csv</code>	The kinds of site the answers cite (Claude: retrieved)
<code>smb-ai-visibility-2026-10-what-goes-with-being-named.csv</code>	The features in this report: ratios, odds ratios, p
<code>smb-ai-visibility-2026-10-where-names-come-from.csv</code>	Own site or another page, per kind of question
<code>smb-ai-visibility-2026-10-engine-agreement.csv</code>	Engines naming each business, observed and expected
<code>smb-ai-visibility-2026-10-tests.csv</code>	Every feature tested, in every sample
<code>smb-ai-visibility-2026-10-tests-reviews-held-constant.csv</code>	Every feature with Google reviews held constant
<code>smb-ai-visibility-2026-10-data.txt</code>	What every file holds, column by column