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Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

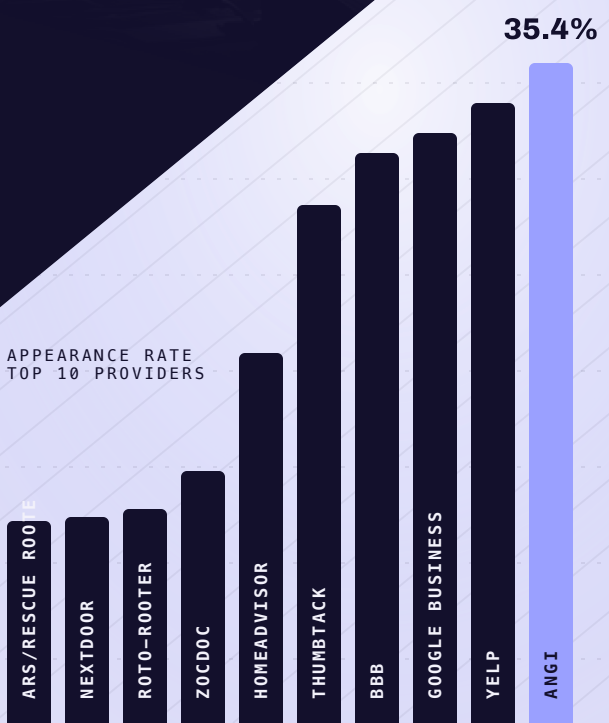
LOCAL SERVICES INDEX 2.0

Which service brands AI engines name
288 AI answers · October 30 to 31, 2026

Measured :
October 30 to 31, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 53 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

No clear leader. Five platforms are within the margin.

Angi was named most often, but four other platforms are within its margin. Angi: 102/288 (35.4%; 95% interval 30.1–41.1%). Yelp: 96/288 (33.3%; 95% interval 28.1–39.0%). Their 95% intervals overlap. Google Business Profile (91/288), BBB (88/288) and Thumbtack (80/288) are also within the margin.

Version 2. This version replaces the first version of this study, first published June 15, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

35.4%
of answers named Angi, the most-named (102 of 288)

39
tracked providers named at least once (of 40)

84.1%
of Google searches showed an AI Overview (53 of 63)

INSIDE THIS REPORT

01 Key findings 03
02 The leaderboard 04
03 Profiles 07
04 How the engines differ 08
05 Google AI Overviews 09
06 Leaders by question 10
07 Who the engines cite 11
08 Improving AI visibility 13
09 Questions people ask 14
10 Methodology 15
A Appendix: the 24 questions 16

KEY FINDINGS

01 What the data shows

MOST NAMED

102/288 (35.4%)

Angi appeared in 102 of 288 four-engine answers (CI 30.1–41.1%). Yelp appeared in 96 of 288 (33.3%, CI 28.1–39%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

47/288 (16.3%)

Angi was the first provider named in 47 of 288 answers, more than any other tracked provider. Its average first position was 1.9.

GEMINI SKEW

33/72 (45.8%)

Gemini named Yelp in 33 of 72 answers. The other engines named it in 17 to 23 of 72.

CHATGPT SKEW

23/72 (31.9%)

ChatGPT named HomeAdvisor in 23 of 72 answers. The other engines named it in 8 to 14 of 72.

OWN-SITE CITATIONS

34/263 (12.9%)

BBB's own domains were cited in 34 of 263 grounded answers, more than any other tracked provider. Angi followed at 27 of 263. 8 of 40 tracked providers had 0 of 263.

AIO TRIGGER

53/63 (84.1%)

Google AI Overviews appeared on 53 of 63 searches (CI 73.2–91.1%). On the other 10, no overview was shown.

AIO LEADER

21/53 (39.6%)

Yelp was the provider named most often in AI Overviews, at 21 of 53, followed by Angi at 17 of 53 (32.1%). In the four-engine set, Yelp was named in 96 of 288 answers (33.3%).

TOP DOMAIN

31/263 (11.8%)

en.wikipedia.org was cited in 31 of 263 grounded four-engine answers, with 47 of 2,230 citations (2.1%). bbb.org came second with 37 citations in 34 answers (12.9%).

02 THE LEADERBOARD

Which providers AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Angi	35.4%	102/288
2	Yelp	33.3%	96/288
3	Google Business Profile	31.6%	91/288
4	BBB	30.6%	88/288
5	Thumbtack	27.8%	80/288
6	HomeAdvisor	19.8%	57/288
7	Zocdoc	13.5%	39/288
8	Roto-Rooter	11.5%	33/288
9	Nextdoor	11.1%	32/288
10	ARS/Rescue Rooter	10.8%	31/288
11	Healthgrades	10.1%	29/288
12	Mr. Rooter	10.1%	29/288
13	Martindale-Hubbell	9.7%	28/288
14	Aspen Dental	8.3%	24/288
15	Avvo	8.3%	24/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 263 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,230 citations. None means no own site is tracked for that name.

#	PROVIDER	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Angi	102/288	35.4%	30.1–41.1%	1.9	10.3% (27/263)	1.4%
2	Yelp	96/288	33.3%	28.1–39%	3.4	2.7% (7/263)	0.4%
3	Google Business Profile	91/288	31.6%	26.5–37.2%	3.4	0.4% (1/263)	0%
4	BBB	88/288	30.6%	25.5–36.1%	3.4	12.9% (34/263)	1.7%
5	Thumbtack	80/288	27.8%	22.9–33.2%	2.9	8.4% (22/263)	1%
6	HomeAdvisor	57/288	19.8%	15.6–24.8%	3	1.5% (4/263)	0.2%
7	Zocdoc	39/288	13.5%	10.1–18%	1.4	8.7% (23/263)	1.1%
8	Roto-Rooter	33/288	11.5%	8.3–15.7%	3.3	8.7% (23/263)	1%
9	Nextdoor	32/288	11.1%	8–15.3%	4.9	0% (0/263)	0%
10	ARS/Rescue Rooter	31/288	10.8%	7.7–14.9%	4.6	3.8% (10/263)	0.4%
11	Healthgrades	29/288	10.1%	7.1–14.1%	2.3	2.3% (6/263)	0.3%
12	Mr. Rooter	29/288	10.1%	7.1–14.1%	4.4	4.6% (12/263)	0.8%
13	Martindale-Hubbell	28/288	9.7%	6.8–13.7%	2.6	3% (8/263)	0.4%
14	Aspen Dental	24/288	8.3%	5.7–12.1%	1.6	7.2% (19/263)	0.9%
15	Avvo	24/288	8.3%	5.7–12.1%	1.7	2.7% (7/263)	0.4%
16	Benjamin Franklin Plumbing	24/288	8.3%	5.7–12.1%	4.8	4.6% (12/263)	0.5%
17	FindLaw	23/288	8%	5.4–11.7%	2.7	6.1% (16/263)	0.8%
18	American Family Care	20/288	6.9%	4.5–10.5%	1.5	1.1% (3/263)	0.1%
19	CityMD	20/288	6.9%	4.5–10.5%	1.9	1.1% (3/263)	0.2%
20	Neighborly	20/288	6.9%	4.5–10.5%	5.3	1.9% (5/263)	0.2%
21	WebMD	19/288	6.6%	4.3–10.1%	2.8	3.8% (10/263)	0.6%
22	Lawyers.com	17/288	5.9%	3.7–9.2%	3.5	2.7% (7/263)	0.4%
23	Super Lawyers	17/288	5.9%	3.7–9.2%	3.9	1.5% (4/263)	0.2%
24	Justia	15/288	5.2%	3.2–8.4%	3.9	3% (8/263)	0.4%
25	Mr. Electric	15/288	5.2%	3.2–8.4%	3.2	2.7% (7/263)	0.3%
26	MedExpress	14/288	4.9%	2.9–8%	3.1	None	None
27	Morgan & Morgan	13/288	4.5%	2.7–7.6%	3.6	2.3% (6/263)	0.3%
28	One Hour Heating & Air Conditioning	13/288	4.5%	2.7–7.6%	4.8	0.4% (1/263)	0%

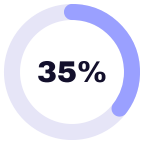
THE LEADERBOARD

02 The full list (continued)

#	PROVIDER	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	Porch	13/288	4.5%	2.7–7.6%	4.9	0% (0/263)	0%
30	Western Dental	13/288	4.5%	2.7–7.6%	2.2	1.9% (5/263)	0.2%
31	MinuteClinic	10/288	3.5%	1.9–6.3%	2.8	0.8% (2/263)	0.1%
32	Mister Sparky	9/288	3.1%	1.7–5.8%	4.3	1.1% (3/263)	0.1%
33	One Medical	8/288	2.8%	1.4–5.4%	4	0.4% (1/263)	0%
34	Aire Serv	6/288	2.1%	1–4.5%	6	2.7% (7/263)	0.3%
35	Heartland Dental	5/288	1.7%	0.7–4%	3	0% (0/263)	0%
36	Pacific Dental Services	5/288	1.7%	0.7–4%	4.8	0% (0/263)	0%
37	Networx	4/288	1.4%	0.5–3.5%	4	0% (0/263)	0%
38	Solv	3/288	1%	0.4–3%	3.3	3.8% (10/263)	0.4%
39	Cellino Law	1/288	0.3%	0.1–1.9%	5	0% (0/263)	0%
40	Allen & Allen	0/288	0%	0–1.3%	–	0% (0/263)	0%

PROFILES

03 The top eight, side by side

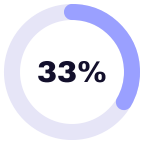


RANK 1

Angi

102/288 answers · 95% CI 30.1–41.1%

1.9	10.3%	1.4%
first-mention position	owned-domain citation (27/263)	citation share

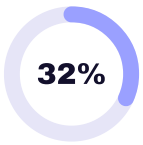


RANK 2

Yelp

96/288 answers · 95% CI 28.1–39%

3.4	2.7%	0.4%
first-mention position	owned-domain citation (7/263)	citation share

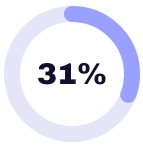


RANK 3

Google Business Profile

91/288 answers · 95% CI 26.5–37.2%

3.4	0.4%	0%
first-mention position	owned-domain citation (1/263)	citation share



RANK 4

BBB

88/288 answers · 95% CI 25.5–36.1%

3.4	12.9%	1.7%
first-mention position	owned-domain citation (34/263)	citation share



RANK 5

Thumbtack

80/288 answers · 95% CI 22.9–33.2%

2.9	8.4%	1%
first-mention position	owned-domain citation (22/263)	citation share

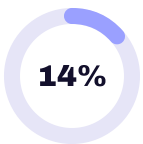


RANK 6

HomeAdvisor

57/288 answers · 95% CI 15.6–24.8%

3	1.5%	0.2%
first-mention position	owned-domain citation (4/263)	citation share



RANK 7

Zocdoc

39/288 answers · 95% CI 10.1–18%

1.4	8.7%	1.1%
first-mention position	owned-domain citation (23/263)	citation share



RANK 8

Roto-Rooter

33/288 answers · 95% CI 8.3–15.7%

3.3	8.7%	1%
first-mention position	owned-domain citation (23/263)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Gemini named Yelp in 33 of 72 answers. The other engines named it in 17 to 23 of 72. ChatGPT named HomeAdvisor in 23 of 72 answers. The other engines named it in 8 to 14 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Angi	**44.4%**
BBB	**40.3%**
Google Business Profile	**34.7%**
Yelp	**31.9%**
HomeAdvisor	**31.9%**
Thumbtack	**26.4%**

Claude

72 ASKED | 72 RETURNED | 47 GROUNDED

Google Business Profile	**43.1%**
Angi	**31.9%**
Yelp	**31.9%**
Thumbtack	**27.8%**
BBB	**23.6%**
Nextdoor	**23.6%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Yelp	**45.8%**
Angi	**44.4%**
Thumbtack	**36.1%**
BBB	**33.3%**
Google Business Profile	**27.8%**
HomeAdvisor	**16.7%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

BBB	**25%**
Yelp	**23.6%**
Angi	**20.8%**
Google Business Profile	**20.8%**
Thumbtack	**20.8%**
HomeAdvisor	**11.1%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 63 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 53 = 341 answers.



TRIGGER RATE

Google AI Overviews appeared on 53 of 63 searches (84.1%, CI 73.2–91.1%). The other 10 searches showed no overview. Within the 53 overviews, Yelp was named in 21 (39.6%), Angi was named in 17 (32.1%), Thumbtack was named in 14 (26.4%), BBB was named in 13 (24.5%). youtube.com was the most-cited source, with 14 citations and an appearance in 11 of 53 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Angi	34.9%	=
2	Yelp	34.3%	=
3	BBB	29.6%	▲ 1
4	Google Business Profile	28.7%	▼ 1
5	Thumbtack	27.6%	=
6	HomeAdvisor	18.8%	=
7	Zocdoc	12.0%	=
8	Nextdoor	11.4%	▲ 1
9	Roto-Rooter	10.3%	▼ 1
10	ARS/Rescue Rooter	9.1%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Yelp 100%

TIED WITH ANGI

Angi	100%
BBB	91.7%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Roto-Rooter 100%

Benjamin Franklin Plumbing	91.7%
ARS/Rescue Rooter	83.3%

AI Overview shown on 2 of 2 searches

Q03 · 12 ANSWERS

Angi 75%

TIED WITH BBB

BBB	75%
Thumbtack	66.7%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

BBB 83.3%

Angi	58.3%
One Hour Heating & Air Conditioning	58.3%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Aspen Dental 66.7%

TIED WITH GOOGLE BUSINESS PROFILE

Google Business Profile	66.7%
Yelp	41.7%

AI Overview shown on 2 of 3 searches

Q06 · 12 ANSWERS

Aspen Dental 50%

Western Dental	25%
Pacific Dental Services	8.3%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,230 citations in total. en.wikipedia.org was cited most often, with 47 citations (2.1%) across 31 answers. Next came bbb.org (37), jucm.com (35), angi.com (30), trane.com (26), zocdoc.com (25).

FOUR AI ENGINES · SHARE OF 263 GROUNDED ANSWERS

bbb.org	**12.9%**
en.wikipedia.org	**11.8%**
angi.com	**9.9%**
zocdoc.com	**8.7%**
rotorooter.com	**8.7%**
thumbtack.com	**8.4%**
aspendental.com	**7.2%**
bestlawyers.com	**6.8%**
mouthhealthy.org	**6.5%**
reddit.com	**6.1%**

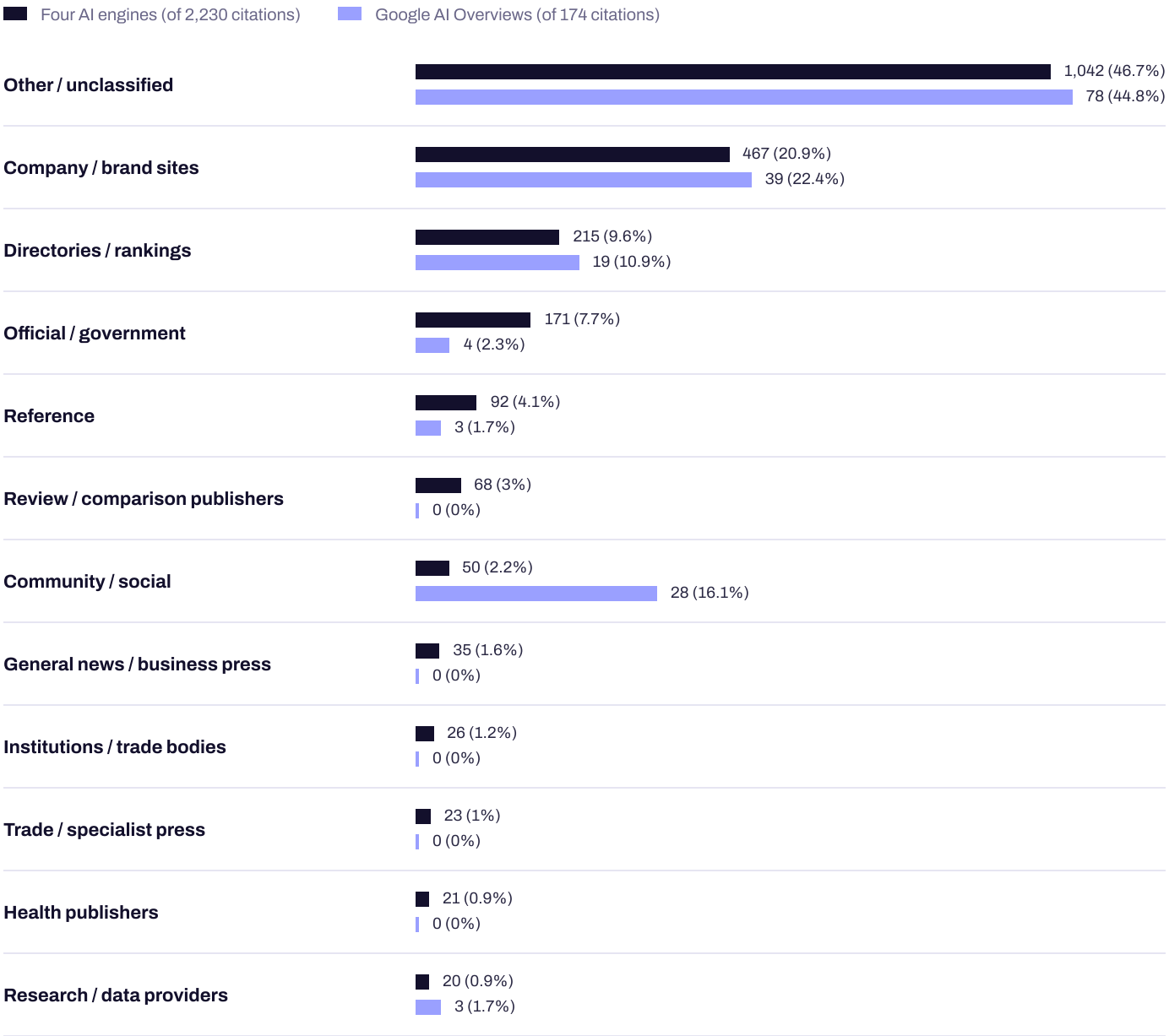
GOOGLE AI OVERVIEWS · SHARE OF 53 OVERVIEWS

youtube.com	**20.8%**
goodmanmfg.com	**11.3%**
quora.com	**11.3%**
reddit.com	**11.3%**
abacusplumbing.net	**9.4%**
m.yelp.com	**9.4%**
google.com	**5.7%**
bbb.org	**5.7%**
blockrenovation.com	**5.7%**
davenelectric.com	**5.7%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can providers improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	BBB's own domains were cited in 12.9% of grounded answers, Angi's in 10.3% and Zocdoc's in 8.7%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 11.8% of grounded answers), bestlawyers.com (6.8%), mouthhealthy.org (6.5%), reddit.com (6.1%) and jucm.com (5.3%). Directories and rankings supplied 9.6% of citations and official and government 7.7%.
Check each engine separately.	ChatGPT named Angi in 44.4% of answers against 20.8% on Perplexity. Claude named Google Business Profile in 43.1% of answers against 20.8% on Perplexity.
Watch names outside the tracked list.	GoHealth Urgent Care (18 answers), Houzz (17 answers), NextCare Urgent Care (16 answers), WellNow Urgent Care (15 answers), California Contractors State License Board (15 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Which provider do AI engines name most often?

Angi, named in 102 of 288 four-engine answers (35.4%, CI 30.1–41.1%). Yelp was second at 96 of 288 (33.3%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which provider is named first most often?

Angi was the first provider named in 47 of 288 answers, with an average first position of 1.9.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 53 of 63 searches (84.1%, CI 73.2–91.1%). Within those 53 overviews, Yelp was named most often, in 21 (39.6%).

Q4 Which sources do the engines cite?

Across 2,230 four-engine citations, en.wikipedia.org was cited most (47 citations, in 31 of 263 grounded answers), followed by bbb.org (37 citations).

Q5 Do the four engines agree?

Only in part. Gemini named Yelp in 33 of 72 answers, against 17 to 23 of 72 on the other engines. ChatGPT named HomeAdvisor in 23 of 72 answers, against 8 to 14 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	63
questions		runs each		AI engines		answers		Google searches · 53 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured October 30 to 31, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	47
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	63	53 shown	53

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 40 tracked providers are ranked; results are not an exhaustive market ranking.
- Only the tracked brands were scored. Untracked names that appeared often were not scored, including GoHealth Urgent Care (18 answers), Houzz (17 answers), NextCare Urgent Care (16 answers), WellNow Urgent Care (15 answers), California Contractors State License Board (15 answers).
- Answers were collected over two days, October 30 and 31, 2026. 351 of 360 planned results were returned. 9 AI Overview lookups were excluded after at most three total attempts.
- 63 successful Google searches: 53 overviews shown; 10 without an overview. Failures are excluded, not scored as zero.
- 25 chat answers had no search sources and are left out of the citation figures.
- Removing 2 Core questions naming tracked subjects leaves 264 eligible answers. The top two are Angi (88/264) and BBB (85/264); their order changes.
- Names with no tracked own site are shown as None. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- The tracked names are the national chains, franchise networks and finder platforms from the original report, plus a few added directories. Two Core questions name tracked platforms (Yelp and Google reviews; Angi and Thumbtack). Independent local businesses are not tracked one by one.
- Answers came from each engine's API (model IDs above); the consumer apps can answer differently.

A

APPENDIX

The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	How do I find a reliable plumber?	Local Services Index 2.0	CORE QUESTION
02	Who should I call for an emergency plumbing problem?	Local Services Index 2.0	CORE QUESTION
03	How do I find a licensed electrician?	Local Services Index 2.0	CORE QUESTION
04	How do I find a good HVAC repair company?	Local Services Index 2.0	CORE QUESTION
05	How do I find a good dentist that takes walk-ins?	Local Services Index 2.0	CORE QUESTION
06	Where can I get affordable dental care without insurance?	Local Services Index 2.0	CORE QUESTION
07	How do I find a primary care doctor who is accepting new patients?	Local Services Index 2.0	CORE QUESTION
08	Where can I go for urgent care without an appointment?	Local Services Index 2.0	CORE QUESTION
09	How do I find a personal injury lawyer after a car accident?	Local Services Index 2.0	CORE QUESTION
10	What are the best websites for finding local contractors?	Local Services Index 2.0	CORE QUESTION
11	Are Yelp reviews or Google reviews more reliable for choosing a service provider?	Local Services Index 2.0	CORE QUESTION
12	Is Angi or Thumbtack better for hiring a contractor?	Local Services Index 2.0	CORE QUESTION
13	How do I find a licensed and insured plumber?	Local Services Index 2.0	ADDED QUESTION
14	What is the best way to find a water heater repair service?	Local Services Index 2.0	ADDED QUESTION
15	How do I find an emergency electrician?	Local Services Index 2.0	ADDED QUESTION
16	How do I choose an air conditioning repair company?	Local Services Index 2.0	ADDED QUESTION
17	How do I find a family dentist?	Local Services Index 2.0	ADDED QUESTION
18	How do I find an emergency dentist?	Local Services Index 2.0	ADDED QUESTION
19	What are the largest urgent care chains in the US?	Local Services Index 2.0	ADDED QUESTION
20	How do I find a doctor online?	Local Services Index 2.0	ADDED QUESTION
21	What are the best websites for finding a lawyer?	Local Services Index 2.0	ADDED QUESTION
22	How do I choose a personal injury law firm?	Local Services Index 2.0	ADDED QUESTION
23	What are the best home services apps?	Local Services Index 2.0	ADDED QUESTION
24	How do I check a contractor's reviews and license?	Local Services Index 2.0	ADDED QUESTION

5W

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Local Services Index 2.0

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