Appendix B: By trade

All figures are from the core study unless marked. Medians describe our data, not targets.

Review pace

Businesses with at least one Google review, October 2026:

Trade	Businesses	Median reviews in last 30 days	Median days since newest review
HVAC	596	11	2
Plumbing	576	9	3
Pest control	566	6	3
Garage door	498	3	7.5
Roofing	588	2	11
Electrical	591	2	11
Water damage	534	1	15
Remodeling	593	0	60
All trades	4,542	2	8

Medians describe the businesses in our data, not targets.

Website contact paths

Distinct readable websites, October 2026:

Trade	Websites	Tap-to-call	Booking signal	Text-us link	Three or more contact methods
HVAC	511	476	366	29	266
Plumbing	462	421	296	26	202
Garage door	489	453	254	23	173
Electrical	517	425	226	36	153
Pest control	439	409	135	40	153
Roofing	526	470	87	18	117
Water damage	281	266	50	7	57
Remodeling	573	427	50	8	46

A booking signal is a broad match: booking phrases or booking software. "Request service" can be a form. Detection by text and script matching can miss or over-count.

Website platforms and call tracking

Distinct readable websites, October 2026:

Trade	Websites	On a rented builder	On a marketing vendor's platform	With call-tracking code
HVAC	511	81	33	86
Plumbing	462	81	37	70
Garage door	489	79	15	91
Electrical	517	133	31	48
Pest control	439	47	47	83
Roofing	526	99	15	71
Water damage	281	38	6	44
Remodeling	573	129	6	54
All trades	3,798	687	190	547

Identified by fingerprints in the homepage code, so the counts are approximate, and they show the technology, not who owns or controls the account. A franchise site serving several trades is counted once, under its first trade. Another company's chat, texting, form or booking tool doesn't count as the platform.

AI answers

Maps top-three businesses named on each tool's first answer, November 1, 2026 (of 150; garage door 149):

Trade	ChatGPT app	Claude	Perplexity	Google AI Mode	Gemini
Plumbing	47	46	54	36	20
HVAC	51	56	41	32	19
Electrical	46	41	37	21	18
Roofing	60	51	51	40	24
Pest control	54	48	41	33	19
Garage door	59	67	44	41	27
Water damage	62	48	50	33	10

Trade	ChatGPT app	Claude	Perplexity	Google AI Mode	Gemini
Remodeling	46	27	16	28	16

One answer per tool, matched automatically by name or website (Gemini by name only), with the corrections described in Appendix A.

Sites linked in the AI answers we collected, November 1, 2026 (chapter 15):

Site	ChatGPT app (of 800)	Perplexity (of 800)	Google AI Mode (of 400)	Claude (of 480)
Expertise.com	419	216	5	338
Angi	334	144	136	116
BBB	319	487	19	21
Birdeye	288	18	1	2
Google	205	6	282	1
Yelp	202	2	158	433
ConsumerAffairs	173	276	8	130
HomeAdvisor	132	160	1	114
Thumbtack	112	263	73	113
Houzz	73	134	19	45

(Answers linking each site at least once, November 1, 2026. Gemini's links were hidden behind redirects, so Gemini isn't shown.)

In roofing, water damage and HVAC, ChatGPT's answers about named businesses linked manufacturer, certification or trade-body sources more often than in the other trades; in plumbing, electrical and pest control they were rarely linked (chapter 4).

Search seasons by city

Busy and slow months for searches, 4-year average (October 2022 to September 2026). Busy means more than 15% above the year's monthly average; slow means more than 15% below. Searches aren't jobs, and any single year can differ.

A busy month isn't always the peak: a city can have several busy months and only one peak, and chapter 18 gives the peak. The HVAC rows combine AC and furnace searches, so the January furnace peak in chapter 18 doesn't show as a busy month in the US row.

HVAC

Place	Busy	Slow
United States	Jun, Jul	Nov
Atlanta	Jul	Oct, Nov
Houston	May to Aug	Jan to Mar, Dec
Dallas	Feb, Mar	Oct to Dec
Miami	May, Aug	Feb, Oct to Dec
Charlotte	Jun to Aug	Jan, Feb, Nov, Dec
Orlando	May to Aug	Jan, Feb, Oct to Dec
Jacksonville	May to Aug	Feb, Oct to Dec
Tampa	Jul, Sep to Nov	Jan, Dec
Raleigh	Jun to Aug, Dec	Jan, Feb, Oct, Nov
Nashville	Mar to May, Jul	Sep to Dec

Pest control

Place	Busy	Slow
United States	May, Aug, Sep	Jan, Feb, Nov, Dec
Atlanta	Mar, Sep	Jan, Nov, Dec
Houston	Apr to Jun	Jan, Feb, Nov, Dec
Dallas	Mar to May	Jan, Nov, Dec
Miami	Mar, May	Jun to Aug, Dec
Charlotte	May, Jul to Sep	Jan, Feb, Nov, Dec
Orlando	Mar to May	Feb, Dec
Jacksonville	Apr, May, Jul	Feb, Nov, Dec
Tampa	Mar to May	Aug, Nov, Dec
Raleigh	Jul to Oct	Jan, Feb, Nov, Dec
Nashville	Apr, May, Sep	Jan, Feb, Dec

Roofing

Place	Busy	Slow
United States	Sep	none
Atlanta	Jan, Mar	May, Jun

Place	Busy	Slow
Houston	Sep, Dec	Jan to Mar
Dallas	Mar to May, Sep	Jan, Jul, Aug, Oct to Dec
Miami	Jul, Sep	Feb
Charlotte	Apr, Sep	Jun, Aug, Nov
Orlando	Apr, Jul, Sep	Feb, Mar, Dec
Jacksonville	Mar, Jul, Sep	May, Oct, Nov
Tampa	Sep, Oct	Jan, Jun
Raleigh	Apr, Sep	May
Nashville	Jan, Sep, Nov	Feb, May, Jul, Dec

Plumbing

Place	Busy	Slow
United States	Jul	none
Atlanta	Jan, Feb, Jul	Jun, Sep
Houston	May, Jul	Nov
Dallas	none	Oct
Miami	Apr, May	Feb, Oct to Dec
Charlotte	Jul	Jun, Nov, Dec
Orlando	Jul	Sep, Nov
Jacksonville	Jan, Jul	May, Nov, Dec
Tampa	Feb, Jul	Oct, Dec
Raleigh	Jul	none
Nashville	Jan, Jul	Jun, Sep to Nov

Electrical

Place	Busy	Slow
United States	Jul	none
Atlanta	none	Oct
Houston	Jun to Aug	Mar, Nov, Dec
Dallas	Aug, Sep	Jun

Place	Busy	Slow
Miami	May, Jul, Aug	Jan, Oct to Dec
Charlotte	Apr, Sep	Jun, Oct to Dec
Orlando	Jul	Nov, Dec
Jacksonville	Jan, Jul	none
Tampa	Mar	Nov
Raleigh	Dec	May, Jun
Nashville	Jan, Mar to May	Jun, Jul, Sep to Dec

Garage door

Place	Busy	Slow
United States	none	Jun
Atlanta	Jan, Mar, Dec	Apr, Jun to Aug
Houston	May	Feb, Apr, Aug
Dallas	Mar, Apr	Jul, Aug, Dec
Miami	Mar, May	Jun, Jul, Oct, Nov
Charlotte	Feb	Apr, May
Orlando	Feb, Mar	May, Nov
Jacksonville	Feb, Mar	Jun, Nov
Tampa	Jan, May, Jun	Feb, Sep
Raleigh	Mar, Dec	Sep
Nashville	Sep, Nov	Apr, Jun, Jul

Remodeling

Place	Busy	Slow
United States	Jan	none
Atlanta	Jan	none
Houston	Sep	Jun, Dec
Dallas	none	none
Miami	May	Jul, Dec
Charlotte	Mar	Dec

Place	Busy	Slow
Orlando	Jan	Aug
Jacksonville	Jan, Sep	Aug, Dec
Tampa	Jan, Oct	Apr, Jun to Aug
Raleigh	Jan	Aug
Nashville	Jan	Jun

Water damage: city search volumes were too small and too event-driven to show a season. In the US, searches were busiest in September and December.

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