5W | 5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

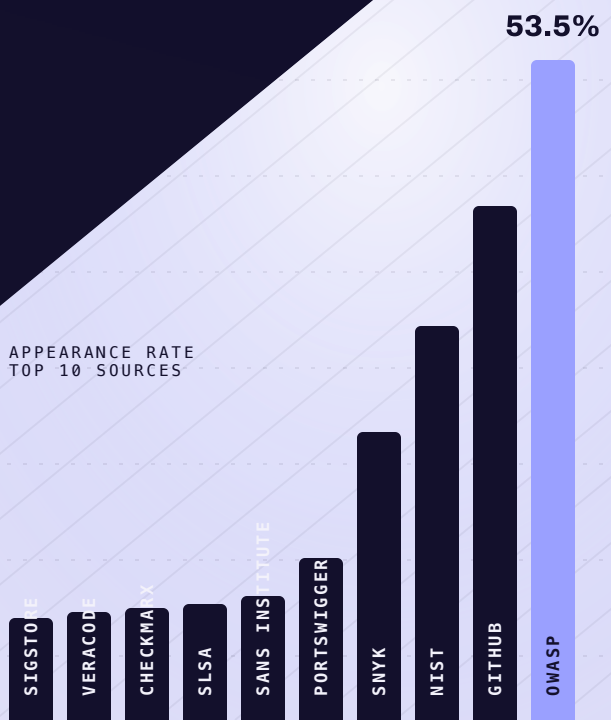
APPSEC RETRIEVAL INDEX

Which sources AI engines name
288 AI answers · October 28, 2026

Measured :
October 28, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 57 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

OWASP leads. GitHub is second.

OWASP was the source that ChatGPT, Claude, Gemini and Perplexity named most often. OWASP appeared in 154 of 288 answers (53.5%) measured on October 28, 2026. GitHub came next at 120 of 288 (41.7%). OWASP was named first more often than any other source, in 112 of 288 answers. Google AI Overviews appeared on 57 of 66 searches (86.4%).

> Version 2. This version replaces the first version of this study, first published July 20, 2026. It uses measured counts, so the two versions are not comparable.

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

53.5%
of answers named OWASP, the most-named (154 of 288)

14
tracked sources named at least once (of 14)

86.4%
of Google searches showed an AI Overview (57 of 66)

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KEY FINDINGS

01 What the data shows

MOST NAMED

154/288 (53.5%)

OWASP appeared in 154 of 288 four-engine answers (CI 47.7–59.1%). GitHub appeared in 120 of 288 (41.7%, CI 36.1–47.4%). The intervals do not overlap.

NAMED FIRST

112/288 (38.9%)

OWASP was the first source named in 112 of 288 answers, more than any other tracked source. Average first position: 1.5.

CHATGPT SKEW

50/72 (69.4%)

ChatGPT named GitHub in 50 of 72 answers. The other engines did so in 16 to 28 of 72.

AIO TRIGGER

57/66 (86.4%)

Google AI Overviews appeared on 57 of 66 searches (CI 76.1–92.7%). On the other 9, no overview was shown.

AIO LEADER

22/57 (38.6%)

OWASP was the source named most often in AI Overviews, at 22 of 57, followed by GitHub at 20 of 57 (35.1%). In the four-engine set, OWASP was named in 154 of 288 answers (53.5%).

TOP DOMAIN

93/267 (34.8%)

github.com was cited in 93 of 267 grounded four-engine answers, with 117 of 2,232 citations (5.2%). safeguard.sh came second with 83 citations in 65 answers (24.3%).

OWN-SITE CITATIONS

109/267 (40.8%)

OWASP's own domains were cited in 109 of 267 grounded answers (40.8%), more than any other tracked name. GitHub followed at 101 of 267. In Google AI Overviews, OWASP's site was cited in 12 of 57 overviews.

02 THE LEADERBOARD

Which sources 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	OWASP	53.5%	154/288
2	GitHub	41.7%	120/288
3	NIST	31.9%	92/288
4	Snyk	23.3%	67/288
5	PortSwigger	13.2%	38/288
6	SANS Institute	10.1%	29/288
7	SLSA	9.4%	27/288
8	Checkmarx	9.0%	26/288
9	Veracode	8.7%	25/288
10	Sigstore	8.3%	24/288
11	CSO Online	3.8%	11/288
12	Chainguard	3.8%	11/288
13	Dark Reading	3.5%	10/288
14	Wiz	3.5%	10/288

02 THE LEADERBOARD

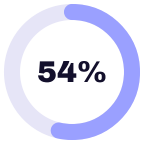
The full list

Own-domain citation is the share of 267 grounded answers that cited the official domains of each name (subdomains included). Citation share is of all 2,232 citations.

#	SOURCE	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**OWASP**	154/288	**53.5%**	47.7–59.1%	1.5	40.8% (109/267)	9.9%
2	**GitHub**	120/288	**41.7%**	36.1–47.4%	1.9	37.8% (101/267)	8.3%
3	**NIST**	92/288	**31.9%**	26.8–37.5%	2.2	21.7% (58/267)	5.1%
4	**Snyk**	67/288	**23.3%**	18.8–28.5%	2.8	6% (16/267)	0.7%
5	**PortSwigger**	38/288	**13.2%**	9.8–17.6%	3.2	3.7% (10/267)	0.4%
6	**SANS Institute**	29/288	**10.1%**	7.1–14.1%	3	4.5% (12/267)	0.5%
7	**SLSA**	27/288	**9.4%**	6.5–13.3%	1.3	7.9% (21/267)	2.2%
8	**Checkmarx**	26/288	**9%**	6.2–12.9%	2.7	4.1% (11/267)	0.5%
9	**Veracode**	25/288	**8.7%**	5.9–12.5%	3	1.5% (4/267)	0.3%
10	**Sigstore**	24/288	**8.3%**	5.7–12.1%	2	4.1% (11/267)	1.5%
11	**CSO Online**	11/288	**3.8%**	2.1–6.7%	2	2.6% (7/267)	0.3%
12	**Chainguard**	11/288	**3.8%**	2.1–6.7%	3.5	4.5% (12/267)	0.5%
13	**Dark Reading**	10/288	**3.5%**	1.9–6.3%	2	1.5% (4/267)	0.2%
14	**Wiz**	10/288	**3.5%**	1.9–6.3%	4.4	4.5% (12/267)	0.5%

PROFILES

03 The top eight, side by side

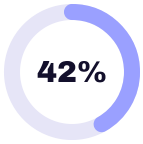


RANK 1

OWASP

154/288 answers · 95% CI 47.7–59.1%

1.5	40.8%	9.9%
first-mention position	owned-domain citation (109/267)	citation share

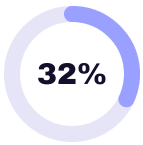


RANK 2

GitHub

120/288 answers · 95% CI 36.1–47.4%

1.9	37.8%	8.3%
first-mention position	owned-domain citation (101/267)	citation share

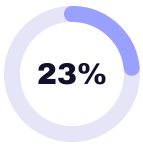


RANK 3

NIST

92/288 answers · 95% CI 26.8–37.5%

2.2	21.7%	5.1%
first-mention position	owned-domain citation (58/267)	citation share

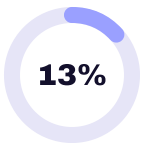


RANK 4

Snyk

67/288 answers · 95% CI 18.8–28.5%

2.8	6%	0.7%
first-mention position	owned-domain citation (16/267)	citation share



RANK 5

PortSwigger

38/288 answers · 95% CI 9.8–17.6%

3.2	3.7%	0.4%
first-mention position	owned-domain citation (10/267)	citation share

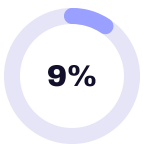


RANK 6

SANS Institute

29/288 answers · 95% CI 7.1–14.1%

3	4.5%	0.5%
first-mention position	owned-domain citation (12/267)	citation share

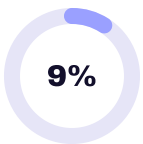


RANK 7

SLSA

27/288 answers · 95% CI 6.5–13.3%

1.3	7.9%	2.2%
first-mention position	owned-domain citation (21/267)	citation share



RANK 8

Checkmarx

26/288 answers · 95% CI 6.2–12.9%

2.7	4.1%	0.5%
first-mention position	owned-domain citation (11/267)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

ChatGPT named GitHub in 50 of 72 answers. The other engines did so in 16 to 28 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

GitHub	**69.4%**
OWASP	**54.2%**
NIST	**40.3%**
Snyk	**33.3%**
PortSwigger	**15.3%**
SANS Institute	**12.5%**

Claude

72 ASKED | 72 RETURNED | 51 GROUNDED

OWASP	**52.8%**
GitHub	**38.9%**
NIST	**34.7%**
Snyk	**20.8%**
PortSwigger	**13.9%**
SLSA	**9.7%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

OWASP	**59.7%**
GitHub	**36.1%**
NIST	**29.2%**
Snyk	**29.2%**
PortSwigger	**19.4%**
Checkmarx	**18.1%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

OWASP	**47.2%**
NIST	**23.6%**
GitHub	**22.2%**
Snyk	**9.7%**
Sigstore	**9.7%**
SLSA	**8.3%**

05 The fifth engine

GOOGLE AI OVERVIEWS

Google AI Overviews were captured through 66 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 57 = 345 answers.



TRIGGER RATE

Google AI Overviews appeared on 57 of 66 searches (86.4%, CI 76.1–92.7%). The other 9 searches showed no overview. Within the 57 overviews, OWASP was named in 22 (38.6%), GitHub was named in 20 (35.1%), NIST was named in 13 (22.8%), Snyk was named in 11 (19.3%). youtube.com was the most-cited source, with 23 citations and an appearance in 14 of 57 overviews.

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

1	OWASP	51.0%	=
2	GitHub	40.6%	=
3	NIST	30.4%	=
4	Snyk	22.6%	=
5	PortSwigger	12.5%	=
6	SANS Institute	9.0%	=
7	SLSA	9.0%	=
8	Veracode	8.4%	▲ 1
9	Checkmarx	8.1%	▼ 1
10	Sigstore	8.1%	=

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

OWASP 75%

PortSwigger	33.3%
GitHub	8.3%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

OWASP 58.3%

Snyk	16.7%
GitHub	16.7%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

OWASP 100%

PortSwigger	16.7%
GitHub	8.3%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Veracode 83.3%

Checkmarx	75%
PortSwigger	58.3%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

GitHub 16.7%

Snyk	8.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

GitHub 100%

Snyk	50%
OWASP	25%

AI Overview shown on 0 of 0 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,232 citations in total. github.com was cited most often, with 117 citations (5.2%) across 93 answers. Next came safeguard.sh (83), owasp.org (79), docs.github.com (58), slsa.dev (50), arxiv.org (41).

FOUR AI ENGINES · SHARE OF 267 GROUNDED ANSWERS

github.com	**34.8%**
safeguard.sh	**24.3%**
owasp.org	**23.6%**
nist.gov	**12.7%**
owasp.github.io	**12%**
arxiv.org	**9.7%**
docs.gitlab.com	**9.7%**
medium.com	**9%**
slsa.dev	**7.9%**
nvlpubs.nist.gov	**7.9%**

GOOGLE AI OVERVIEWS · SHARE OF 57 OVERVIEWS

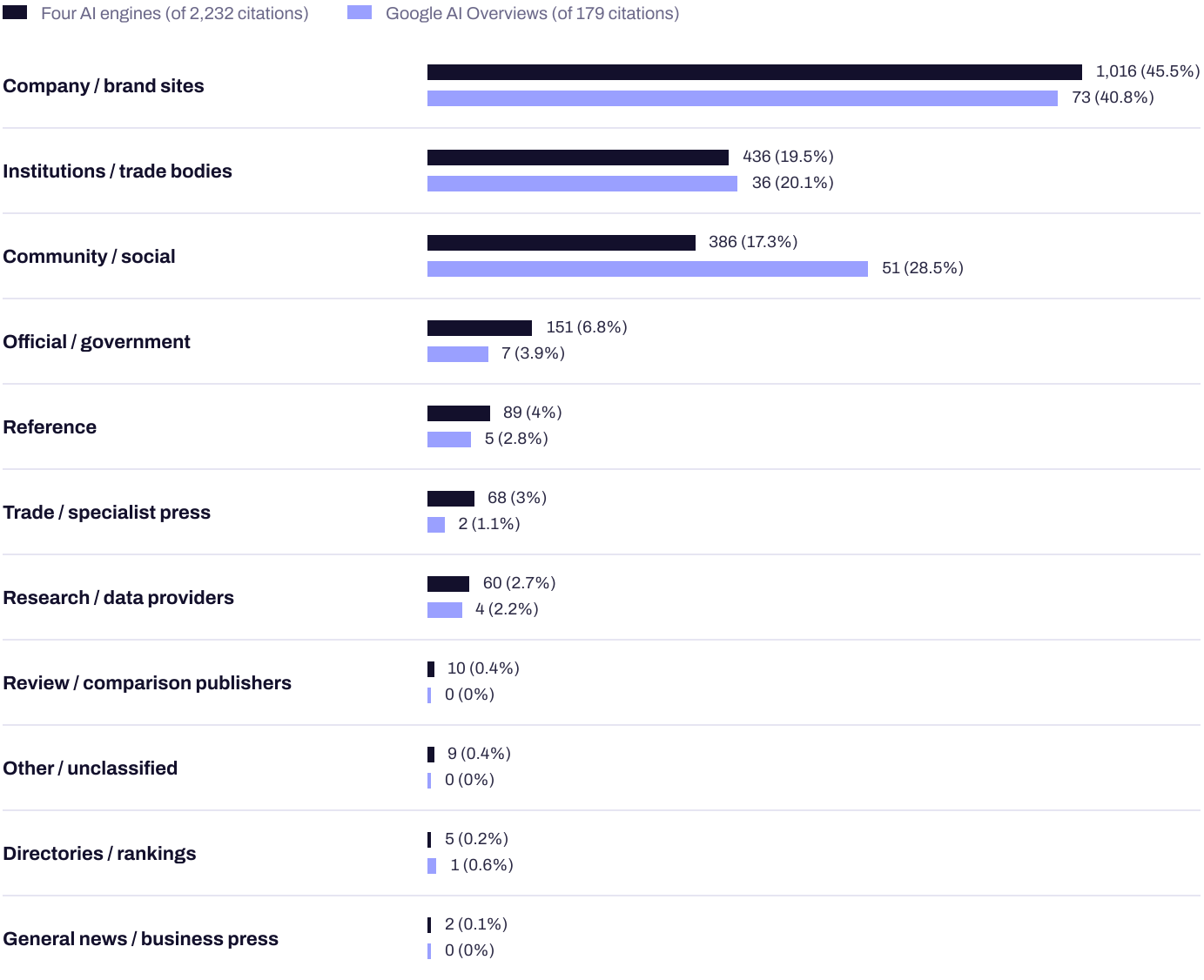
youtube.com	**24.6%**
owasp.org	**15.8%**
github.com	**14%**
csrc.nist.gov	**8.8%**
reddit.com	**8.8%**
cwe.mitre.org	**7%**
linkedin.com	**7%**
slsa.dev	**5.3%**
aikido.dev	**5.3%**
automox.com	**5.3%**

07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



QUESTIONS PEOPLE ASK

08 What AI answers

Q1 Which source do AI engines name most often?

OWASP, named in 154 of 288 four-engine answers (53.5%, CI 47.7–59.1%). GitHub was second at 120 of 288 (41.7%).

Q2 Which source is named first most often?

OWASP was the first source named in 112 of 288 answers, with an average first position of 1.5.

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

An overview appeared on 57 of 66 searches (86.4%, CI 76.1–92.7%). Within those 57 overviews, OWASP was named most often, in 22 (38.6%).

Q4 Which sources do the engines cite?

Across 2,232 four-engine citations, github.com was cited most (117 citations, in 93 of 267 grounded answers), followed by safeguard.sh (83 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named GitHub in 50 of 72 answers, against 16 to 28 of 72 on the other engines. Gemini named Checkmarx in 13 of 72 answers, against 2 to 7 of 72 on the other engines.

09 METHODOLOGY

How this study was measured

24	×	3	×	4	=	288	+	66
questions		runs each		AI engines		answers		Google searches · 57 AI Overviews

24 questions, each asked 3 times on each engine, measured October 28, 2026. Market: United States, English. The destination site was not mentioned to any engine. Gemini answers were produced by gemini-3.6-flash; every Gemini answer in this report used that one model. All 72 Gemini answers had search sources. Sources count as named when they appear in the answer text; products and name variants roll up to the tracked name. Longer names take precedence over shorter overlapping ones, and common words count only in context. Unicode apostrophes and dashes are normalized.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	51
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	66	57 shown	57

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

METRIC DEFINITIONS

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

LIMITATIONS

- Measured on one day, October 28, 2026. Each engine answered 24 questions 3 times. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 14 tracked sources were scored. Untracked names that appeared often were not scored, including Microsoft Corporation (43), Google LLC (31), SPDX (20), Open Source Security Foundation (18).
- AI Overview figures are based on only 57 overviews, so estimates for individual sources are less precise than the four-engine figures.
- 6 Google searches could not be fetched by DataForSEO after three tries. They are excluded from the AI Overview figures, so the trigger rate uses 66 searches.
- 21 Claude answers had no search sources after retries. They count for appearance but contribute no citations.
- Reports describe what the engines said, attributed to the engines. They make no judgement about the people or organizations named and are not legal or financial advice.
- Some answers were asked again on October 28, 2026 after a storage error. The earlier texts are kept in the evidence archive and are not used in the counts.
- 6 questions name sources ("How do you add security scanning to GitHub Actions?", "How does Sigstore work?", "What is SLSA?", "What is the NIST Secure Software Development Framework?", "What is the OWASP Application Security Verification Standard?", "What is the OWASP Top 10?"), so those counts include up to 12 answers to each. Without them, OWASP is still the most-named source.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.
- Corrected October 29, 2026: own-domain citation now uses each name's official domains (subdomains included), listed in the evidence file entity_rollups.csv. Names without a resolvable official site count zero.

APPENDIX

A 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	What is SSRF and how do you prevent it?	Retrieval Index: Application Security & DevSecOps	CORE QUESTION
02	How do you prevent SQL injection in Python?	Retrieval Index: Application Security & DevSecOps	CORE QUESTION
03	What is the OWASP Top 10?	Retrieval Index: Application Security & DevSecOps	CORE QUESTION
04	What is the difference between SAST, DAST and IAST?	Retrieval Index: Application Security & DevSecOps	CORE QUESTION
05	Trivy vs Grype: which container scanner is better?	Retrieval Index: Application Security & DevSecOps	CORE QUESTION
06	How do you add security scanning to GitHub Actions?	Retrieval Index: Application Security & DevSecOps	CORE QUESTION
07	What is SLSA?	Retrieval Index: Application Security & DevSecOps	CORE QUESTION
08	What is an SBOM and which tools generate one?	Retrieval Index: Application Security & DevSecOps	CORE QUESTION
09	How does Sigstore work?	Retrieval Index: Application Security & DevSecOps	CORE QUESTION
10	How do you build an AppSec program for a 100-engineer company?	Retrieval Index: Application Security & DevSecOps	CORE QUESTION
11	What is CWE-532?	Retrieval Index: Application Security & DevSecOps	CORE QUESTION
12	What are the best sources to learn application security?	Retrieval Index: Application Security & DevSecOps	CORE QUESTION
13	Which sources publish secure coding guidance for web applications?	Retrieval Index: Application Security & DevSecOps	ADDED QUESTION
14	What is the NIST Secure Software Development Framework?	Retrieval Index: Application Security & DevSecOps	ADDED QUESTION
15	Which databases publish open-source package vulnerability advisories?	Retrieval Index: Application Security & DevSecOps	ADDED QUESTION
16	What is the difference between dependency scanning and container scanning?	Retrieval Index: Application Security & DevSecOps	ADDED QUESTION
17	Which sources document software supply-chain provenance?	Retrieval Index: Application Security & DevSecOps	ADDED QUESTION
18	What are the differences between SPDX and CycloneDX?	Retrieval Index: Application Security & DevSecOps	ADDED QUESTION
19	Which sources explain threat modeling for web applications?	Retrieval Index: Application Security & DevSecOps	ADDED QUESTION
20	What is the OWASP Application Security Verification Standard?	Retrieval Index: Application Security & DevSecOps	ADDED QUESTION
21	Which sources document secrets detection in source repositories?	Retrieval Index: Application Security & DevSecOps	ADDED QUESTION
22	What is the difference between a CVE and a CWE?	Retrieval Index: Application Security & DevSecOps	ADDED QUESTION
23	Which sources publish guidance on API security testing?	Retrieval Index: Application Security & DevSecOps	ADDED QUESTION
24	Which publications cover DevSecOps tooling and software supply-chain security?	Retrieval Index: Application Security & DevSecOps	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Retrieval Index: Application Security & DevSecOps

Measured October 28, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

WEB
5wpr.com

RESEARCH
5wpr.com/research