- Google research: 1953 (Alexa #1)
- Facebook research: 580 (Alexa #3)
- Wikimedia research: 6 (Alexa #5)
- Yahoo Research: 84 (Alexa #7)
With the Knowledge panel

- Users are 50% less likely to click a Wikipedia link
- Users are 5X as likely to assume the information *comes from* Google.