

## Golf

### Market Sentiments

#### Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

##### Interest over time

[Learn what these numbers mean](#)



#### Regional Interest

Shows general market interest online according to geographical location

##### Regional interest

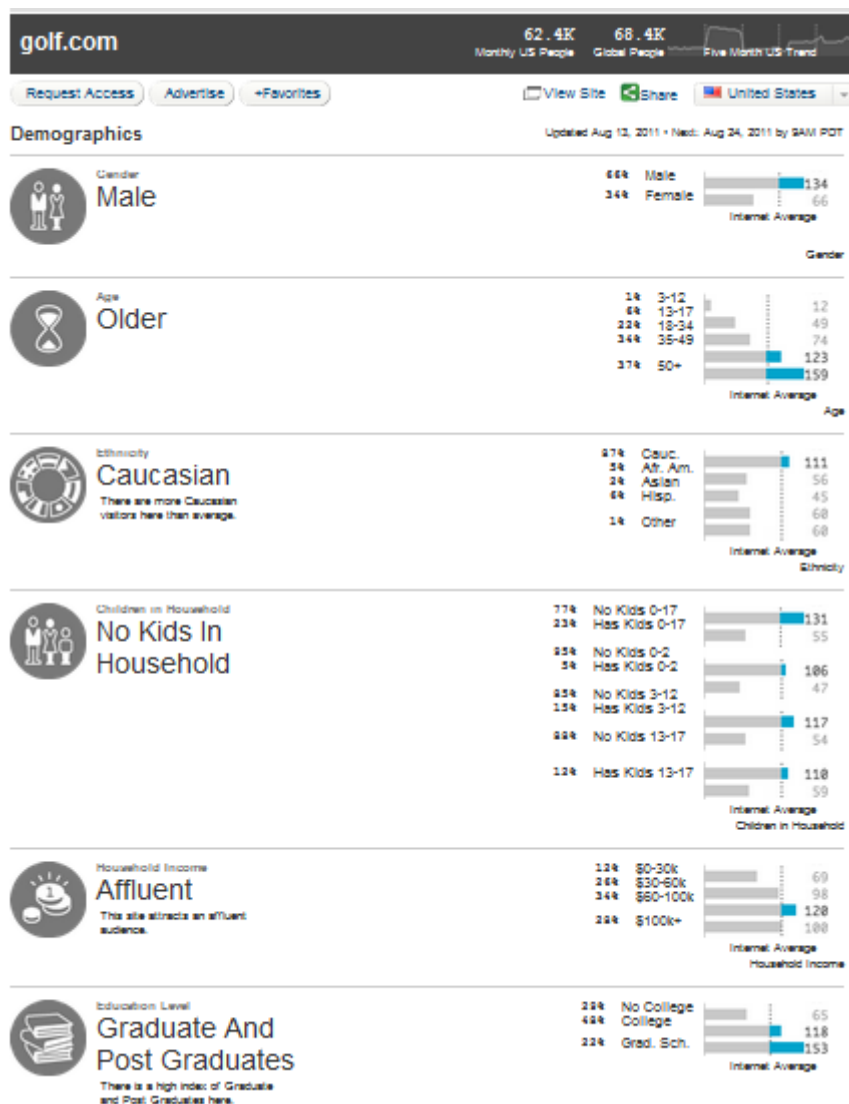
1.	<a href="#">Ireland</a>	100
2.	<a href="#">Canada</a>	88
3.	<a href="#">United Kingdom</a>	84
4.	<a href="#">United States</a>	83
5.	<a href="#">South Africa</a>	76
6.	<a href="#">Australia</a>	75
7.	<a href="#">New Zealand</a>	51
8.	<a href="#">Botswana</a>	49
9.	<a href="#">Madagascar</a>	45
10.	<a href="#">Germany</a>	44

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

## Demographics (data based on golf.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

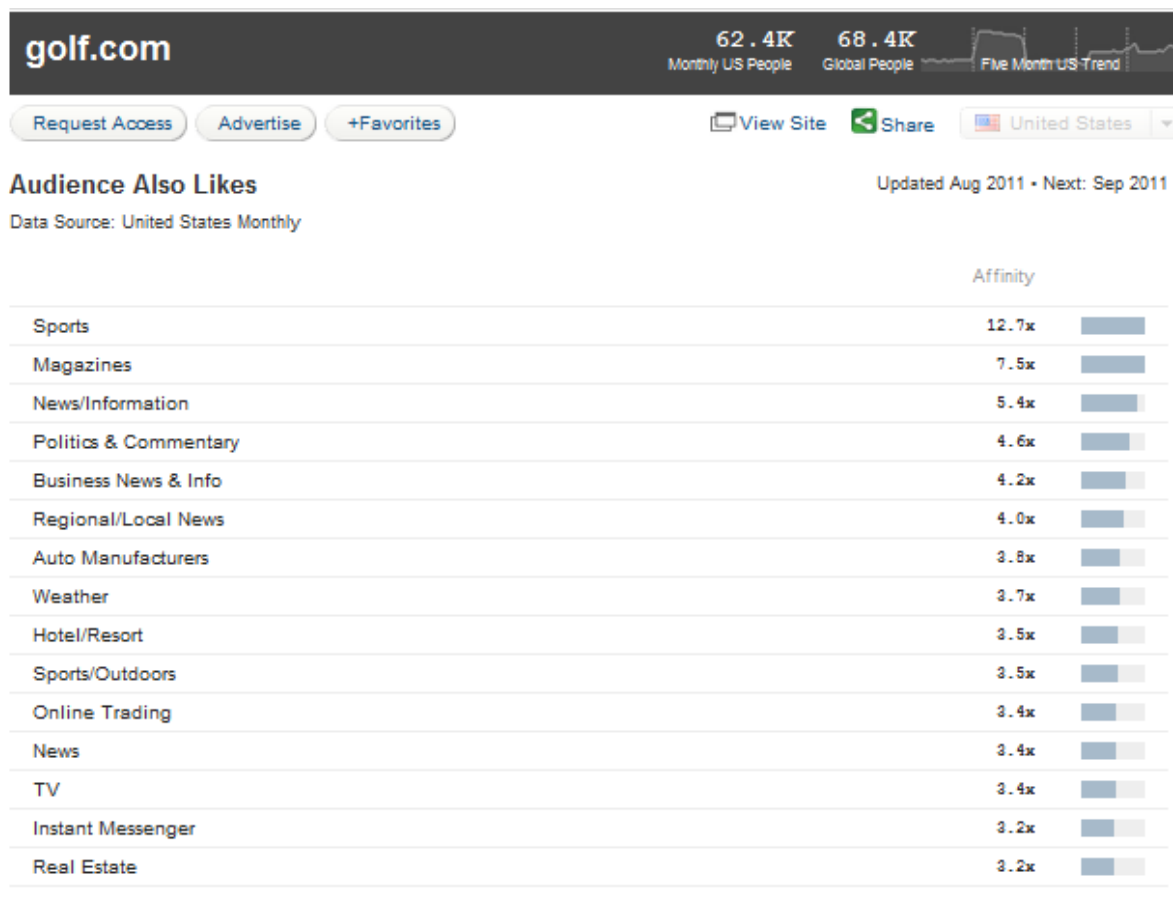
For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

## Psychographics (data based on golf.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.



## **Frequently Asked Questions**

- How important is golf in getting ahead in the business world?
- What are good golf clubs and how much should i expect them to cost?
- What type of golf clubs does a beginner need for a round of golf?
- How should i practice golf in an efficient and cheaper way?
- How often should you replace your golf glove?
- What kind of golf balls should a beginner like me use?
- What are main playing differences between 2 piece and 3 piece balls?
- Why would someone use a 3 piece ball and others should not use one?
- What are the procedures for playing golf at a golf course?
- What kind of golf driver is suitable for woman?
- Does it really matter if golf clubs are old and worn?
- What are the good clubs for beginners?
- What type of golf ball responds best on the green?
- What is the best golf ball for an amateur?
- What is a good way to practice golf over the winter?
- How can i make adjusting to shorter golf clubs easier?
- How do you spot golf balls when they are hit from the tee?
- What are some good ways to practice golf in your backyard?

- What is a good golf driver for a reasonable price?
- What are the best golf related websites?
- How do i practice golf correctly and cheaply?
- What education needed to get into the golf industry?
- What causes the steel shafts of golf irons to rust?
- How can i learn to play golf and how much does it cost?
- How should i play golf?
- What are the rules of golf?
- What can i put on my golf cart battery cables to prevent corrosion?
- What does a good set of golf clubs include?
- How or where do i start to pick up golf?
- How long does it take for golf drills to work consistently?
- What are your all time favorite golf tips?
- How do i enjoy golf after losing the passion?
- How many different types of hard cover golf balls are there?



## Problems & Frustrations

- **Bad fitness affecting performance**

I'm 18 playing off a handicap of 4 almost 3 now I'm 12 stone and I'm very short off the tee I hit the ball well most of the time but people tell me my fitness is bad how can I change this and be able to get fitter and hit the ball further if I did exercises everyday would I lose a lot of weight and hit the ball further

- **Having trouble with 2<sup>nd</sup> shots**

I have played golf for 10 years but took it seriously in the last 3 years. I am having trouble with 2nd shots. I either hit the ball directly left of the green and if that doesn't happen, my ball flight will fade to the right.. never making the green. This is only with mid irons. Everything else I have confidence in doing, Drive, chip, putt...etc. Any mental thoughts or tips if you have struggled in this area?

- **Poor eye sight hinders performance**

When I first started wearing glasses I only needed them for reading. But now my eyes have deteriorated and so I'm considering having to wear them for playing golf with. I realised I had a problem when I couldn't see where my ball had finished. I suppose I've needed them before but vanity stopped me until I had to put my score into the club computer and couldn't see \*\*\*\*\*!! Has anyone had similar problems and if so how do you find playing in glasses, especially in the rain. I am considering contact lenses as I just don't feel comfortable playing with glasses.

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Do you golf with 'sunglasses' on, or not? I can't wear sunglasses to hit a shot. Sorry, for me it compresses my field of view and I wear them (cheap ones), and take them off to hit shots. Since I walk, this presents a problem because I probably lose 1 pair every 2 weeks, so I buy the cheap ones for the course and leave my pricey one in the car. But I may sometimes get lazy and not take them off, then hit/chunk a shot and kick myself for not taking my sunglasses off. Maybe the prescription ones are better, but I can't play for beans with them on, whether hitting driver, irons, or even putting...especially putting (on seeing nuances in breaks, etc). I'm sure we have a variety of preferences here on this, because I see lots of people playing with them on.

- **Inconsistent swing performance**

I'm having mental break down every time I step up to the ball to swing. My practice swings are picture perfect, but as soon as step up to the ball I don't swing the same. Does anybody have any suggestions or any good books that could help me?

- **Struggling with driving**

Does anyone on here play golf to a decent standard? I've been playing since September last year but have struggled with my driving. I just can't get the ball in the air. The driver I'm using has a 12 degree loft which is more than usual I think. Any ideas on techniques?

- **Knee pain from golfing**

I get knee pain after golfing a few holes. I can noticeably feel the hit in my knee on my drives. My doctor suggested laying off golf. You know that is hard to do. Any other suggestions?



- **Problems putting three wood on the tee**

You always hear about people using three woods off the tee for more accuracy. In my case I am just about as unpredictable with it as I am my driver. How is it that people are so much more accurate with the three wood? Every time that I put my three wood on the tee, it's a wicked slice. Off the deck its about 80% straight, 20% WTF. Does anyone have any tips on how to increase three wood accuracy? Distance is not the problem, I would gladly give up distance to gain accuracy.

- **Poor golf performance**

Ok guys, I'm still relatively new to golf (only a few months of SERIOUS golf... years of half-asses swinging at the driving range). Well, the other day I was playing 9 holes, and I hit so many good shots off the tee. Great driver, great irons, my hybrid shots were solid, and I kept it on the fairway almost the whole time. Hell, on a long par 5, I got about 8 yards from the green in two. My problem is that I can't get the ball those 8, 9, 10 yards. My putting is pretty bad right now (I know how to work on that), but I can't get a good short chip shot. I can't figure out what to use. Sand wedge? Pitching wedge? The pitching wedge got me over the green completely, and the sand wedge sent it high, but I still can't get any back spin, so it just keeps rolling away. What am I doing wrong that I can't get the ball to the green easily? I could spend time on my irons to get it further, but I feel like that's just putting a band aid on a missing limb. How should I go about fixing this? Every thing is improving but that. I could have hit par on 7/9 holes, but I ended up hitting a double or triple just getting the ball that last 10 yards. It's frustrating.

- **Need to work on setup stance**

I'm fairly certain that the main thing I need to work on for my swing is my setup stance, ball position and distance from the ball combination. I have a lot of shots where I stand over the ball and immediately get a "yeah that's it!" feeling, knowing that the combination of ball pos,

stance and distance from the ball is perfect. That feeling is inevitably followed up with an amazing shot. The problem I have is this when I stand over the ball and don't get that feeling, I fidget and fiddle to try and find it but only occasionally do; all other times "something" feels wrong but I don't know how to diagnose what it is and end up with an ok shot or a real duffer. What are your personal "constants" and "variables" in the setup? E.g. Do you always have your hand 3 inches from your crotch or always ball x inches from left heel etc? Just trying to figure a way to make it more consistent.

- **Issues when hitting a straight away iron**

When I was in high school my golf coach helped me rebuild my swing and it has served me fairly well. I do however, wonder why I don't really take a divot when I hit an iron shot...if I do it's a small one...only when attempting to shape my shot do I take larger divots. I love the flight path of my shot, and the trajectory starts low and steadily increases throughout the flight of the ball. Is it normal to take little to no divot at all if hitting a straight away iron? My mind has always told me that I must be hitting the ball thin, however my trajectory, flight path and distance all seem to be saying otherwise.

- **Can't seem to get the ball to go straight**

I noticed when I'm playing, most of my irons and sometimes with my driver, I'm hitting a push. I noticed the grass on my clubface where I'm hitting the ball is right in the sweet spot. So I know I'm making good contact, but I can't seem to get it to go straight. I tried different ball positions as well.

- **Need to work on swing flaws**

I know this is the first of the year, but there are several swing flaws I have that need to be addressed before I can even think about breaking 80 this year. I'm usually hitting the ball out on the toe of my club. My problems come from me losing my spine angle during my swing. I'm standing up in my swing before impact and I'm up on my toes at impact. I also believe flexibility in my back is a major problem as well.

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I have been playing competitive golf for a while now and currently play on the golf team at the University Of Notre Dame. Over the past year or so I have struggle a lot with my ball striking. In analyzing countless hours of film, I have come to notice a few areas of my swing that I particularly do not like. However, as much as I try I cannot seem to get rid of theses swing faults. Most of the problems seem to occur at the transition. I tend to lay the club off at the top and bow my wrist. Also when I am playing really poorly, I tend to release the lag right off the bat in the transition. Approaching impact I tend to steepen the club and have a very difficult time keeping my left arm straight in the downswing.

- **Bad habit of hitting the ground before the ball**

I have, somehow, picked up a habit over the last 3 weeks of hitting the ground before the ball. I have tried the following to try and fix this, but none has worked: Shift weight sooner/later, Less/more knee bend, keeping head back, weight further back on feet/further front on feet.

- **Beginner does not know which golf club set to start off**

I started playing Golf with a cheap starter set back when I was 11/12 but have not played for over 10 years but am wanting to get back into it. I am quite a natural when it comes to sport so hope to progress quite quickly but am definitely only a beginner at this stage. I'm trying to decide which golf club set to go for to start me off.

- **Need advice on left handed clubs**

I'm left handed, do I really need to play with left handed clubs? I played some golf while in college, I'm trying to get back in to it, but I'm not sure if I should get left handed clubs or not. There are tons of options for good deals on craigslist for right handed clubs but not left handed. Anyone out there left handed that plays with right handed clubs?

- **Unsure how to check a faulty driver**

My Callaway Big Bertha driver has finally started cooperating with me (or me with it?) but after smoking one on 9 yesterday I noticed that there's now something rattling around in the head of the driver. Can anyone tell me what this MIGHT be? Is it time for a new driver or is this something that can be fixed? Should I NOT use it till it's taken care of? To be clear the head is still attached to the shaft and all LOOKS well except that, when you move the club around, there's a noticeable something-something shaking around in there.

- **Having trouble being consistent with longer clubs**

I've been (slowly) transitioning into a more rotary golf swing. It's helped unbelievably with my short game, but I'm having trouble being consistent with my longer clubs, probably because I swing a lot more in control of my wedges than my driver. My question is this: when I pivot INTO my right side on my backswing, I feel like the majority of the tension is

going into the arch on my right foot. On the downswing, where should I feel my weight? Should it be symmetrical with the backswing and feel inside my foot? If I get it to what feels is ON TOP of my left foot, I don't feel like my hips can continue turning. If I don't, it feels like I'm hanging back. This could be because I've always fought a bit of a slide and that I'm used to the feeling of having my left hip moving towards the target instead of turning away from it. Any help in what the left side should be FEELING on the down swing would be really appreciated.

- **Problems keeping the hands in on the downswing**

I make my best swing when I'm in tempo, swinging easy and not forcing anything...I think everybody can say that. On my backswing I make it a habit to remind myself to go back slowly with the club and to not start the downswing until my right thumb (right handed player) is pointing upwards...then I descend down from there. When I descend I make it a point to focus on keeping my hands in, getting that pull-type of feel. When I focus on keeping the hands in on the downswing, I sometimes have a tendency to use the right hand too much and hook it to the left. Any tips of how to correct my dominant hand from dominating?