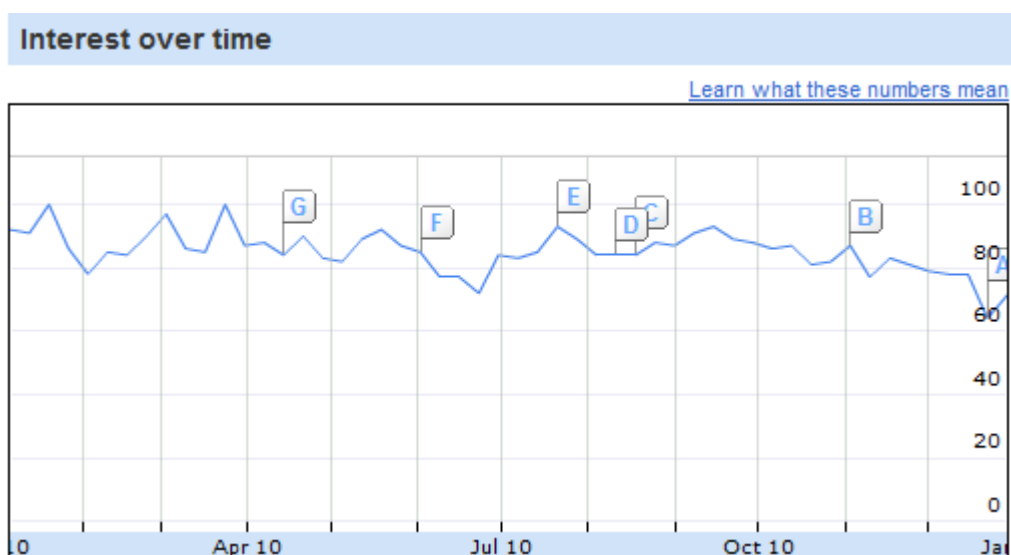


Self Defense

Market Sentiments

Web Search Interest in 1 Year (2010-2011)

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



Regional Interest

Shows general market interest online according to geographical location

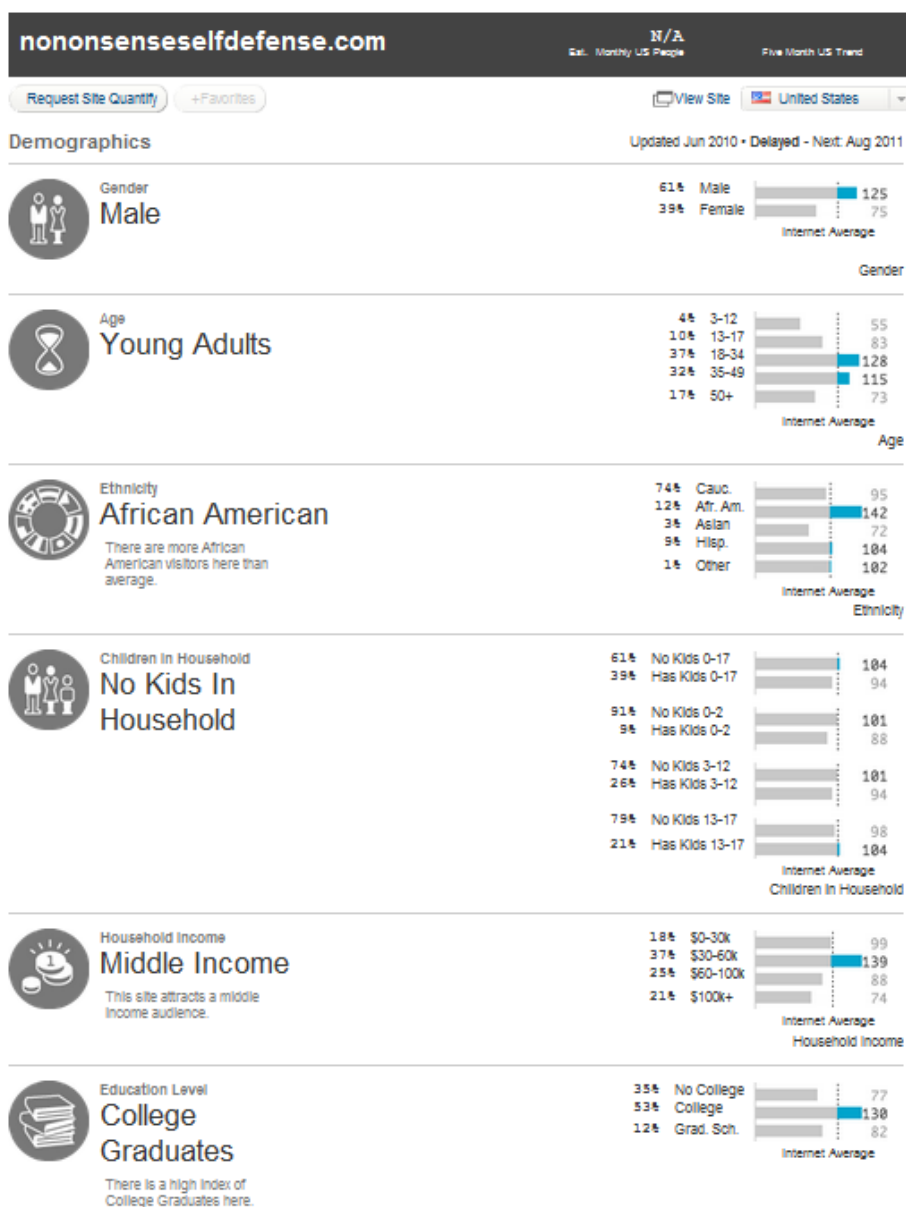
Regional interest		
1.	South Africa	100
2.	Australia	86
3.	Ireland	66
4.	New Zealand	61
5.	United Kingdom	52
6.	Canada	28
7.	India	24
8.	United States	16
9.	France	7
10.	Germany	4

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 nonenseselfdefense.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 a1selfdefenseproducts.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.

Audience Also Likes

Updated Aug 2011 • Next: Sep 2011

Data Source: United States Monthly

	Affinity	
science/nature	1.9x	<div></div>
auto news & info	1.7x	<div></div>
travel news & info	1.7x	<div></div>
science & technology	1.6x	<div></div>
home & gardening	1.6x	<div></div>
politics & commentary	1.6x	<div></div>
religion	1.5x	<div></div>
nonprofit	1.5x	<div></div>
technology	1.5x	<div></div>
auto listings	1.4x	<div></div>
sports/outdoors	1.4x	<div></div>
books	1.4x	<div></div>
schools/universities	1.4x	<div></div>
kids	1.3x	<div></div>
discussion/chat	1.3x	<div></div>

Frequently Asked Questions

- What style of self-defense would be best for someone with no experience?
- What is a good self defense style for a disabled person?
- How do you store and keep your self defense weapon ready?
- Best way to start learning self defense and martial arts?
- Do you make a distinction between hitting back in self defense and hitting back in retaliation?
- What is the most easily learned self defense for men and children without having to study traditional forms?
- What are good self defense techniques for a larger person?
- What is the best martial art for self defense for women and kids?
- What is the second best weapon for self defense instead of a gun?
- What is the best way to learn self-defense at home?
- How can I overcome the fear of learning combatives for self defense?
- What is a good martial art for self defense and keeping in shape?
- What is the best self defense move a woman can use if she is attacked by a big strong man?
- What is the best self defense move when in a sitting position?
- How can i improve my self defense skills?
- Do you think knowledge of psychology is important in self defense training?

- How can panic and nervousness be overcome in a self defense situation?
- What's the difference between Martial Arts and Self Defense?
- What is the most dangerous type of self defense?
- What is the most defensive form of self defense?
- What is the best self defense/conditioning exercise?
- What are some essential self-defense/home security devices?
- What's a good handgun to carry on you for self defense?
- What are the best fighting styles for self-defense?
- What is the kind of self-defense fitted to kids?

Problems & Frustrations

- **Unsure of use of self-defense weapons**

My job requires me to work late into the night sometimes, but it isn't exactly safe for me to walk on the streets alone at night (I'm 23 years old). My parents have told me to keep self-defense weapons on me, such as a pepper spray. Is that useful? What if they make my attacker even more angry and lead to worse circumstances? Or is this all just me thinking too much?

- **Assaulted and attacked by others**

I was assaulted in a night club by two women, hit three times in the head and had my hair pulled! My friend tried to help me, she dragged her to the floor x3 and hit her with a shoe causing a head injury! The woman went to hospital and we were taken to the cells! We are now released on bail what do you think will happen? I have since been to the drs and am suffering whiplash due to my head being ripped back with such force! We both declined legal aid but have decided to take it and change our statements! What will happen as we both don't want to lose our jobs in nursing. Tonight, I was attacked by two extraordinarily drunk people after I kindly informed one of them that I was on my last cigarette, and apologized. I am well trained in non-violent self defense, and so managed to handle both of them. However, a much larger friend of theirs came up out of nowhere and cracked me in the jaw. At that point, I made my escape. I feel as though a bit of offensive force may have ended the situation without much harm caused to anyone.

- **Use of pepper sprays and stun guns**

I have looked into pepper spray and stun guns, but I worry about heart conditions and more lasting damage. I have encountered people a day or two after having been pepper sprayed, and the lasting effects seem to be both painful and noticeable. Also, stun guns are pricey.

Basically, I'm looking for something that says, "Sleep it off," and lets me get away when surrounded by perhaps 4-5 people, and nothing more. In particular, I worry about using a device, such as pepper spray, against somebody who is, say, allergic to peppers (which I assume to be an allergy to capsaicin). Any suggestions? Note that I was raised a religious pacifist. The idea is to subdue and stay safe, not cause physical harm. Minimizing pain for the attacker is a plus for me.

- **Concerned about friend's safety in campus**

My close female friend is at college, and faces some shady walks back to her house. There have been problems with muggings and assaults on and around campus, and I'm advocating she have something on her person for protection, i.e. pepper spray. She's a very capable and confident woman, and she says she'll get something "eventually". Does anyone have any good recommendations product-wise? Any information would be greatly appreciated. I'm just concerned about her safety.

- **Overwhelmed by self-defense methods**

I am interested in self-defense classes. There are lots of methods and places to do this. The options are a little overwhelming and I know very little about the topic. Can somebody break it down and make some suggestions and/or recommendations that might be best suited for me? What would be a well-rounded type of self defense that might be most effective for confidence-building, safety, and exercise?

- **Afraid of getting injured in self-defense classes**

I'd like to learn Krav Maga for self defense but I'm more worried about getting injured in the class than in real life. Is there any realistic basis for this fear? Do people often get injured while taking a self-defense class such as Krav Maga?

- **Don't have time to take up martial arts classes**

I'm aware that self defense is something that everyone should be aware of, but I just don't have the time to take up martial arts classes. Are there any simple techniques that are easy to learn and can allow me to protect myself, as an ordinary person?

- **Unsure if safe for mother to pick up martial arts**

My mother is interested in learning how to protect herself, especially since there have been a couple of cases of snatch theft in our neighbourhood. What's the best martial art to learn for someone over 50, assuming one has never learnt any martial art before? Is it safe for her to pick up martial arts, or will it be too strenuous for her?

- **Unsure of effectiveness of Aikido**

My mum recently signed me up for Aikido lessons so that we can learn something together as well as spend some mother-daughter bonding time. I don't know much about Aikido, but when I searched for it online, Aikido videos show attacks that do not seem very authentic, which for me, raises the question of how effective Aikido is in real-world street situations. What do you think?

- **Unsure of what to do when being attacked**

For example, if you happen to see someone following you and coming closer, and you have a sinking feeling in your stomach that the person is going to attack you, what should you do? There isn't anyone else around, the street is dimly lit, and there's nowhere really to go. Run away? Take out your cell phone? Or is it best to just get into your self defence mode and fight off your attacker?

- **Don't want son to suffer from bullying**

I'd love my son, 7 years old, to learn a martial art, so I'm looking for one that teaches confidence and something deeper than simply 'kill the other guy'. It would also be wonderful if it allows him to defend himself, because he is scrawny and I don't want him to suffer from bullying. What's the best martial art to teach one's child?

- **Unsure of what Muay Thai can do**

I'm actually considering picking up Muay Thai, because it doesn't require any weapons. I heard that Muay Thai is just a sport, but does it mean that it is useless in self defence and street fight? How much would you rate out of 10 for Muay Thai's effectiveness in self defence?

- **Fearful of daughter being attacked again**

My daughter was in a group of 5 girls that was surrounded by around 10-15 rival students. She was struck in the face twice and then she hit her assailant back in the face and was able to get into their car and call for the police. Because of that, I want her to take up self-defense classes. I want her to be fully able to protect herself should anything like this happen again. What should I do?

- **Need recommendations for self-defense styles and classes**

I have a female friend who will be embarking on a year-long solo world tour visiting several somewhat politically and socially unstable regions. I would like to get her a gift certificate for a full-contact self-defense workshop or short series of classes. She'll be leaving in a few months, so I'm looking for a quick-and-dirty here's-how-to-incapacitate-someone-in-six-

sessions-or-less type of thing. I'm looking for recommendations for specific self-defense styles and especially for specific class sites/schools that can give her a solid grounding in situational awareness, moves to use on an assailant, etc.

I'd like to learn some sort of self defense technique, but I don't want to use too much budget and spend too much time. I get the impression many types of martial arts aren't very useful until you've spent several years getting good at them. Perhaps simple boxing techniques would be better, or maybe something completely different. I'm only willing to put an hour per week, for about three months, into practicing whatever technique I choose. I'm a guy, but below average size and strength, and frankly I'm quite klutzy. What would be the best self-defense method for me to study? I would want it to be something that didn't require weapons or tools of any sort.

- **Need to start on martial arts to prepare for move to a country where street violence is a concern**

I'm a 29 yo female (153cm tall, 58kg), have a reasonably healthy diet, exercise 2-3 times/week at the gym for about 45min (mainly cardio training) but that isn't making a lot of difference so far. I would like to start on some martial arts that would improve my fitness, boost my confidence and my stamina levels. I am also moving to a country where street violence is a concern, so self-defense is also one of my motivations. However, I want those things (better fitness and development of defense skills) to happen quickly. I am aware that commitment is essential as well as extra exercise, but I am up for it. Can anyone suggest options of martial arts that can help me achieve that?

- **Need help to learn how to defend himself**

Nowadays, the city I live in (and the whole country too - Italy) is getting more and more populated by foreigners, strange people, suspicious person with bad intentions especially from the East. I'm not that kind of guy who searches for battles, fights, troubles etc, but if those things "find" me, then I'll be really in trouble as I don't know how to act. That's why I recently started looking for self defence courses in my city, but there are none (as it's really small), so I thought there could be something on the Internet. Can anyone direct me to online sources where I can learn how to defend myself?

- **Fearful of being attacked by men of bigger size**

I am very petite (my height is only 152cm) and I'm always afraid of men of bigger sizes who seem to be following me on the streets at night. Is there any way I can make sure that I will be able to escape if I get attacked by someone twice my size?

- **Need to know the basics of how to use a knife as a weapon**

I just got a new job that requires me to walk home quite late and I also like to walk my dog afterwards as a way of winding down. There has been an unsettling number of assaults in my part of town lately by gangs of teens on innocent people at night. I'm far from the violent type and I'd give up my wallet in a heartbeat if confronted but these kids are really just beating people up just for kicks. I know nothing about knives, but I feel like I will prefer it as compared to a gun. Can anyone comment on this knife or make other recommendations? I will, of course, take some lessons to know at least the basics of how to use it as a weapon.

- **Need to know the basics of how to use a knife as a weapon**

My dad has told me to look for a martial art/ some kind of self defense course that will benefit me. The only problem is, is that I can't seem to find something that is suitable, nor do I want to participate in something like this. So what should I do to protect myself?

- **Want to learn self-defense to protect oneself when walking in the dark**

Things got out of hand with my old boyfriend, so I broke up. I still have issues with my ex, though, and it's a bit scary living alone again. Where I stay isn't exactly one with a lot of people and I usually come home late at night. It's scary walking in the dark, not knowing what's out there. I know I need to learn self-defense but I don't know how to get started.