Pennington, Bill. "How to take lessons in the winter (or in secret)."*New York Times* 22 Aug. 2011: D6(L). *Academic OneFile*. Web. 24 Feb. 2012.

People, especially men, do not like taking golf lessons

Simulators are becoming popular because they are private

Tedeschi, Bob. "To Improve Your Swing: Bend Your Knees and Find a Good App." *New York Times* 5 May 2011: B8(L). *Academic OneFile*. Web. 28 Feb. 2012.

Tiger Woods: My Swing ($10)

-record your swing, draws lines on how the swing should look, lets you take notes or record audio, which is saves in your My Swing library

Golfplan ($1)

iSwing ($3)

<http://blog.nielsen.com/nielsenwire/online_mobile/iphone-users-watch-more-video-and-are-older-than-you-think/>

17% of iPhone sales are 55+