

LIBERTY CORNER, N.J. AND ST. ANDREWS, SCOTLAND (Sept. 18, 2018)— A global online questionnaire and data-gathering exercise on distance in golf has been launched by the USGA and The R&A today as part of the Distance Insights project.

The detailed questionnaire is open to all interested participants in golf until Oct. 31, 2018 and is available in 10 languages. Administered independently by Sports Marketing Surveys Inc., it can be accessed at both usga.org/distanceinsights and at randa.org/distanceinsights.

Each person who takes the survey will be asked a series of universal questions about distance in golf (defined by how far shots travel), such as:

- What do you think makes golf most interesting to watch?
- Do you think recreational golfers are hitting shots farther than they did five years ago?
- Do you think elite / professional golfers are hitting shots farther than they did five years ago?
- What do you think should be most important to success in the game of golf?

Participants who indicate interest while taking the survey may be invited to take part in follow-up telephone interviews or online group conversations to gather deeper perspectives on the topic. While individual responses will be confidential, anonymized global survey results will be published in the final Distance Insights project report, to be delivered in 2019.

The USGA and The R&A will also accept relevant original or commissioned data and research directly related to distance via email until Dec. 20, 2018. Individuals or organizations may also request to present their data in person. Our Distance Insights email address as well as terms and conditions regarding the submission of research and data can be found [here](#).

The USGA and The R&A embarked on the Distance Insights project in May to initiate the most comprehensive global study of distance in golf to date. Through primary and third-party research, a detailed research and data review and the collection of views from throughout the golf industry, the aim is to achieve better understanding of the contributors to and impacts of distance on golf.

“We’re inviting perspectives and opinions from the global golf community because we recognize the topic of distance is one that potentially impacts us all in some capacity,” said Mike Davis, CEO of the USGA. “This is the best opportunity for people to share their thoughts and data with us. We know a final Distance Insights report that reflects a breadth of perspectives will be critical to deepening an understanding of the complex nature, and far-reaching implications, of this subject matter.”

Martin Slumbers, Chief Executive of The R&A, said, “We want to hear the views of those involved in golf throughout the world about distance and what it means for the sport. This is an important stage of the Distance Insights project and we would encourage people with an interest in golf to share their perspectives with us. There are many different points of view and considerations on distance and we want to make sure we have as full a picture as possible.”

Information on the Distance Insights project, including [frequently asked questions](#), historical data and general terms and conditions for submitting data, can be found at usga.org/distanceinsights or randa.org/distanceinsights.

About the USGA

The USGA conducts the U.S. Open, U.S. Women’s Open, U.S. Senior Open and the U.S. Senior Women’s Open, as well as 10 amateur championships and international matches, attracting players and fans around the world. Together with The

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R&A, the USGA governs the game worldwide, jointly administering the Rules of Golf, Rules of Amateur Status, equipment standards and World Amateur Golf Rankings, with a working jurisdiction in the United States, its territories and Mexico.

The USGA is one of the world's foremost authorities on research, development and support of sustainable golf course management practices. It serves as a primary steward for the game's history and invests in the development of the game through the delivery of its services and the work of the USGA Foundation. Additionally, the USGA's Course Rating and Handicap systems are used on six continents. For more information, visit www.usga.org.

About The R&A

Based in St Andrews, The R&A runs The Open, elite amateur events, international matches and rankings. Together The R&A and the USGA govern the sport of golf worldwide, operating in separate jurisdictions but sharing a commitment to a single code for the Rules of Golf, Rules of Amateur Status and Equipment Standards. The R&A, through R&A Rules Ltd, governs the sport worldwide, outside of the United States and Mexico, on behalf of over 36 million golfers in 143 countries and with the consent of 156 organizations from amateur and professional golf.

The R&A is committed to working for golf and supports the growth of the sport internationally and the development and management of sustainable golf facilities. For more information, visit www.randa.org.

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<https://mediacenter.usga.org/press-releases?item=122641>