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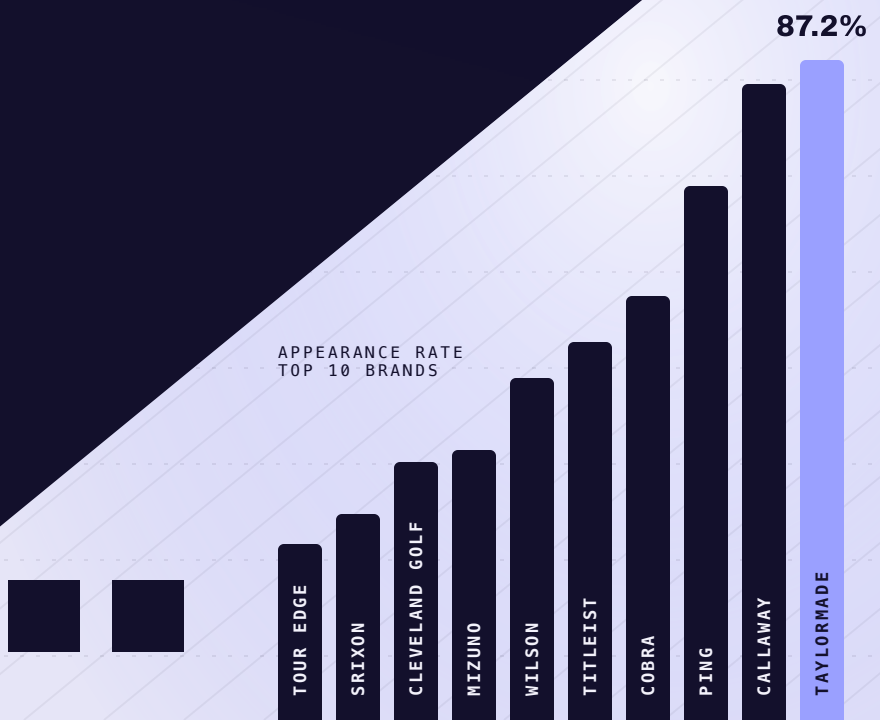
GOLF EQUIPMENT INDEX 2.0

Which golf equipment brands AI engines name
288 AI answers · November 5 to 6, 2026

Measured :
November 5 to 6, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 35 Google AI Overviews

Prepared by :
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AT A GLANCE

No sole leader is established. Callaway is within TaylorMade's margin.

TaylorMade: 251/288 returned four-engine answers (87.2%; 95% interval 82.8–90.5%). The two leading intervals overlap; no sole leader is established.

> Version 2. This version replaces the first version of this study, first published June 28, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

87.2%
of answers named TaylorMade, the most-named (251 of 288)

19
tracked brands named at least once (of 20)

61.4%
of Google searches showed an AI Overview (35 of 57)

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01 KEY FINDINGS

What the data shows

MEASURED APPEARANCE

TaylorMade

TaylorMade: 251/288 returned four-engine answers (87.2%; 95% interval 82.8–90.5%). The two leading intervals overlap; no sole leader is established.

NAMED FIRST

64/288 (22.2%)

Callaway was the first brand named in 64 of 288 answers, more than any other tracked brand. Its average first position was 2.7. TaylorMade was named first in 53 of 288.

CLAUDE SKEW

22/72 (30.6%)

Claude named Takomo in 22 of 72 answers. The other engines named it in 3 to 6 of 72.

CLAUDE SKEW

29/72 (40.3%)

Claude named Tour Edge in 29 of 72 answers. The other engines named it in 9 to 15 of 72.

OWN-SITE CITATIONS

5/288 (1.7%)

Callaway's own domains were cited in 5 of 288 grounded answers, more than any other tracked brand. TaylorMade and Takomo followed at 2 of 288 each. 14 of 20 tracked brands had 0 of 288, and 1 had no tracked own site.

AIO TRIGGER

35/57 (61.4%)

Google AI Overviews appeared on 35 of 57 searches (CI 48.4–72.9%). On the other 22, no overview was shown.

AIO LEADER

25/35 (71.4%)

TaylorMade was the brand named most often in AI Overviews, at 25 of 35, followed by Callaway at 22 of 35 (62.9%). In the four-engine set, TaylorMade was named in 251 of 288 answers (87.2%).

TOP DOMAIN

163/288 (56.6%)

mygolfspy.com received the most citation links: 239 of 2,236 (10.7%), across 163 of 288 grounded four-engine answers (56.6%). golfmonthly.com received 219 links but appeared in more answers: 171 of 288 (59.4%). Link frequency and answer penetration are different measures.

02 THE LEADERBOARD

Which brands AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	TaylorMade	87.2%	251/288
2	Callaway	84.0%	242/288
3	PING	70.5%	203/288
4	Cobra	55.9%	161/288
5	Titleist	50.0%	144/288
6	Wilson	45.1%	130/288
7	Mizuno	35.8%	103/288
8	Cleveland Golf	34.0%	98/288
9	Srixon	27.1%	78/288
10	Tour Edge	23.3%	67/288
11	Odyssey	16.3%	47/288
12	PXG	13.9%	40/288
13	Takomo	11.8%	34/288
14	L.A.B. Golf	7.3%	21/288
15	Bettinardi	6.3%	18/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 288 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,236 citations. None means no own site is tracked for that name. Question 12 names TaylorMade and Callaway, so those counts include up to 12 answers each that name them by design. Removing 1 Core question naming tracked subjects leaves 276 eligible answers. The top two are TaylorMade (239/276) and Callaway (230/276); their order does not change.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**TaylorMade**	251/288	**87.2%**	82.8–90.5%	2.9	0.7% (2/288)	0.1%
2	**Callaway**	242/288	**84%**	79.4–87.8%	2.7	1.7% (5/288)	0.2%
3	**PING**	203/288	**70.5%**	65–75.5%	3.2	0% (0/288)	0%
4	**Cobra**	161/288	**55.9%**	50.1–61.5%	4.4	0% (0/288)	0%
5	**Titleist**	144/288	**50%**	44.3–55.7%	3.4	0.3% (1/288)	0%
6	**Wilson**	130/288	**45.1%**	39.5–50.9%	4.6	0% (0/288)	0%
7	**Mizuno**	103/288	**35.8%**	30.4–41.5%	4.3	0% (0/288)	0%
8	**Cleveland Golf**	98/288	**34%**	28.8–39.7%	4.4	0% (0/288)	0%
9	**Srixon**	78/288	**27.1%**	22.3–32.5%	4	0% (0/288)	0%
10	**Tour Edge**	67/288	**23.3%**	18.8–28.5%	5.4	0.3% (1/288)	0%
11	**Odyssey**	47/288	**16.3%**	12.5–21%	3.4	0% (0/288)	0%
12	**PXG**	40/288	**13.9%**	10.4–18.4%	5.4	0% (0/288)	0%
13	**Takomo**	34/288	**11.8%**	8.6–16%	5.5	0.7% (2/288)	0.1%
14	**L.A.B. Golf**	21/288	**7.3%**	4.8–10.9%	3	0% (0/288)	0%
15	**Bettinardi**	18/288	**6.3%**	4–9.7%	3.6	0% (0/288)	0%
16	**Scotty Cameron**	18/288	**6.3%**	4–9.7%	5.1	0% (0/288)	0%
17	**LA Golf**	9/288	**3.1%**	1.7–5.8%	3.8	None	None
18	**Ballistic Golf**	7/288	**2.4%**	1.2–4.9%	3	0% (0/288)	0%
19	**Bridgestone Golf**	2/288	**0.7%**	0.2–2.5%	8	0% (0/288)	0%
20	**Protoconcept**	0/288	**0%**	0–1.3%	–	0% (0/288)	0%

THE LEADERBOARD

02 Question group: Drivers

60 returned four-engine answers to this group's 5 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	TaylorMade	56/60	93.3%	84.1–97.4%	14
2	Callaway	55/60	91.7%	81.9–96.4%	12
3	PING	36/60	60.0%	47.4–71.4%	24
4	Cobra	26/60	43.3%	31.6–55.9%	1
5	Titleist	25/60	41.7%	30.1–54.3%	6
6	Srixon	18/60	30.0%	19.9–42.5%	2
7	Tour Edge	17/60	28.3%	18.5–40.8%	0
8	Wilson	13/60	21.7%	13.1–33.6%	0
9	Mizuno	10/60	16.7%	9.3–28.0%	0
10	Cleveland Golf	8/60	13.3%	6.9–24.2%	1
11	PXG	8/60	13.3%	6.9–24.2%	0
12	Takomo	5/60	8.3%	3.6–18.1%	0
13	Scotty Cameron	4/60	6.7%	2.6–15.9%	0
14	Odyssey	3/60	5.0%	1.7–13.7%	0
15	Bridgestone Golf	2/60	3.3%	0.9–11.4%	0
16	Bettinardi	1/60	1.7%	0.3–8.9%	0
17	Ballistic Golf	0/60	0.0%	-0.0–6.0%	0
18	L.A.B. Golf	0/60	0.0%	-0.0–6.0%	0
19	LA Golf	0/60	0.0%	-0.0–6.0%	0
20	Protoconcept	0/60	0.0%	-0.0–6.0%	0

02 THE LEADERBOARD

Question group: Game-improvement irons

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	PING	36/36	100.0%	90.4–100.0%	13
2	Callaway	33/36	91.7%	78.2–97.1%	4
3	TaylorMade	31/36	86.1%	71.3–93.9%	12
4	Titleist	29/36	80.6%	65.0–90.2%	3
5	Cobra	26/36	72.2%	56.0–84.2%	0
6	Mizuno	24/36	66.7%	50.3–79.8%	0
7	Srixon	24/36	66.7%	50.3–79.8%	2
8	Cleveland Golf	16/36	44.4%	29.5–60.4%	0
9	Tour Edge	15/36	41.7%	27.1–57.8%	2
10	PXG	9/36	25.0%	13.8–41.1%	0
11	Wilson	9/36	25.0%	13.8–41.1%	0
12	Takomo	8/36	22.2%	11.7–38.1%	0
13	Ballistic Golf	0/36	0.0%	0.0–9.6%	0
14	Bettinardi	0/36	0.0%	0.0–9.6%	0
15	Bridgestone Golf	0/36	0.0%	0.0–9.6%	0
16	L.A.B. Golf	0/36	0.0%	0.0–9.6%	0
17	LA Golf	0/36	0.0%	0.0–9.6%	0
18	Odyssey	0/36	0.0%	0.0–9.6%	0
19	Protoconcept	0/36	0.0%	0.0–9.6%	0
20	Scotty Cameron	0/36	0.0%	0.0–9.6%	0

02 THE LEADERBOARD

Question group: Players' irons

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Mizuno	32/36	88.9%	74.7–95.6%	8
2	Titleist	27/36	75.0%	58.9–86.2%	13
3	Wilson	26/36	72.2%	56.0–84.2%	6
4	Srixon	23/36	63.9%	47.6–77.5%	2
5	TaylorMade	23/36	63.9%	47.6–77.5%	0
6	Cobra	22/36	61.1%	44.9–75.2%	0
7	Callaway	21/36	58.3%	42.2–72.9%	0
8	PING	20/36	55.6%	39.6–70.5%	0
9	Takomo	15/36	41.7%	27.1–57.8%	7
10	Ballistic Golf	7/36	19.4%	9.8–35.0%	0
11	LA Golf	7/36	19.4%	9.8–35.0%	0
12	PXG	4/36	11.1%	4.4–25.3%	0
13	Tour Edge	1/36	2.8%	0.5–14.2%	0
14	Bettinardi	0/36	0.0%	0.0–9.6%	0
15	Bridgestone Golf	0/36	0.0%	0.0–9.6%	0
16	Cleveland Golf	0/36	0.0%	0.0–9.6%	0
17	L.A.B. Golf	0/36	0.0%	0.0–9.6%	0
18	Odyssey	0/36	0.0%	0.0–9.6%	0
19	Protoconcept	0/36	0.0%	0.0–9.6%	0
20	Scotty Cameron	0/36	0.0%	0.0–9.6%	0

02 THE LEADERBOARD

Question group: Putters

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	TaylorMade	34/36	94.4%	81.9–98.5%	8
2	Odyssey	31/36	86.1%	71.3–93.9%	3
3	L.A.B. Golf	21/36	58.3%	42.2–72.9%	11
4	Callaway	20/36	55.6%	39.6–70.5%	0
5	Bettinardi	17/36	47.2%	32.0–63.0%	4
6	PING	17/36	47.2%	32.0–63.0%	0
7	Cleveland Golf	16/36	44.4%	29.5–60.4%	6
8	Wilson	16/36	44.4%	29.5–60.4%	3
9	Scotty Cameron	14/36	38.9%	24.8–55.1%	0
10	Titleist	8/36	22.2%	11.7–38.1%	1
11	Cobra	5/36	13.9%	6.1–28.7%	0
12	Mizuno	1/36	2.8%	0.5–14.2%	0
13	PXG	1/36	2.8%	0.5–14.2%	0
14	Ballistic Golf	0/36	0.0%	0.0–9.6%	0
15	Bridgestone Golf	0/36	0.0%	0.0–9.6%	0
16	LA Golf	0/36	0.0%	0.0–9.6%	0
17	Protoconcept	0/36	0.0%	0.0–9.6%	0
18	Srixon	0/36	0.0%	0.0–9.6%	0
19	Takomo	0/36	0.0%	0.0–9.6%	0
20	Tour Edge	0/36	0.0%	0.0–9.6%	0

02 THE LEADERBOARD

Question group: Wedges

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Cleveland Golf	24/24	100.0%	86.2–100.0%	12
2	Callaway	21/24	87.5%	69.0–95.7%	0
3	TaylorMade	20/24	83.3%	64.1–93.3%	0
4	PING	17/24	70.8%	50.8–85.1%	0
5	Titleist	14/24	58.3%	38.8–75.5%	12
6	Wilson	14/24	58.3%	38.8–75.5%	0
7	Mizuno	10/24	41.7%	24.5–61.2%	0
8	Cobra	5/24	20.8%	9.2–40.5%	0
9	PXG	4/24	16.7%	6.7–35.9%	0
10	Ballistic Golf	0/24	0.0%	0.0–13.8%	0
11	Bettinardi	0/24	0.0%	0.0–13.8%	0
12	Bridgestone Golf	0/24	0.0%	0.0–13.8%	0
13	L.A.B. Golf	0/24	0.0%	0.0–13.8%	0
14	LA Golf	0/24	0.0%	0.0–13.8%	0
15	Odyssey	0/24	0.0%	0.0–13.8%	0
16	Protoconcept	0/24	0.0%	0.0–13.8%	0
17	Scotty Cameron	0/24	0.0%	0.0–13.8%	0
18	Srixon	0/24	0.0%	0.0–13.8%	0
19	Takomo	0/24	0.0%	0.0–13.8%	0
20	Tour Edge	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Complete sets for beginners

24 returned four-engine answers to this group's 2 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Callaway	24/24	100.0%	86.2–100.0%	24
2	Cobra	22/24	91.7%	74.2–97.7%	0
3	Wilson	22/24	91.7%	74.2–97.7%	0
4	Tour Edge	18/24	75.0%	55.1–88.0%	0
5	TaylorMade	17/24	70.8%	50.8–85.1%	0
6	PING	11/24	45.8%	27.9–64.9%	0
7	Odyssey	9/24	37.5%	21.2–57.3%	0
8	Cleveland Golf	5/24	20.8%	9.2–40.5%	0
9	Takomo	3/24	12.5%	4.3–31.0%	0
10	Titleist	3/24	12.5%	4.3–31.0%	0
11	PXG	2/24	8.3%	2.3–25.8%	0
12	Srixon	1/24	4.2%	0.7–20.2%	0
13	Ballistic Golf	0/24	0.0%	0.0–13.8%	0
14	Bettinardi	0/24	0.0%	0.0–13.8%	0
15	Bridgestone Golf	0/24	0.0%	0.0–13.8%	0
16	L.A.B. Golf	0/24	0.0%	0.0–13.8%	0
17	LA Golf	0/24	0.0%	0.0–13.8%	0
18	Mizuno	0/24	0.0%	0.0–13.8%	0
19	Protoconcept	0/24	0.0%	0.0–13.8%	0
20	Scotty Cameron	0/24	0.0%	0.0–13.8%	0

02 THE LEADERBOARD

Question group: Senior and women's clubs

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	TaylorMade	34/36	94.4%	81.9–98.5%	11
2	PING	33/36	91.7%	78.2–97.1%	8
3	Callaway	32/36	88.9%	74.7–95.6%	14
4	Wilson	26/36	72.2%	56.0–84.2%	0
5	Cobra	24/36	66.7%	50.3–79.8%	0
6	Cleveland Golf	19/36	52.8%	37.0–68.0%	1
7	Titleist	14/36	38.9%	24.8–55.1%	2
8	Tour Edge	11/36	30.6%	18.0–46.9%	0
9	Mizuno	9/36	25.0%	13.8–41.1%	0
10	PXG	6/36	16.7%	7.9–31.9%	0
11	Odyssey	4/36	11.1%	4.4–25.3%	0
12	Srixon	3/36	8.3%	2.9–21.8%	0
13	Takomo	3/36	8.3%	2.9–21.8%	0
14	LA Golf	2/36	5.6%	1.5–18.1%	0
15	Ballistic Golf	0/36	0.0%	0.0–9.6%	0
16	Bettinardi	0/36	0.0%	0.0–9.6%	0
17	Bridgestone Golf	0/36	0.0%	0.0–9.6%	0
18	L.A.B. Golf	0/36	0.0%	0.0–9.6%	0
19	Protoconcept	0/36	0.0%	0.0–9.6%	0
20	Scotty Cameron	0/36	0.0%	0.0–9.6%	0

02 THE LEADERBOARD

Question group: Fairway woods and hybrids

36 returned four-engine answers to this group's 3 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Callaway	36/36	100.0%	90.4–100.0%	10
2	TaylorMade	36/36	100.0%	90.4–100.0%	8
3	PING	33/36	91.7%	78.2–97.1%	14
4	Cobra	31/36	86.1%	71.3–93.9%	0
5	Titleist	24/36	66.7%	50.3–79.8%	0
6	Mizuno	17/36	47.2%	32.0–63.0%	4
7	Cleveland Golf	10/36	27.8%	15.8–44.0%	0
8	Srixon	9/36	25.0%	13.8–41.1%	0
9	PXG	6/36	16.7%	7.9–31.9%	0
10	Tour Edge	5/36	13.9%	6.1–28.7%	0
11	Wilson	4/36	11.1%	4.4–25.3%	0
12	Ballistic Golf	0/36	0.0%	0.0–9.6%	0
13	Bettinardi	0/36	0.0%	0.0–9.6%	0
14	Bridgestone Golf	0/36	0.0%	0.0–9.6%	0
15	L.A.B. Golf	0/36	0.0%	0.0–9.6%	0
16	LA Golf	0/36	0.0%	0.0–9.6%	0
17	Odyssey	0/36	0.0%	0.0–9.6%	0
18	Protoconcept	0/36	0.0%	0.0–9.6%	0
19	Scotty Cameron	0/36	0.0%	0.0–9.6%	0
20	Takomo	0/36	0.0%	0.0–9.6%	0

PROFILES

03 The top eight, side by side



RANK 1

TaylorMade

251/288 answers · 95% CI 82.8–90.5%

2.9	0.7%	0.1%
first-mention position	owned-domain citation (2/288)	citation share



RANK 2

Callaway

242/288 answers · 95% CI 79.4–87.8%

2.7	1.7%	0.2%
first-mention position	owned-domain citation (5/288)	citation share

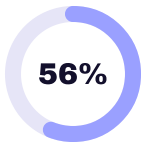


RANK 3

PING

203/288 answers · 95% CI 65–75.5%

3.2	0%	0%
first-mention position	owned-domain citation (0/288)	citation share



RANK 4

Cobra

161/288 answers · 95% CI 50.1–61.5%

4.4	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

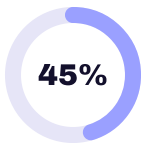


RANK 5

Titleist

144/288 answers · 95% CI 44.3–55.7%

3.4	0.3%	0%
first-mention position	owned-domain citation (1/288)	citation share



RANK 6

Wilson

130/288 answers · 95% CI 39.5–50.9%

4.6	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

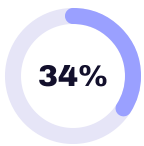


RANK 7

Mizuno

103/288 answers · 95% CI 30.4–41.5%

4.3	0%	0%
first-mention position	owned-domain citation (0/288)	citation share



RANK 8

Cleveland Golf

98/288 answers · 95% CI 28.8–39.7%

4.4	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

Claude named Takomo in 22 of 72 answers. The other engines named it in 3 to 6 of 72. Claude named Tour Edge in 29 of 72 answers. The other engines named it in 9 to 15 of 72.

ChatGPT

	72 ASKED	72 RETURNED	72 GROUNDED
Callaway			**87.5%**
TaylorMade			**75%**
PING			**68.1%**
Titleist			**44.4%**
Cobra			**41.7%**
Mizuno			**38.9%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
TaylorMade			**91.7%**
Callaway			**86.1%**
PING			**70.8%**
Cobra			**61.1%**
Titleist			**61.1%**
Wilson			**59.7%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
TaylorMade			**97.2%**
Callaway			**95.8%**
PING			**77.8%**
Cobra			**70.8%**
Titleist			**52.8%**
Wilson			**45.8%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
TaylorMade			**84.7%**
Callaway			**66.7%**
PING			**65.3%**
Cobra			**50%**
Wilson			**45.8%**
Titleist			**41.7%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 57 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 35 = 323 answers.



TRIGGER RATE

Google AI Overviews appeared on 35 of 57 searches (61.4%, CI 48.4–72.9%). The other 22 searches showed no overview. Within the 35 overviews, TaylorMade was named in 25 (71.4%), Callaway was named in 22 (62.9%), PING was named in 17 (48.6%), Titleist was named in 12 (34.3%). youtube.com was the most-cited source, with 49 citations and an appearance in 29 of 35 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	TaylorMade	85.4%	=
2	Callaway	81.7%	=
3	PING	68.1%	=
4	Cobra	52.3%	=
5	Titleist	48.3%	=
6	Wilson	42.4%	=
7	Cleveland Golf	34.1%	▲ 1
8	Mizuno	32.2%	▼ 1
9	Srixon	27.6%	=
10	Tour Edge	20.7%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

PING 100%

TaylorMade	75%
Cobra	75%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

PING 100%

TIED WITH TAYLORMADE, CALLAWAY

TaylorMade	100%
Callaway	100%

AI Overview shown on 2 of 3 searches

Q03 · 12 ANSWERS

PING 100%

TIED WITH CALLAWAY, COBRA

Callaway	100%
Cobra	100%

AI Overview shown on 1 of 3 searches

Q04 · 12 ANSWERS

Titleist 100%

Srixon	91.7%
Mizuno	83.3%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Mizuno 83.3%

TIED WITH WILSON, TAKOMO

Wilson	83.3%
Takomo	83.3%

AI Overview shown on 0 of 3 searches

Q06 · 12 ANSWERS

L.A.B. Golf 100%

Odyssey	91.7%
TaylorMade	91.7%

AI Overview shown on 1 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,236 citations in total. mygolfspy.com was cited most often, with 239 citations (10.7%) across 163 answers. Next came golfmonthly.com (219), independentgolfreviews.com (101), golfdigest.com (98), golfmagic.com (76), youtube.com (74).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

golfmonthly.com	**59.4%**
mygolfspy.com	**56.6%**
independentgolfrevie...	**30.2%**
golfdigest.com	**29.5%**
youtube.com	**24.7%**
golfmagic.com	**24.3%**
golfinfluence.com	**19.8%**
golfinsideruk.com	**19.1%**
nationalclubgolfer.com	**18.8%**
golfclubbrokers.com	**18.8%**

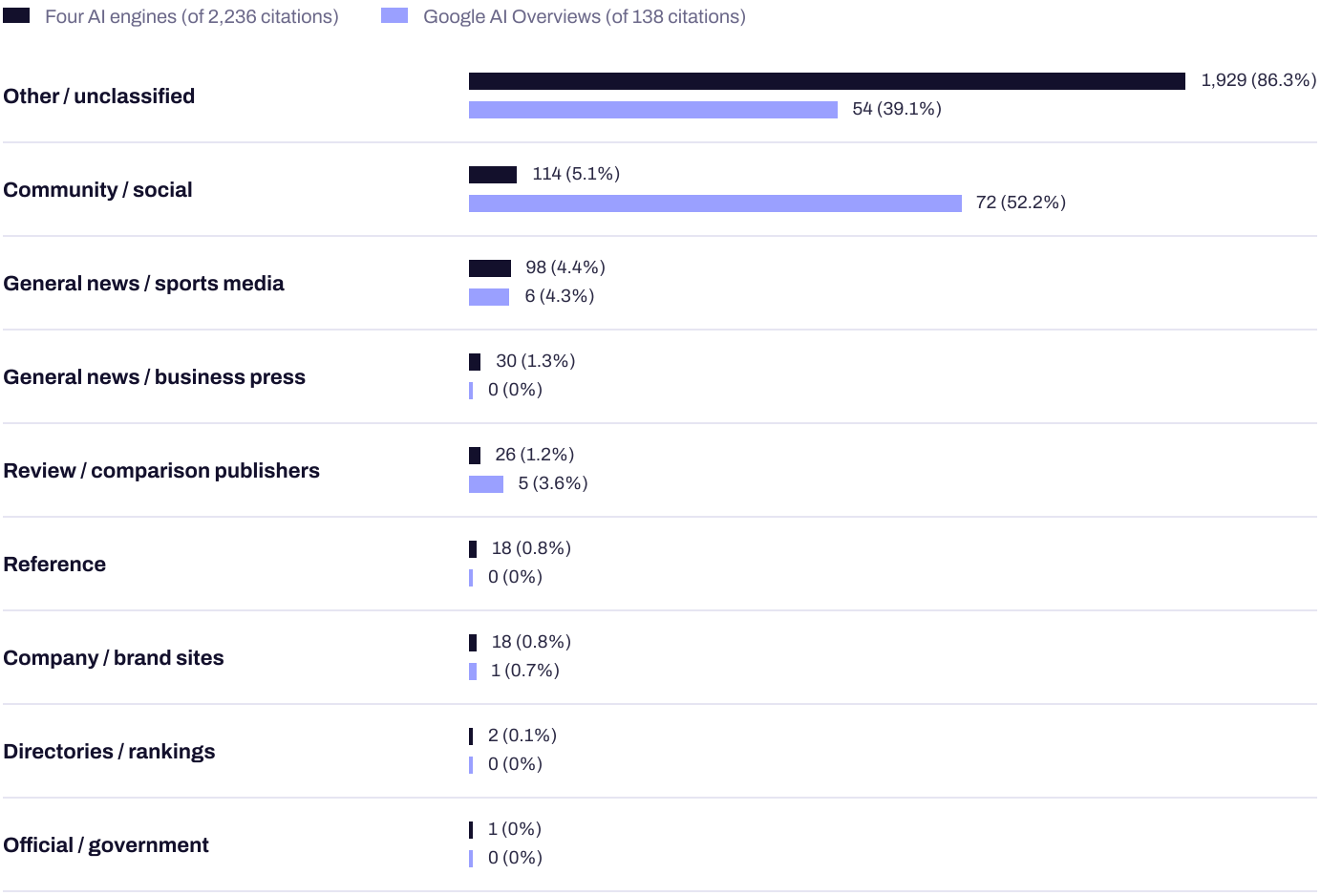
GOOGLE AI OVERVIEWS · SHARE OF 35 OVERVIEWS

youtube.com	**82.9%**
reddit.com	**45.7%**
todays-golfer.com	**34.3%**
golfmonthly.com	**25.7%**
mygolfspy.com	**22.9%**
golfdigest.com	**17.1%**
breakingeighty.com	**14.3%**
golfsidekick.com	**14.3%**
golfclubbrokers.com	**8.6%**
golfvx.com	**8.6%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can golf equipment brands improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	TaylorMade's own domains were cited in 0.7% of grounded answers, Takomo's in 0.7% and Tour Edge's in 0.3%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were golfmonthly.com (in 59.4% of grounded answers), mygolfspy.com (56.6%), independentgolfreviews.com (30.2%), golfdigest.com (29.5%) and youtube.com (24.7%). Community and social supplied 5.1% of citations and general news and sports media 4.4%.
Check each engine separately.	Claude named Wilson in 59.7% of answers against 29.2% on ChatGPT. Gemini named Cobra in 70.8% of answers against 41.7% on ChatGPT.
Watch names outside the tracked list.	XXIO (8 answers), Stix Golf (6 answers), PXG (5 answers) and Vice Golf (4 answers) were named but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Which golf equipment brands appear in these AI answers?

TaylorMade: 251/288 returned four-engine answers (87.2%; 95% interval 82.8–90.5%). The two leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

Callaway was the first brand named in 64 of 288 answers, with an average first position of 2.7.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 35 of 57 searches (61.4%, CI 48.4–72.9%). Within those 35 overviews, TaylorMade was named most often, in 25 (71.4%).

Q4 Which sources do the engines cite?

Across 2,236 four-engine citations, mygolfspy.com was cited most (239 citations, in 163 of 288 grounded answers), followed by golfmonthly.com (219 citations).

Q5 Do the four engines agree?

Only in part. Claude named Takomo in 22 of 72 answers, against 3 to 6 of 72 on the other engines. Claude named Tour Edge in 29 of 72 answers, against 9 to 15 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	57
questions		runs each		AI engines		answers		Google searches · 35 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 5 to 6, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	57	35 shown	35

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 20 tracked brands are ranked; results are not an exhaustive market ranking.
- Only the tracked brands were scored. Untracked names that appeared often were not scored, including XXIO (8 answers), Stix Golf (6 answers), PXG (5 answers) and Vice Golf (4 answers).
- 345 of 360 planned results were returned. 15 AI Overview lookups were excluded after at most three total attempts.
- 57 successful Google searches: 35 overviews shown; 22 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Question 12 names TaylorMade and Callaway, so both counts include up to 12 answers to that question.
- Measured across two days, November 5 to 6, 2026.
- Removing 1 Core question naming tracked subjects leaves 276 eligible answers. The top two are TaylorMade (239/276) and Callaway (230/276); their order does not change.
- Names with no tracked own site are shown as None. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- Counting is at brand level; individual club models are not ranked separately.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Named appearance is named_4 divided by n_4; own-site citation counts use grounded-answer denominators and are separate measures.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps can answer differently.

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What is the most forgiving driver?	Golf Equipment Index 2.0	CORE QUESTION
02	What is the best driver for a slice?	Golf Equipment Index 2.0	CORE QUESTION
03	What are the best irons for a high handicapper?	Golf Equipment Index 2.0	CORE QUESTION
04	What are the best players' irons?	Golf Equipment Index 2.0	CORE QUESTION
05	What are the best value forged irons?	Golf Equipment Index 2.0	CORE QUESTION
06	What is the best putter for consistency?	Golf Equipment Index 2.0	CORE QUESTION
07	What is the best mallet putter?	Golf Equipment Index 2.0	CORE QUESTION
08	What are the best wedges for spin?	Golf Equipment Index 2.0	CORE QUESTION
09	What are the best golf clubs for beginners?	Golf Equipment Index 2.0	CORE QUESTION
10	What are the best golf clubs for seniors?	Golf Equipment Index 2.0	CORE QUESTION
11	What are the best golf clubs for women?	Golf Equipment Index 2.0	CORE QUESTION
12	TaylorMade vs Callaway drivers: which is better?	Golf Equipment Index 2.0	CORE QUESTION
13	What are the best fairway woods for high handicappers?	Golf Equipment Index 2.0	ADDED QUESTION
14	What are the best hybrids to replace long irons?	Golf Equipment Index 2.0	ADDED QUESTION
15	What is the best driver for distance?	Golf Equipment Index 2.0	ADDED QUESTION
16	What are the most forgiving irons?	Golf Equipment Index 2.0	ADDED QUESTION
17	What are the best irons for mid handicappers?	Golf Equipment Index 2.0	ADDED QUESTION
18	What are the best blade irons for low handicappers?	Golf Equipment Index 2.0	ADDED QUESTION
19	What are the best putters for beginners?	Golf Equipment Index 2.0	ADDED QUESTION
20	What are the best wedges for high handicappers?	Golf Equipment Index 2.0	ADDED QUESTION
21	What are the best complete golf club sets?	Golf Equipment Index 2.0	ADDED QUESTION
22	What are the best lightweight golf clubs for slower swing speeds?	Golf Equipment Index 2.0	ADDED QUESTION
23	Which golf equipment brands are rated highest by independent testers?	Golf Equipment Index 2.0	ADDED QUESTION
24	What are the best fairway woods for distance?	Golf Equipment Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Golf Equipment Index 2.0

Measured November 5 to 6, 2026 · 5W Public Relations

WEB
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RESEARCH
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