

MARTIAL ARTS

October 2017

WHAT IS MARTIAL ARTS?

TAI CHI
KARATE

TAEKWONDO
JUDO

KICKBOXING
JU JITSU
AIKIDO

OVERVIEW Oct 16 - Sept 17



134

Sites delivering martial arts



18,372

Total unique participants



45,696

Total throughput

WHO IS PARTICIPATING?

Overall



58%

Of all participants are female

Males



38%

Of male participants are aged 14 ≥

Females



37%

Of female participants are aged 65+

TRENDS IN MARTIAL ARTS

Tai Chi



Highest unique member growth
+1.8%

Judo



Highest average visits per member
3.3x per month

Overall



Annual social value per participant
£316