

RESEARCH SUMMARY

Motivations to be active in club-based sport compared to fitness centres



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Background

Understanding motivations for participation in different types of physical activity and settings has important implications for growing, servicing and retaining participants.

Aim

The aim of this study was to identify the motivations to engage in organised club-based sport and activity through fitness centres.

Methods

Two surveys were conducted, of Australian adults, those playing sport or who were active through fitness centres

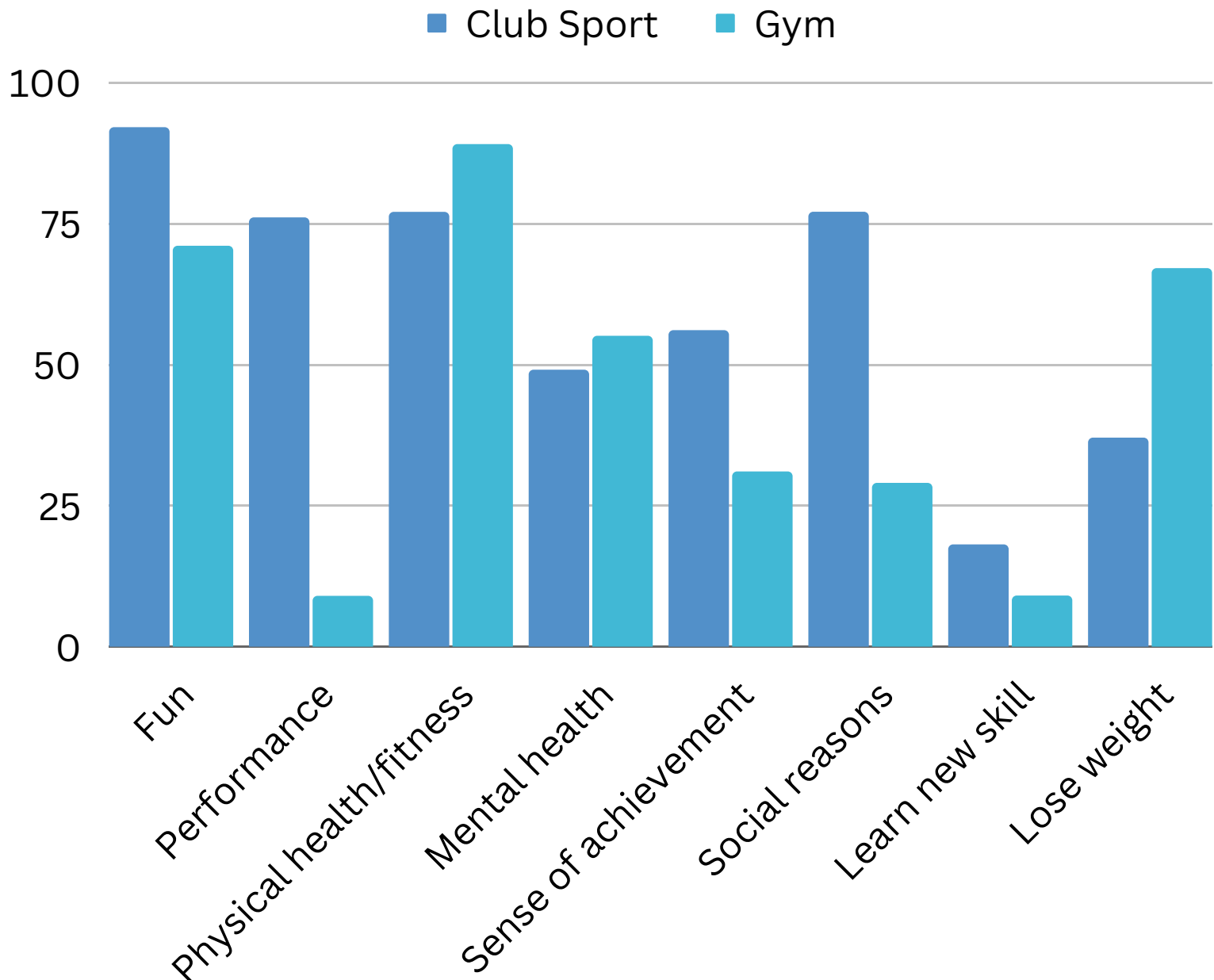
Results

There were many significant differences in the motivations between the two groups. Overall, sport club participants were significantly more likely to report fun and enjoyment, and social reasons for a motivation to play compared to fitness centre users ($p < 0.001$). The fitness centre users were significantly more likely than the sport club participants to report physical health or fitness, to lose weight/keep weight off/tone, and for psychological/mental health/therapy ($p < 0.001$).

Club sport participants play for fun and social reasons

Fitness center participants motivated for physical health, fitness, weight loss and mental health

Motivations to play sport or go to the gym



Discussion

There are clearly different motivations according to activity type or setting.

These findings have implications for sport and fitness centre managers in terms of program design decisions. For example, motivations may inform the creation of options that lean more to social or health outcomes for new users.