

PureGym data pack

DM i Erhvervscape 2024



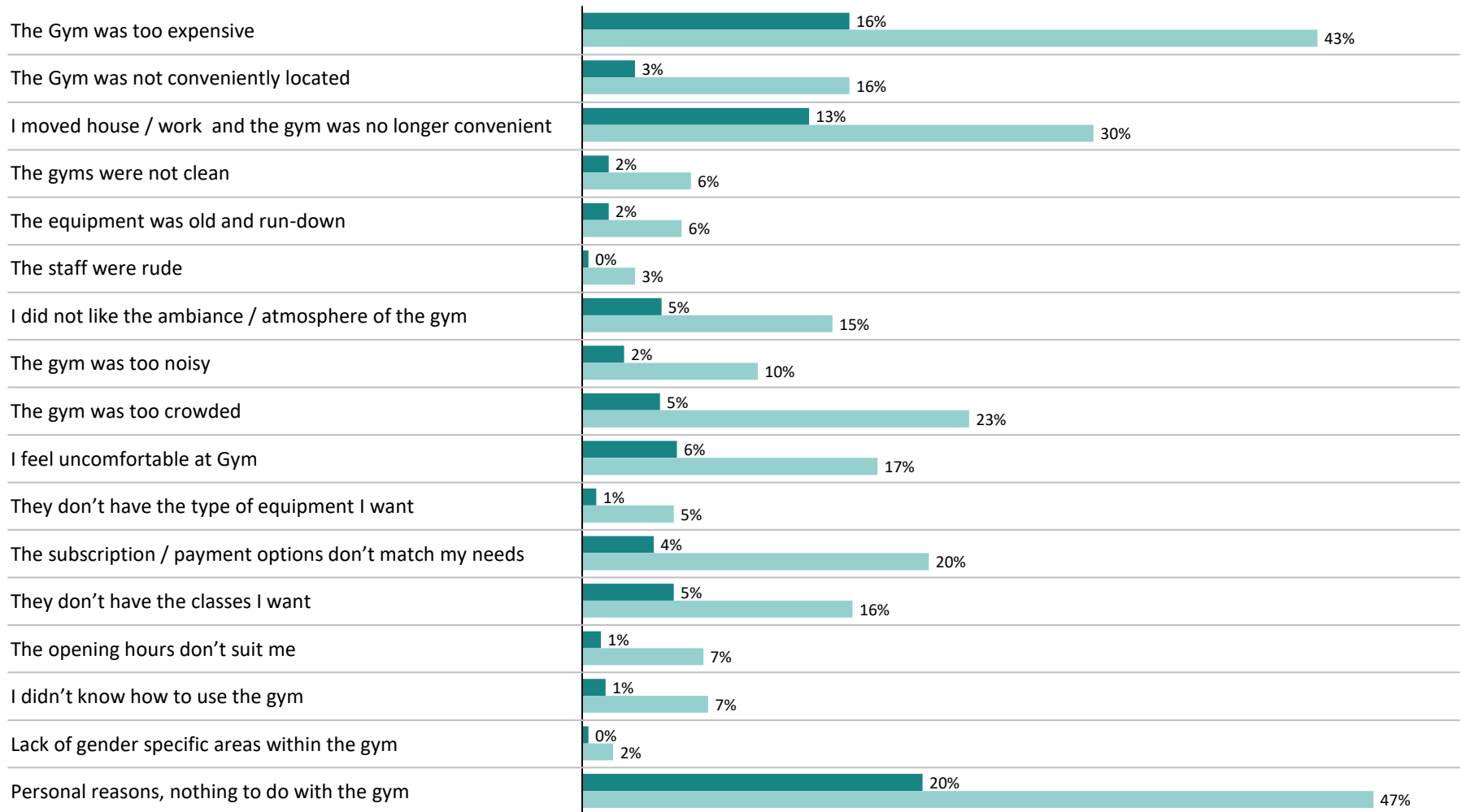
Reasons to leave the gym

Pricing, however, is the biggest reason to leave a gym, when excluding personal reasons

What are your primary reasons for ending your gym membership?

(N = 1092)

■ % 1st Reason ■ % Top 3



PureGym Feedback loop

Collection of feedback from PureGym members

