

PureGym data pack

DM i Erhvervscape 2024

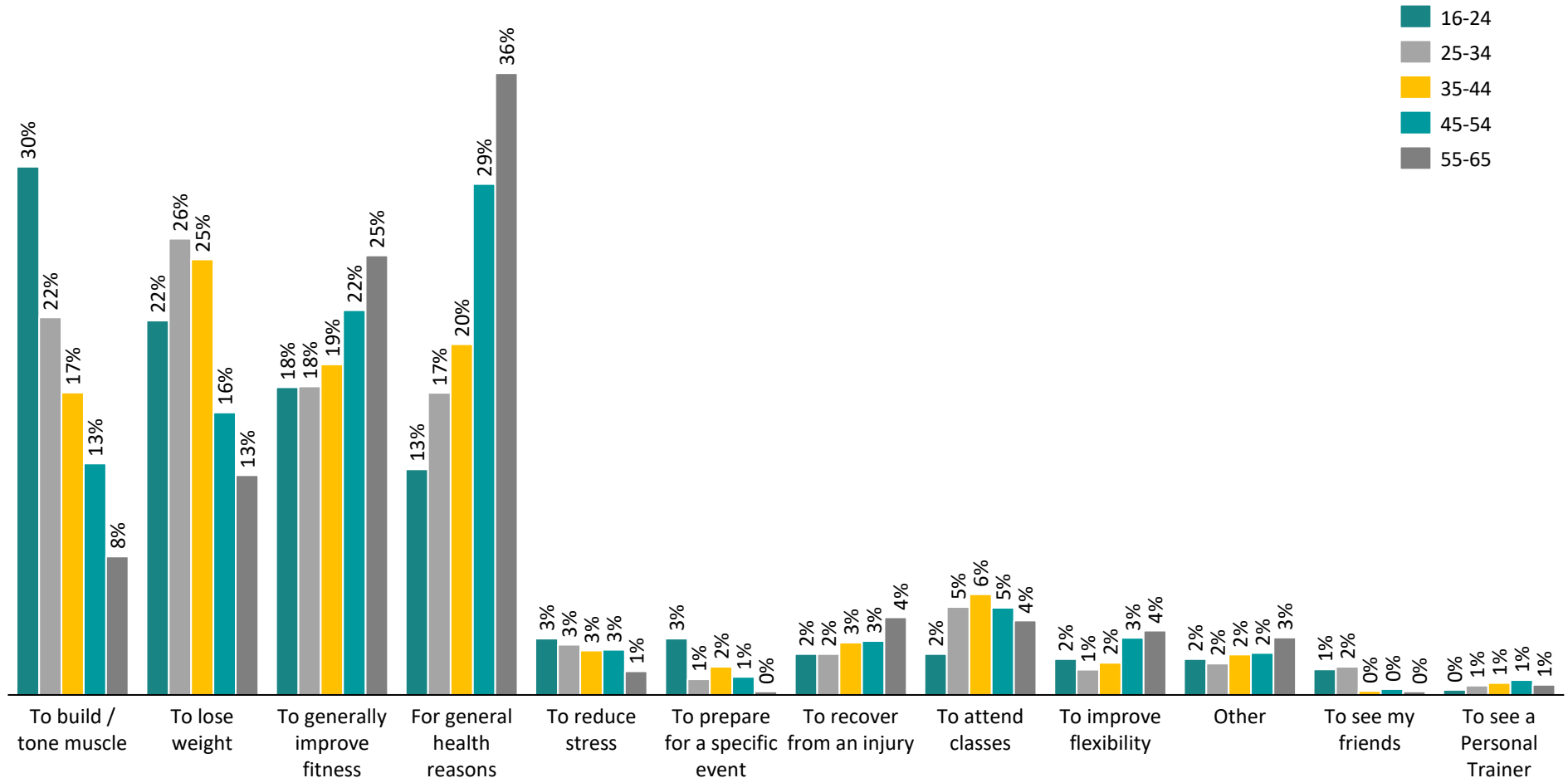


Reasons to go to the gym

Younger people go to the gym for muscle and weight purposes while older people go for general health

What is the primary reason you go (went) to the gym?

(N = 2409)

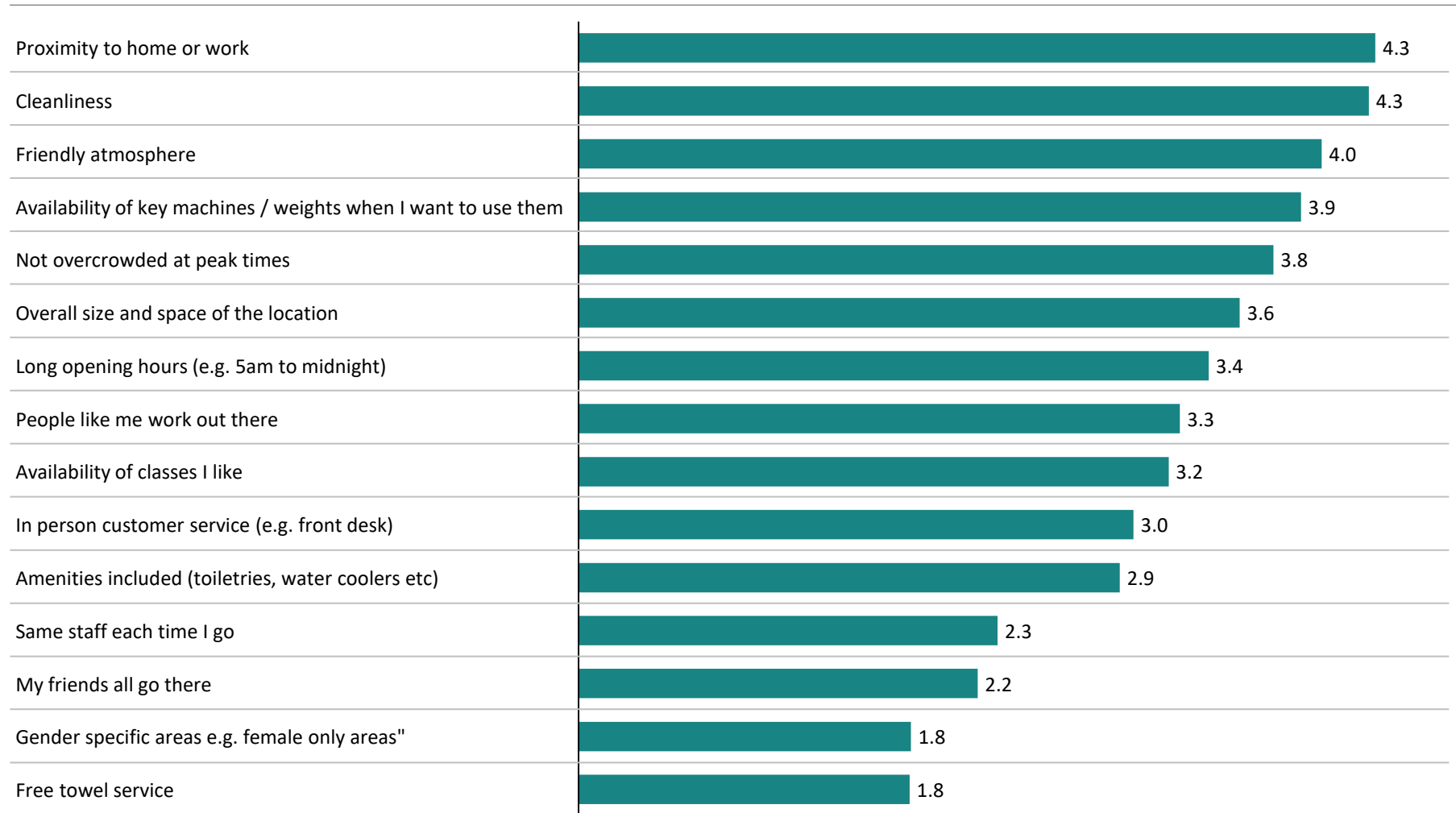


Key Purchase Criteria – gym qualities

Proximity to home/work and cleanliness are the most important gym qualities when selecting a gym

How important are the following factors when you were deciding which gym to use / become a member of?

(N = 2409)

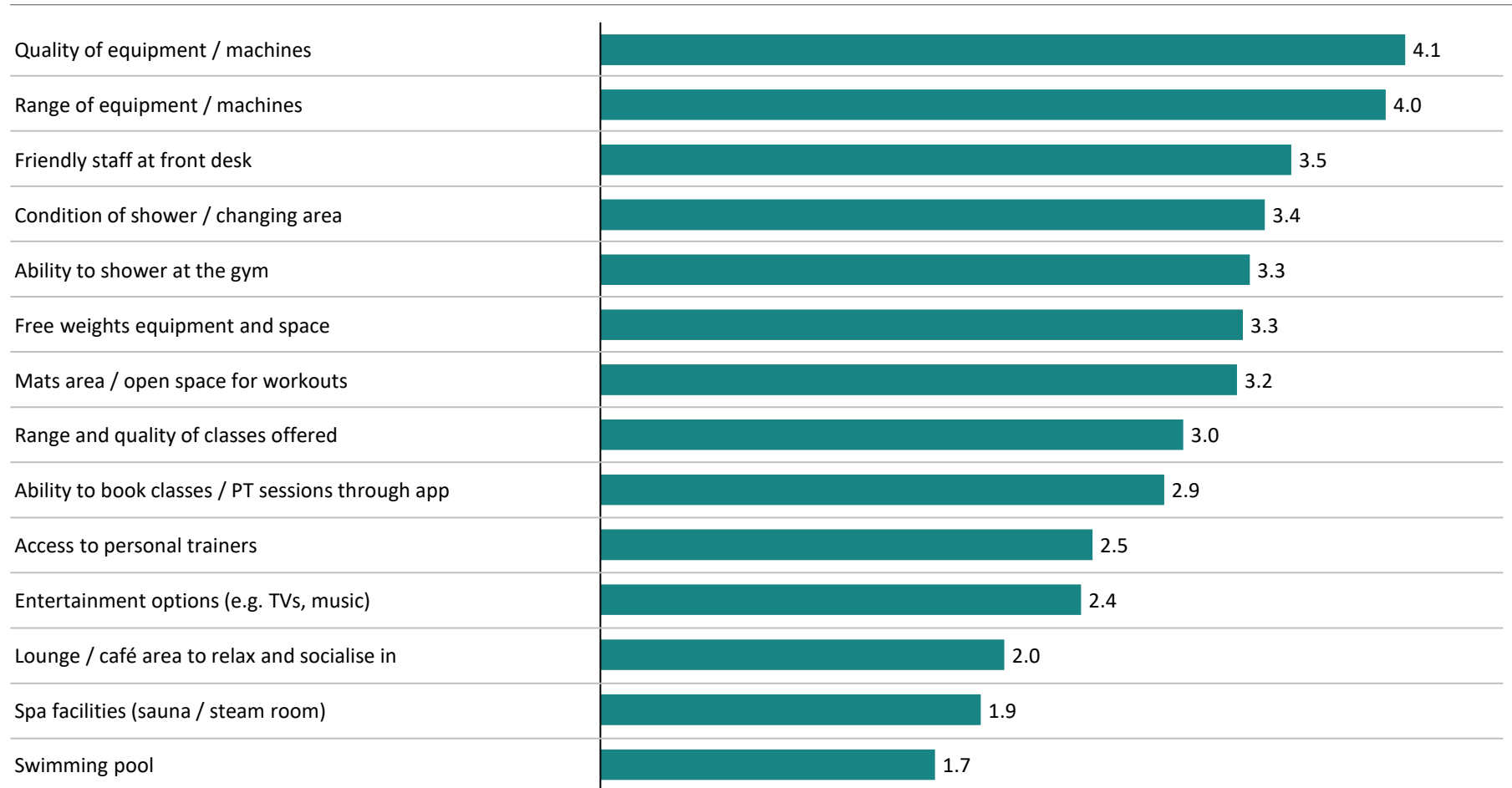


Key Purchase Criteria – gym facilities

To no surprise, the quality and range of equipment are the most important gym facilities

How important are the following factors when you were deciding which gym to use / become a member of?

(N = 2409)

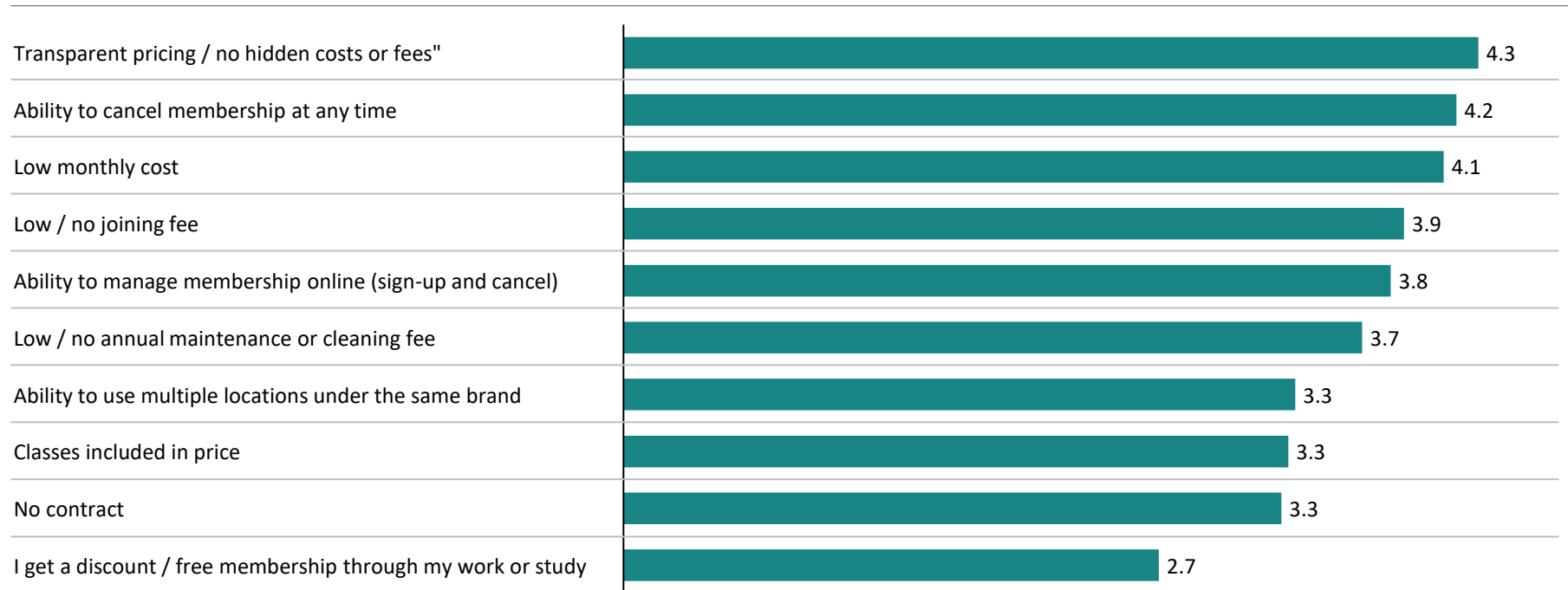


Key Purchase Criteria – Membership terms

Transparent pricing and ability to cancel any time holds higher value than low price

How important are the following factors when you were deciding which gym to use / become a member of?

(N = 2409)



Price considerations

2/3 of people are happy to pay more for convenience and quality – less so for younger people

To what extent is your choice of gym dictated by price?

(N = 2409)

