NON-VOLUNTEERS
SEGMENT PROFILE
UNINVOLVED

20% of population aged 14-75

17% of segment would volunteer in future (i.e. 3.4% of total population)

8% claim in club sport (i.e. 1.6% of total population)

- Found across all demographics, but some skew to males aged 25-34 years with no children
- Have little interest in club sport overall – least likely to volunteer for club sport
- Have the least interest in both current volunteering and club sport, and least likely to have ever volunteered in the past
- The small few that would consider volunteering would do so because they are involved in sport
- Seen as a chore, would rather others do it
ACQUIRING THE UNINVOLVED

The ‘Uninvolved’ have the least interest in volunteering across all segments.

Extremely low priority for acquisition.