NON-VOLUNTEERS
SEGMENT PROFILE
WELL INTENTIONED

7%
of population aged 14-75

45%
of segment would volunteer in future
(i.e. 3.1% total population)

16%
in club sport (i.e. 1.1% total population)

BARRIERS FOR
THE WELL
INTENTIONED

- Physical ability (injury/medical condition)
- Lack of involvement with sport
ACQUIRING THE WELL INTENTIONED

Older females with ‘mature’ families
While they have time, have yet to find an area of interest to volunteer in

May be motivated to volunteer for altruistic reasons — help others, give back — as well as to pass on what they have learned
Just under half feel they would volunteer in future, but few of these feel they would for a sports club

The ‘Well Intentioned’ are unlikely to volunteer in sport
Low priority segment for acquisition — Very low current and potential future involvement in club sport makes this segment a low target for acquisition

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