



NON-VOLUNTEERS

SEGMENT PROFILE

UNINVOLVED

20%

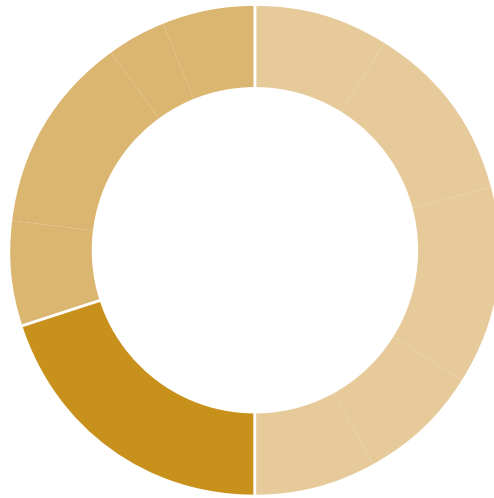
of population aged 14-75

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.