



Audience Prioritisation Framework Insight Summary:

Beat cancer through
research

September 2025
Consumer Insight & Experience

Together we are
beating cancer

The Audience Prioritisation Framework



Everyday Needs

We focus on what our supporters do in their day-to-day lives, so that we can find more ways to drive income for CRUK.

Key jobs to be done:

Dispose of unwanted items

Buy something

Improve my health and wellbeing

Make a will

Focus Audience:

- Mass Audience
- Key life-stages



Fun & Challenge

We help people to do good while having fun and trying new things. This in turn attracts a wider audience through sponsorship.

Key jobs to be done:

Do something fun, new or challenging

Make memories with friends & family

Improve my health and wellbeing

Gain experience / learn a new skill

Focus Audience:

- 18-34, 35-64
- Further Away & Further out Loved ones



Beat cancer through research

We help people to play a tangible and meaningful role in our mission to beat cancer.

Key jobs to be done:

Contribute to scientific progress

Reduce suffering caused by cancer

Raise awareness about a cause

Use my time, skills & experience for good

Focus Audience:

- 35-64, 65 & above
- Mass Affluent



Support & Remember

A cancer experience can change lives. We help people to remember those they've lost, and support people currently affected.

Key jobs to be done:

Remember someone who died of cancer

Show gratitude and give something back

Support someone living with cancer



Navigate my cancer experience

We help people to navigate their cancer experience and access the information they need.

Key jobs to be done:

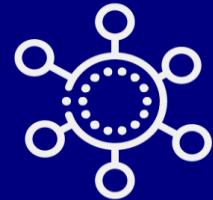
Support someone living with cancer

Connect to people with similar experience

Find information about cancer

Focus Audience:

- Patients and carers
- Further out loved ones
- 35-64, 65 & above



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Beat Cancer through research - Bringing the Jobs in this category to life

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We help people to play a tangible and meaningful role in our mission to beat cancer.

Contribute to scientific progress

People with this Job need regular and personalised communications showing where their money is being spent and the impact it's having. These communications should frame the science in a 'human' way and make supporters feel valued and engaged.



For me, [this] is how cancer is going to be beaten – a series of small discoveries and advances, not one where one scientist magically finds a cure
Cancer Cause Supporter, 20-30

Reduce suffering caused by cancer

People with this Job need to see the real and human impact of both their individual support and the wider impact and progress CRUK is having. They also expect to see evidence of collaboration across the sector in working towards the ultimate goal of beating cancer.

Audience Prioritisation Framework: insight Summary

"For me I want the context of the human impact. What does one day of trial testing mean?

Like how many people can that affect? How long does that affect people for? Understanding how many people this could help could tie it back into a more relatable human scale."

CRUK cash giver, 25 – 35, Further Away from Cancer



Raise awareness about a cause

People with this Job have varying levels of involvement. Some prefer to be very active (F2F campaigning with MPs), whilst others prefer less active approaches (social media). It's key to tailor comms and support depending on involvement and expectations. They expect charities to be a voice of authority and use their influence for positive change.

It's easy to justify [a charity's] voice in debates because they're the ones that are helping. They're bringing nothing but positives to the table, if they're doing what charity should. They have the moral high ground to say what they want."

Charity Supporter



Use my time, skills & experience for good

People with this Job need to feel as if their unique gifts and skills are being put to good use and are fully appreciated. They expect their individual skills and qualities to be considered. When people's skills are matched to responsibilities within fundraising, they feel valued, trusted, and are able to excel



"I very much enjoy bringing the skills I have gained through my paid working life to such a good cause"

Charity Supporter



Beat Cancer through research - Demographic & Charity Behaviour profile

We help people to play a tangible and meaningful role in our mission to beat cancer.

Contribute to scientific progress

Demographic profile of people with Job

Age	
18 – 34	34%
35 – 64	45%
65+	20%

Cancer relationship	
Further away	32%
Further out loved ones	38%

Gender	
Male	48%
Female	52%

Charity behaviour of people with Job

	Charity supporter (L2yrs)	94%
	CRUK supporter (P12M)	44%

About this Job

- 28% of people have this Job
- 63% of people with the Job use charity to fulfil this Job
- 25% of people with the Job use CRUK to fulfil this Job
- 17% of people with the Job find it difficult
- 24% of people with the Job find it important

Reduce suffering caused by cancer

Demographic profile of people with Job

Age	
18 – 34	38%
35 – 64	45%
65+	17%

Cancer relationship	
Further away	24%
Further out loved ones	41%

Gender	
Male	47%
Female	52%

Charity behaviour of people with Job

	Charity supporter (L2yrs)	95%
	CRUK supporter (P12M)	46%

About this Job

- 25% of people have this Job
- 58% of people with the Job use charity to fulfil this Job
- 22% of people with the Job use CRUK to fulfil this Job
- 43% of people with the Job find it difficult
- 28% of people with the Job find it important

Raise awareness about a cause

Demographic profile of people with Job

Age	
18 – 34	42%
35 – 64	45%
65+	13%

Cancer relationship	
Further away	32%
Further out loved ones	41%

Gender	
Male	47%
Female	52%

Charity behaviour of people with Job

	Charity supporter (L2yrs)	93%
	CRUK supporter (P12M)	36%

About this Job

- 34% of people have this Job
- 43% of people with the Job use charity to fulfil this Job
- 8% of people with the Job use CRUK to fulfil this Job
- 20% of people with the Job find it difficult
- 23% of people with the Job find it important

Use my time, skills & experience for good

Demographic profile of people with Job

Age	
18 – 34	43%
35 – 64	43%
65+	15%

Cancer relationship	
Further away	36%
Further out loved ones	39%

Gender	
Male	48%
Female	52%

Charity behaviour of people with Job

	Charity supporter (L2yrs)	94%
	CRUK supporter (P12M)	34%

About this Job

- 32% of people have this Job
- 28% of people with the Job use charity to fulfil this Job
- 4% of people with the Job use CRUK to fulfil this Job
- 19% of people with the Job find it difficult
- 25% of people with the Job find it important

= over-index (more likely) vs gen pop

= under-index (less likely) vs gen pop