



Audience Prioritisation Framework Insight Summary:

Navigate My Cancer Experience

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

Focus Audience:

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



Navigate my cancer experience

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

Key jobs to be done:

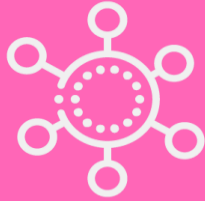
Support someone living with cancer

Connect to people with similar experience

Find information about cancer

Focus Audience:

- Patients and carers
- Minority communities



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Key Jobs-to-be-done:

- Support someone living with cancer
- Connect to people with similar experience
- Find information about cancer

Focus Audience:

- Patients & Carers
- Minority communities

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Support Someone Living with Cancer

People with this Job are often Carers or Further out Loved Ones. They want a visible output they can share to demonstrate their support for the patient and their struggle. They also want to feel linked to their loved one's journey – particularly for those who are unable to provide the day-to-day support to this person.



“When my colleague had cancer, I just felt totally gutted, helpless. He just wanted normality, so I tried to be as normal as possible and support him emotionally. I supported CRUK by running marathons. It's a win-win situation and you're raising money for a good cause”

Further Out Loved One, bereaved by cancer

Connect to people with a similar experience

Going through a cancer journey (themselves or a loved one) can be an isolating time, people with this Job need a safe and informal environment that facilitates connection. They rely on an organisation such as CRUK to play the 'connector' role as a conduit to a network of others with similar experiences and enable connection through activities.

I could really use help coming to terms with it all. Someone to talk to especially. I often go down to the Race for Life. I don't run or do the activities, but I love the community of it and coming together around it all. You find yourself crying with strangers and sharing your stories of the person you've lost. It's a really positive thing for me, really powerful to be with people motivated by similar experiences. I just find I need to talk to other people who understand and who have lost someone but it's so hard to find that.

Further out Loved One, Bereaved by cancer



Find information about cancer

People with this Job are looking for clear, non-technical advice that doesn't add to their cognitive load. As every cancer experience is so different, individuals should be able to filter/search for the relevant themes desired (e.g. cancer type, stage of treatment, age). Where possible information should be delivered through lived experience as the voice of the patient is as trustworthy, if not more so, than expert scientific one



“[Personalised Cancer Information]. Would I be interested? A million percent. If I had known about this when my friend had cancer, it would have been invaluable. Knowing this might have made a difference to his outcome. Knowing about the outcomes and triggers and what she is going through would be amazing, especially if I could ring up and talk about it. I'd even pay a small fee or donate

Further Out Loved One, Bereaved by cancer

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