



# Audience Prioritisation Framework Insight Summary: Fun & Challenge

September 2025  
Consumer Insight & Experience

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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



## 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



# Fun & Challenge – Bringing the Jobs in this category to life

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

## Do something fun, new or challenging

People with this Job need the activity they partake in to be the right type and level of challenge, it can be barrier if it's felt too be too challenging or not challenging enough. It must align to their lifestyle, confidence level, ability level and personal goals.

[My favourite part] was seeing everyone's progress as the challenge went on. Posting videos on Facebook was an excellent way of showing that although we all have different abilities and starting points, with determination we all can overcome challenges and improve in some way

**Facebook Challenge Participant**



Walk 100 Miles In May  
1. Hit 'Join Group'  
2. Click 'Featured' to claim your FREE t-shirt and fundraising page

Walk 100 Miles Challenge  
2 private groups - 17,201 members

[Join Now](#)

## Make memories with friends & family

People with this Job are seeking a stress-free and well organised experience to create happy memories with their loved ones. At events they are looking for good entertainment, positive atmosphere, no risks or hazards, clear communications leading up to and on the day, and engaged volunteers

Before the race, there was a 10 second countdown which involved The Greatest Showman theme song. The atmosphere was outstanding and it was such a great experience to take part in!

**Race for Life Participant**



## Improve my health & wellbeing

People with this Job can seek to fulfil it through multiple avenues and therefore have a range of needs to help improve both their physical & mental wellbeing. On a personal level they need opportunities that suit their lifestyle and goals, but they also seek out a broader sense of community and connection to contribute to their positive wellbeing



The obvious positive would be the camaraderie...doing it with other like-minded people supporting the same cause, for example  
**CRUK Non-supporter**

## Gain experience / learn a new skill

People with this Job might turn to volunteering opportunities to help grow soft skills such as teamwork and people skills. For this to happen they need a safe and supportive space to gain experience outside of their academic and career lives.



I'd like to develop teamwork skills. Then you can also develop other skills, e.g. leadership, and that is very important in your career

**Charity Volunteer**



# Fun & Challenge - Demographic & Charity Behaviour profile

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

## Do something fun, new or challenging

Demographic profile of people with Job

Age		Cancer relationship	
18 – 34	45%	Further away	39%
35 – 64	46%		
65+	10% <span style="color:red">▼</span>		
Gender		Further out loved ones	
Male	48%	Patients & Carers	21% <span style="color:green">▲</span>
Female	51%		

Charity behaviour of people with Job

	Charity supporter (L2yrs)	90%
	CRUK supporter (P12M)	32% <span style="color:green">▲</span>

About this Job

- 46% of people have this Job
- 18% of people with the Job use charity to fulfil this Job
- 4% of people with the Job use CRUK to fulfil this Job
- 27% of people with the Job find it difficult
- 18% of people with the Job find it important

## Make memories with friends & family

Demographic profile of people with Job

Age		Cancer relationship	
18 – 34	45%	Further away	35% <span style="color:red">▼</span>
35 – 64	44%		
65+	11% <span style="color:red">▼</span>		
Gender		Further out loved ones	
Male	49%	Patients & Carers	26% <span style="color:green">▲</span>
Female	51%		

Charity behaviour of people with Job

	Charity supporter (L2yrs)	90%
	CRUK supporter (P12M)	32%

About this Job

- 38% of people have this Job
- 17% of people with the Job use charity to fulfil this Job
- 4% of people with the Job use CRUK to fulfil this Job
- 16% of people with the Job find it difficult
- 23% of people with the Job find it important

## Improve my health and wellbeing

Demographic profile of people with Job

Age		Cancer relationship	
18 – 34	32%	Further away	44%
35 – 64	50%		
65+	18%		
Gender		Further out loved ones	
Male	47%	Patients & Carers	22%
Female	52%		

Charity behaviour of people with Job

	Charity supporter (L2yrs)	88%
	CRUK supporter (P12M)	31%

About this Job

- 75% of people have this Job
- 12% of people with the Job use charity to fulfil this Job
- 3% of people with the Job use CRUK to fulfil this Job
- 25% of people with the Job find it difficult
- 57% of people with the Job find it important

## Gain experience / learn a new skill

Demographic profile of people with Job

Age		Cancer relationship	
18 – 34	47%	Further away	40%
35 – 64	45%		
65+	9% <span style="color:red">▼</span>		
Gender		Further out loved ones	
Male	49%	Patients & Carers	21%
Female	50%		

Charity behaviour of people with Job

	Charity supporter (L2yrs)	89%
	CRUK supporter (P12M)	29%

About this Job

- 43% of people have this Job
- 13% of people with the Job use charity to fulfil this Job
- 2% of people with the Job use CRUK to fulfil this Job
- 22% of people with the Job find it difficult
- 26% of people with the Job find it important

▲ = over-index (more likely) vs gen pop  
▲ = over-index (more likely) vs gen pop  
▼ = under-index (less likely) vs gen pop  
▼ = under-index (less likely) vs gen pop