



# Audience Prioritisation Framework Insight Summary:

## Navigate My Cancer Experience

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

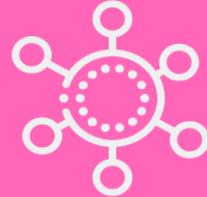
We help people to navigate their cancer experience and access the information they need.

### 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



## 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 & Carers
- Minority communities

# Navigate my cancer experience – Bringing the Jobs in this category to life

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

## 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

# Navigate my cancer experience - Demographic & Charity Behaviour profile

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

### Support Someone Living with Cancer

**Demographic profile of people with Job**

Age	
18 - 34	40%
35 - 64	47%
65+	12%

Cancer relationship	
Further away	0%*
Further out loved ones	54%
Patients & Carers	46%

\*audience not asked about this Job

**Charity behaviour profile of people with the Job**

Charity supporter (L2yrs)	92%
CRUK supporter (L12M)	40%

**About this Job**

- 23% of people have the Job
- 49% of people with the Job use charity to fulfil this Job
- 14% of people with the Job use CRUK to fulfil this Job
- 21% of people with the Job find it difficult
- 33% of people with the Job find it important

### Connect to people with a similar experience

**Demographic profile of people with this Job**

Age	
18 - 34	46%
35 - 64	43%
65+	11%

Cancer relationship	
Further away	0%*
Further out loved ones	55%
Patients & Carers	45%

\*audience not asked about this Job

**Charity behaviour profile of people with the Job**

Charity supporter (L2yrs)	93%
CRUK supporter (P12M)	39%

**About this Job**

- 23% of people have the Job
- 20% of people with the Job use charity to fulfil this Job
- 3% of people with the Job use CRUK to fulfil this Job
- 23% of people with the Job find it difficult
- 18% of people with the Job find it important

### Find the information I need

**Demographic profile of people with Job**

Age	
18 - 34	36%
35 - 64	50%
65+	14%

Cancer relationship	
Further away	29%
Further out loved ones	43%
Patients & Carers	27%

**Charity behaviour profile of people with the Job**

Charity supporter (L2yrs)	91%
CRUK supporter (P12M)	35%

**About this Job**

- 45% of people have the Job
- Data unavailable
- 14% of people with the Job use CRUK to fulfil this Job
- 8% of people with the Job find it difficult
- 17% of people with the Job find it important