



## Audience Prioritisation Framework Insight Summary:

### Everyday Needs

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



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### **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



# Everyday Needs – Bringing the Jobs in this category to life

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## Dispose of unwanted items

People with this Job need to have an easy and hassle-free experience when dropping items off at charity shops. They need conveniently located stores, adequate parking and be able to dispose multiple items in one go. But they also want the sense donation are valued, a simple 'thanks' makes a big difference

I always bring my donations here as it's so much easier as you can park right outside, so you don't have to lug bags through town  
CRUK superstore shopper



## Buy Something

People with this Job have growing expectations of charity shops, they expect a well-organised store and a broad range of high-quality and good value items. They see charity shops as a win-win, meeting their practical needs of buying something but doing this in a sustainable and ethical way that has a positive impact on an important cause



I was impressed with how organised and tidy everything was; it didn't feel like the jumble sale I expected.  
Charity store shopper

## 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



## Make a Will

People with this Jobs need to feel like they are in a safe pair of hands, they need valid and expert legal advice that is tailored to their specific needs and takes into account the nuance of their individual circumstances



I think expert-led is important because you want to make sure it's a solicitor who knows what they're doing, not a salesman who's just been trained and paid on commission  
55-74 year old



# Everyday Needs - Demographic & Charity Behaviour profile

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