



Audience Prioritisation Framework Insight Summary:

Everyday Needs

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



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



Everyday Needs – Bringing the Jobs in this category to life

4

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.

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 advise 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

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.

Dispose of unwanted items

Demographic profile of people with Job

Age	
18 – 34	29%
35 – 64	50%
65+	20%
Gender	
Male	43%
Female	56%
Cancer relationship	
Further away	46%
Further out loved ones	33%
Patients & Carers	22%

Charity behaviour of people with Job

Charity supporter (L2yrs)	88%
CRUK supporter (P12M)	30%

About this Job

- 75% of people have this Job
- 36% of people with the Job use charity to fulfil this Job
- 6% of people with the Job use CRUK to fulfil this Job
- 9% of people with the Job find it difficult
- 20% of people with the Job find it important

Buy something

Demographic profile of people with Job

Age	
18 – 34	30%
35 – 64	50%
65+	20%
Gender	
Male	46%
Female	53%
Cancer relationship	
Further away	46%
Further out loved ones	33%
Patients & Carers	22%

Charity behaviour of people with Job

Charity supporter (L2yrs)	87%
CRUK supporter (P12M)	30%

About this Job

- 84% of people have this Job
- 34% of people with this Job use charity to fulfil this Job
- 7% of people with the Job use CRUK to fulfil this Job
- 5% of people with the Job find it difficult
- 15% of people with the Job find it important

Make a Will

Demographic profile of people with Job

Age	
18 – 34	21%
35 – 64	47%
65+	32%
Gender	
Male	51%
Female	48%
Cancer relationship	
Further away	34%
Further out loved ones	31%
Patients & Carers	35%

Charity behaviour of people with Job

Charity supporter (L2yrs)	91%
CRUK supporter (P12M)	30%

About this Job

- 14% 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
- 16% of people with the Job find it difficult
- 28% of people with the Job find it important

Improve my health and wellbeing

Demographic profile of people with Job

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

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

= over-index (more likely) vs gen pop

= under-index (less likely) vs gen pop