



Audience Prioritisation Framework Insight Summary:

Support & Remember

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



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



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



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
- Further out loved ones
- 35-64, 65 & above

Focus Audience:

- Patients and carers
- Minority communities



Support & Remember

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Key Jobs-to-be-done:

- Remember someone who died of cancer
- Show gratitude and give something back
- Support someone living with cancer

Support and Remember – Bringing the Jobs in this category to life

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A cancer experience can change lives. We help people to remember those they've lost, and support people currently affected by Cancer.

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 not able 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

Remember Someone who Died of Cancer

People with this Job focus on actions that remind them of the positive legacy of the individual they have lost. Sensitivity is paramount for people with this Job, there must be an acknowledgement of the unique nature of each situation – people in grieve in different ways and this is a Job that tends to changes over time.



It's a way to remember her, feeling like she would be looking down at us laughing as we all struggled. And nice to get everyone together and do something that you think that person would love you to be doing – face planting in the mud and stuff. She'd have a laugh if she was there
Carer, Bereaved by cancer

Show Gratitude and Give Something Back

People with this Job want to show appreciation to those who have helped them, but sensitivity is essential as most are still plagued by anxiety about cancer and acutely aware of those less fortunate. 'Celebration' can feel indulgent or insensitive.

I lost my mum to cancer 18 months ago. I miss her desperately so have taken part in events and activities to remember her. As a family, we benefitted from the support of our local hospice and cancer support charities so it's important to me to be able to support them as a way of saying thank you.

CRUK Supporter [Supporter Panel]



Support and Remember – Demographic & Charity Behaviour profile

A cancer experience can change lives. We help people to remember those they've lost, and support people currently affected by Cancer.

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	59%

Gender	
Male	46%
Female	54%

Patients & Carers	
	41%

*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

Remember Someone Who Died of Cancer

Demographic profile of people with Job

Age	
18 - 34	35%
35 - 64	49%
65+	16%

Cancer relationship	
Further away	22%
Further out loved ones	47%

Gender	
Male	47%
Female	52%

Patients & Carers	
	31%

Charity behaviour profile of people with the Job

Charity supporter (L2yrs)	90%
CRUK supporter (P12M)	38%

About this Job

- 37% of people have the Job
- 54% of people with the Job use charity to fulfil this Job
- 18% of people with the Job use CRUK to fulfil this Job
- 20% of people with the Job find it difficult
- 39% of people with the Job find it important

Show gratitude and give something back

Demographic profile of people with this Job

Age	
18 - 34	39%
35 - 64	45%
65+	16%

Cancer relationship	
Further away	0%*
Further out loved ones	54%

Gender	
Male	48%
Female	52%

Patients & Carers	
	46%

*audience not asked about this Job

Charity behaviour profile of people with the Job

Charity supporter (L2yrs)	95%
CRUK supporter (P12M)	45%

About this Job

- 23% of people have the Job
- 69% of people with the Job use charity to fulfil this Job
- 24% of people with the Job use CRUK to fulfil this Job
- 14% of people with the Job find it difficult
- 21% of people with the Job find it important