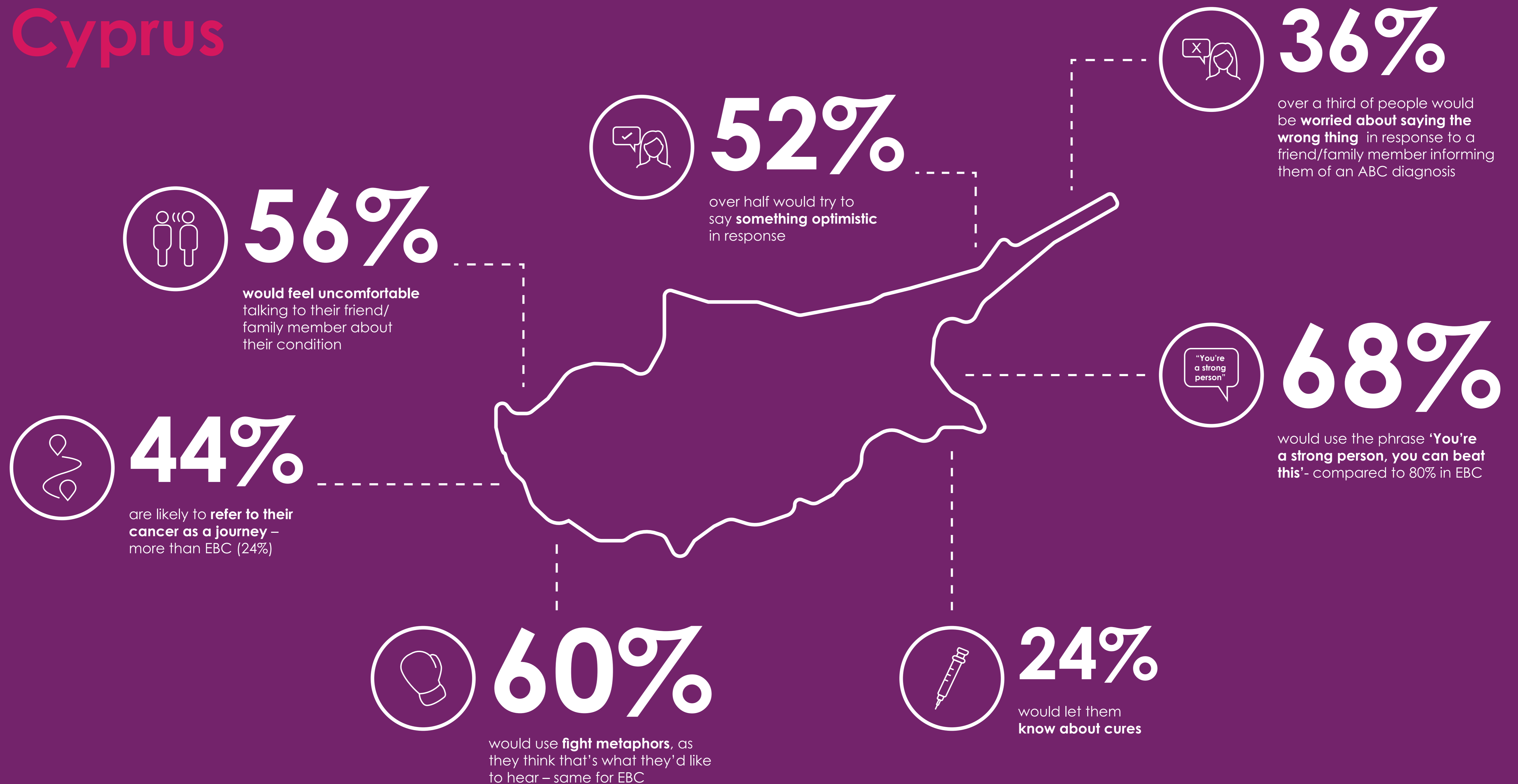


here & now

Results

Cyprus

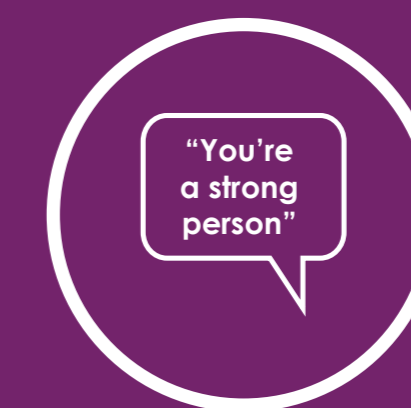


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Results Greece



24%
would let them
know about cures



68%
would use the phrase '**You're a strong person, you can beat this**'- compared to 80% in EBC



60%
would use **fight metaphors**, (same as EBC), as they think that's what they'd like to hear or that it would be comforting (73/60%)



64%
nearly two thirds would try to comfort them and say **something optimistic** in response



96%
nearly all would ask if there's **anything they can do to help**



60%
would be **worried about saying the wrong thing** in response to a friend/famil member informing them of an ABC diagnosis



52%
felt they would respond in this way as they'd be **scared for their friend's/family member's future**



36% vs. 16%
are likely to **refer to their cancer as a journey** than in EBC

here & now

Results

Poland



48%

wouldn't refer to cancer as a **journey** as these phrases wouldn't be appropriate (58%)



48%

they would be twice as likely to **perhaps cry** compared with EBC (24%)



80%

wouldn't use **fight metaphors** as they think these phrases **wouldn't be appropriate**



56%

would use the phrase '**You're a strong person, you can beat this**' and would be more likely to say '**It's all about attitude, think positive**' than if EBC (72% vs. 52%)



48%

nearly half of people would be **worried about saying the wrong thing** in response to a friend/family member informing them of an ABC diagnosis



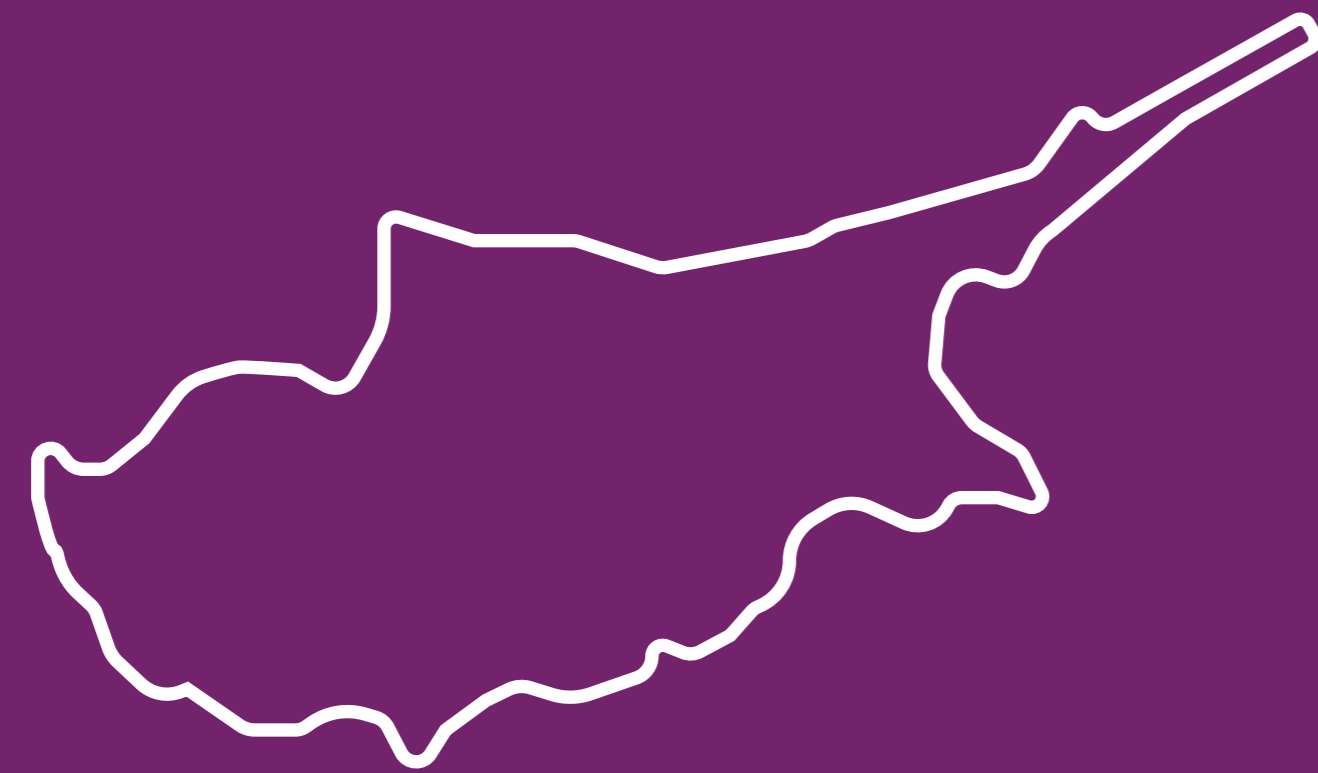
48%

nearly half, would let them **know about cures**

here & now

Overview of key differences between EBC and ABC responses

Cyprus



Try to say something **optimistic**



72% for EBC
52% for ABC

More likely to **joke**



56% for EBC
36% for ABC

I know someone who's had cancer and **they're fine now**



52% for EBC
16% for ABC

Cancer is a **journey**



24% for EBC
44% for ABC

Greece



Uncomfortable to talk about certain topics because their **future is uncertain**



52% for EBC
77% for ABC

Cancer is a **journey**



16% for EBC
36% for ABC

Poland



Be upset and **cry**



52% for EBC
77% for ABC

It's all about attitude, **think positive**



52% for EBC
72% for ABC