Results

Cyprus

56% would feel uncomfortable talking to their friend/family member about their condition

44% are likely to refer to their cancer as a journey – more than EBC (24%)

60% would use fight metaphors, as they think that’s what they’d like to hear – same for EBC

52% over half would try to say something optimistic in response

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

36% over a third of people would be worried about saying the wrong thing in response to a friend/family member informing them of an ABC diagnosis

24% are likely to refer to their cancer as a journey – more than EBC (24%)
**Results**

**Greece**

- **24%** would let them know about cures
- **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 (75/60%)
- **64%** nearly two thirds would try to comfort them and say something optimistic in response
- **68%** would use the phrase ‘You’re a strong person, you can beat this’ compared to 80% in EBC
- **96%** nearly all would ask if there’s anything they can do to help
- **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
- **24%** would let them know about cures
- **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 (75/60%)
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- **36% vs. 16%** are likely to refer to their cancer as a journey than in EBC
Results
Poland

48% 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% wouldn’t refer to cancer as a journey as these phrases wouldn’t be appropriate (58%).

48% wouldn’t use fight metaphors as they think these phrases wouldn’t be appropriate.

56% nearly half would let them know about cures.

48% nearly half, would let them know about cures.

80% would’t use fight metaphors as they think these phrases wouldn’t be appropriate.

48% wouldn’t refer to cancer as a journey as these phrases wouldn’t be appropriate (58%).

Date of prep: June 2017 | Job code: G-AFI-1166500
Overview of key differences between EBC and ABC responses

Cyprus

- Try to say something optimistic
  - 72% for EBC
  - 52% 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

- More likely to joke
  - 56% for EBC
  - 36% for ABC
- 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