

Executive Summary

Commonly asked questions/commonly used phrases	• "Canadians don't have a right to talk about human rights if we're not willing to do what's necessary to uphold this value." • "What's the end game?" • "How will we know if we've been successful?"
Potential communications approach	• While this group is supportive, they would benefit immensely from information about the mission and its objectives. This would serve to reinforce and solidify their support. • An aggressive information campaign about Canada's role in Afghanistan, including a reference to timelines for the engagement, would bolster their sense of confidence in the mission. • There is also a desire for regular progress reports. This would address both the need for ongoing information updates as well as their sense that accountability should be built into the communications on this issue.

The Uncertain: Those Wavering Between Support and Opposition ("In the Grey Zone")	
Defining characteristics	• This group spans those who may be somewhat opposed as well as those somewhat supportive, but they are concerned and unclear on exactly why Canadians are in Afghanistan, what they are doing, and what we can expect to accomplish. • This is a key group. They have very little knowledge and understanding about the mission. Headlines are shaping their views in a negative way.
Beliefs and concerns about the mission	• They have some grasp of the benefits to the Afghan people such as reinstating human rights, especially for women and children, but no clear sense of what the benefit is to Canadians at home. • Some also question whether Canada is imposing its western values on a nation which isn't ready or willing to accept a western way of life. • At the same time, they are uncertain as to whether any successful resolution in Afghanistan is sustainable. • They question whether the Canadian Forces have been properly trained and equipped for this type of mission. • They express some doubts about the capability of the Canadian Forces. These perceptions are based on an understanding that budgets for equipment have declined in recent years and media reports about the generally poor condition and morale of the military.
Commonly asked questions/commonly used phrases	• "Why Afghanistan? Why are we in Afghanistan and not in other troubled parts of the world?" • "Our forces aren't prepared for or adequately equipped to successfully accomplish their mission." • "Why is Canada doing the lion's share of the hard work in Afghanistan?" • "Why are Canadian troops in the most dangerous parts of Afghanistan? Why are other countries not participating?"