

Executive Summary

<p>Beliefs and concerns about the mission</p>	<ul style="list-style-type: none"> • Fundamentally, they believe that Canada should not be engaged in any conflict that puts Canadians' lives at risk. • They are generally opposed to investing in a build-up of defence machinery and view it as a misuse of public monies. • Within this group there is also a segment which is principally concerned about the dollars being spent on the military and believe that this money could be better spent tackling domestic issues and challenges. They feel that Afghanistan is diverting attention from important domestic issues at home. • They believe that this is an American war and not a "just" cause for Canadians. • This group also feels that the situation in Afghanistan is a "hopeless cause," that it would take years to establish stability and that there is a strong likelihood the country will revert back into chaos upon the withdrawal of Canadians and other forces. They point to the opium-based economy and religious divisions as the real issues.
<p>Commonly asked questions/commonly used phrases</p>	<ul style="list-style-type: none"> • "You're never going to change those people." • "They want to live like that." • "They don't want our help."
<p>Potential communications approach</p>	<ul style="list-style-type: none"> • This group is not necessarily the primary target of communications activity as virtually no amount of information is likely to impact their views. • Perhaps the best that could be hoped for is that some benefit will be derived through provision of more facts and information. • In particular, this group may be somewhat influenced by reinforcing an understanding of the role of aid workers on-the-ground in Afghanistan as well as the support provided by the Canadian military to aid workers. • While views will not likely shift dramatically, a better understanding may serve to enhance their appreciation of the role played by the military in Afghanistan.

<p align="center">"Soft" Supporters of the Mission</p>	
<p>Defining characteristics</p>	<ul style="list-style-type: none"> • This group doesn't hesitate to say they support Canada being in Afghanistan, but they do nevertheless struggle to articulate a solid and convincing rationale for this point of view. • They tend to exhibit a sense of the bigger picture (e.g. need to stabilize the region in order to make infrastructure and other improvements). • Usually they express a higher level of knowledge about the history of Afghanistan which has led up to this point.
<p>Beliefs and concerns about the mission</p>	<ul style="list-style-type: none"> • They feel strongly that it would be detrimental to the Afghan people and to Canada to withdraw at this time. • Their key concern centers on a perception that there is no plan, there are no markers laid out for success, and no accountability for the funds that are being spent to support Canada's involvement.