

# Views of Canadians 2010: Afghanistan Mission

## Report on National Survey and Focus Groups

Submitted to  
Department of National Defence

Prepared By  
Léger Marketing

*Ce rapport est aussi disponible en français sur demande.*

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# 1. Executive Summary

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Léger Marketing is pleased to present the Department of National Defence with this report on findings from a telephone survey of 2,002 Canadians and a series of ten focus groups among the Canadian public.

This report was prepared by Leger Marketing who was contracted by the Department of National Defence (contract number W5830-110020/001/CY awarded September 14, 2010).

## 1.1 Research Objectives and Methodology

As the Canadian Forces prepare to complete the military aspects of the Afghanistan mission, public opinion research is being used to measure Canadians' attitudes towards the mission. The core objective of the research was to assess changes in the perspectives of Canadians about the mission in Afghanistan.

A two-pronged methodology was devised for this research. A quantitative survey was used to measure public sentiments about the mission and provide data for comparison with research conducted previously by the Department of National Defence while qualitative focus groups were used at the same time to provide a deeper understanding of the quantitative findings.

The quantitative portion of the research was comprised of a random digit dialling telephone survey of 2,002 adult Canadians using Computer-Assisted Telephone Interviewing (CATI). The margin of error for a random telephone sample of 2002 respondents is +/- 2.2% in 19 times out of 20. The median completion time for the questionnaire was 8 minutes. Fieldwork was conducted from September 17<sup>th</sup> to 23<sup>rd</sup>, 2010. The overall response rate for the survey was 15.8%.

For the qualitative phase of the research, a total of ten (10) traditional focus groups were conducted between September 20<sup>th</sup> and September 23<sup>rd</sup>, 2010. All groups lasted approximately 90 minutes and were held in the evening, at 6:00pm and 8:00pm.

Groups were held in the following locations:

- Vancouver, September 20<sup>th</sup>
- Winnipeg, September 21<sup>st</sup>
- Mississauga, September 22<sup>nd</sup>
- Quebec City, September 23<sup>rd</sup>
- Halifax, September 23<sup>rd</sup>

In each location, a total of 12 participants were recruited per group in order to ensure that a minimum of 8 to 10 recruits would attend the groups. Groups in each location were divided by age. The first group comprised Canadians between the ages of 35 to 64 years old, while the second group included participants aged 18 to 34 years old. Participants were recruited to ensure an equal mix of male and female participants, while ensuring an appropriate mix of education and income levels.

Research instruments for the qualitative and quantitative portions of the research were designed so as to allow for comparison, where possible, with previous research conducted by the Department of National Defence.

## 1.2 Overview of Findings

### *Awareness and Understanding of the Mission*

Research findings show that Canadians are, on the one hand, aware of the mission in general, with most (73%) reporting that they have seen, heard or read something about the mission in recent weeks. On the other hand, both focus groups and survey results demonstrated that the Afghanistan mission is not a top-of-mind priority for most Canadians. Canadians appear more concerned with issues surrounding health care, the economy and education.

Perceptions of focus group participants about the mission could be directly linked to their overall lack of understanding of the mission. Discussions thus brought to light a complex mixture of emotions and opinions regarding Canada's mission in Afghanistan. These were dominated by confusion regarding the goals of the mission and yet, pride in Canadian troops and their work in Afghanistan also consistently came to the fore.

### *Recall of Recent Messaging*

Among those who recalled seeing, reading or hearing anything about the mission, there was little consensus over the specific messages they had seen, read or heard. Three-in-ten (29%) recalled having heard something about the withdrawal of the troops. Another one-in-six (15%) remembered seeing, hearing or reading something about the death of Canadian soldiers in Afghanistan, while another seven per cent (7%) mentioned seeing, hearing or reading about deaths in general, without necessarily identifying Canadian soldiers as the victims.

Most focus group participants were hard-pressed to recall anything specific, despite the fact that most spontaneously said that they did indeed hear *something*. The initial reactions were often "yes, I heard something", followed by hesitation over what they had heard more specifically. Often, the default answer was that they had heard about

Canadians or Afghans dying. These reactions appear to match those of the survey, highlighting a high top-of-mind awareness, but little consensus over specifics.

#### *Recall of the Main Objectives of the Mission*

A third (35%) of Canadians readily identified peacekeeping or bringing stability and order as the main objectives of the Canadian Forces in Afghanistan. This objective is followed by that of providing humanitarian assistance and reconstruction (16%), helping the government of Afghanistan deliver its core services (15%) and assisting the population in getting more freedom, democracy and political stability (14%).

Focus group discussions showed that while participants could identify many of these objectives, there was a strong sense that they did not really know what the real objectives were. This created some frustration among participants, who also said that they had no way of knowing whether progress was being made in Afghanistan without first knowing what Canadian troops were trying to achieve.

#### *The Exit Strategy: Awareness and Acceptance*

Survey results and focus group discussions provided two different pictures of Canadians' awareness of the Government of Canada's plan for withdrawal starting in July 2011. Six-in-ten Canadians (60%) correctly identify Canada's plan for the mission in Afghanistan on a prompted basis, which is to withdraw military troops in the coming year. When presented with the exact information on the withdrawal plan, eight-in-ten Canadians (78%) said they had indeed heard something about it.

However, group discussions highlighted that this choice was likely based on a very vague impression or preference. Indeed, only a handful of focus group participants were able to identify the date of July 2011 as the formal withdrawal date for Canadian troops in Afghanistan on both an unprompted or prompted basis. Nevertheless, most participants said they knew, or had the vague notion, that troops were to be withdrawn within the next few years.

When asked what they think Canada's role in Afghanistan should be after the bulk of its military personnel has left the country, half of Canadians (52%) feel that all troops should be brought home, with another four-in-ten (41%) preferring to keep Canadian troops in Afghanistan to help train Afghan soldiers and police officers. Only four per cent (4%) of Canadians want to extend the current military mission beyond 2011. Once presented with the fact that Canada may remain involved in Afghanistan in humanitarian and diplomatic efforts after the withdrawal of troops, three-quarters (76%) of Canadians generally supported the idea. Focus group participants were generally supportive of Canada's continued involvement in Afghanistan for humanitarian purposes, as this matched their view of Canada as a peacekeeper and doer of "good". Many also felt that pulling everyone out

would make them feel like the mission had been a waste of lives and money, something that made them very uncomfortable.

### *Share of Workload and Pride in the Mission*

More than eight-in-ten Canadians (81%) agree that Canada has done more than its fair share in Afghanistan, matching results from a February 2010 survey (80%).<sup>1</sup> Similarly, seven-in-ten Canadians (71%) say that they are proud of the role played by Canadian Forces in Afghanistan, also in line with results from a similar question asked in February (74%).

Most focus group participants exhibited a strong sense of pride in the work done by Canadian soldiers in Afghanistan despite these participants' high degree of uncertainty regarding the objectives of the mission. There was also a prevalent view that Canada had done more than its share of the work and that it was time for other countries to share the burden. Most participants believed that there were no more than 3 or 4 countries involved in Afghanistan, possibly explaining their sentiment that Canada was unfairly burdened.

## **1.3 Key Conclusions**

**Canadians are generally aware of, and concerned with, the mission in Afghanistan, yet it does not appear to be a key top-of-mind issue.** Many participants explained that over time, the mission has become part of the Canadian news cycle but is not a top issue for them. They know it is there, but they seldom think about it when compared to other issues like health care, the economy or education.

**There is a visible information gap among the Canadian public regarding the Canadian mission in Afghanistan.** While a majority of Canadians are able to provide answers to survey questions about the objectives of the mission in Afghanistan, focus group participants were near unanimous in saying that they lacked information about the mission, its objectives and its future direction.

**Pride in Canadian troops is very high and this was highlighted in both phases of research.** Group discussions in all locations underlined the distinction made by participants between the work done by Canadian troops and their sense of the mission in general. As such, many of those opposed to the mission and confused over what was being done in Afghanistan also said that they believed Canadian troops were doing good work and should be supported.

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<sup>1</sup> Ipsos-Reid Corporation, *Qualitative & Quantitative Research: Views of the Canadian Forces – 2010 Tracking Study*, Prepared for the Department of National Defence, March 2010.

**Canadians are generally aware that there is a plan for the troops' withdrawal, but remain unclear regarding the specific details of this plan.** While a majority of survey respondents (60%) correctly identified the withdrawal year on a prompted basis, most focus group participants could not recall anything specific about the plan on an unprompted basis.

**There is a high degree of support for providing humanitarian assistance to the Afghan people and government once troops are withdrawn.** More than three-quarters (76%) of Canadians support this idea and focus group participants also exhibited a high degree of support for this shift in the mission.

**There remained a strong sense among focus group participants that it may not be possible to ever call the Afghanistan mission a success.** There was a prevalent feeling among participants that the current situation in Afghanistan is the result of decades or even centuries of conflict and that Canadian troops can not be expected to change this long-standing state of affairs.

#### **1.4 Political Neutrality Statement and Contact Information**

Léger Marketing certifies the final deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Communications Policy* of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. The contract value for this project is \$99 910.08.

Additional information

Supplier name: Léger Marketing  
PWGSC Contract Number: W5830-110020/001/CY  
Contract Award Date: September 14, 2010

To obtain more information on this study, please email [por-rop@forces.gc.ca](mailto:por-rop@forces.gc.ca)

## 2. Sommaire

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Léger Marketing est heureux de présenter au ministère de la Défense nationale ce rapport, qui contient les résultats d'un sondage téléphonique réalisé auprès de 2002 Canadiens, ainsi que ceux d'une série de dix groupes de discussion auxquels ont participé des membres du public canadien.

Ce rapport a été produit par Léger Marketing à la demande du ministère de la Défense nationale (numéro de contrat W5830-110020/001/CY, octroyé le 14 septembre 2010).

### 1.1 Objectifs et méthodologie de l'enquête

Au moment où les Forces armées canadiennes s'apprêtent à clore le volet militaire de la mission afghane, la recherche sur l'opinion publique intervient pour mesurer l'attitude des Canadiens à l'égard de la mission. L'objectif central de l'enquête consistait à évaluer à quel point l'opinion des Canadiens à propos de la mission en Afghanistan avait changé.

Une méthodologie à deux volets a été mise au point pour mener cette enquête. Un sondage quantitatif a servi à mesurer les sentiments du public par rapport à la mission et à produire des données autorisant des comparaisons avec celles recueillies par le ministère de la Défense nationale à l'occasion d'enquêtes précédentes; également, l'interprétation des résultats quantitatifs a été facilitée par l'utilisation parallèle de groupes de discussion qualitatifs.

La portion quantitative de l'enquête était composée d'un sondage téléphonique au hasard réalisé auprès de 2002 adultes canadiens à l'aide d'un système CATI (« Computer-Assisted Telephone Interviewing »). La marge d'erreur qui correspond à un échantillon de 2002 répondants contactés par téléphone au hasard est de +/- 2,2 %, 19 fois sur 20. Il a fallu compter en moyenne 8 minutes pour remplir le questionnaire. Le travail sur le terrain a eu lieu entre le 17 et le 23 septembre 2010. Le taux de réponse global pour cette enquête a été de 15,8 %.

La phase qualitative de l'enquête a consisté au total de dix (10) groupes de discussion traditionnels, menés entre le 20 septembre et le 23 septembre 2010. Les discussions de groupe, qui ont toutes duré approximativement 90 minutes, avaient lieu le soir à 18 heures et à 20 heures.

Des groupes de discussion se sont réunis dans les villes suivantes :

- Vancouver, le 20 septembre
- Winnipeg, le 21 septembre
- Mississauga, le 22 septembre



- Québec, le 23 septembre
- Halifax, le 23 septembre

Ont été recrutées dans chaque ville 12 personnes par groupe afin qu'au minimum 8 à 10 d'entre elles soient au rendez-vous. Dans chaque lieu, les participants ont été regroupés en fonction de leur âge. Le premier groupe comprenait les Canadiens âgés de 35 à 64 ans, et le deuxième, ceux âgés de 18 à 34 ans. Autant d'hommes que de femmes, présentant une variété représentative de niveaux d'éducation et de revenu, ont participé à l'enquête.

Les instruments de recherche qui ont servi à réaliser les portions qualitative et quantitative de l'enquête ont été conçus de manière à faciliter la comparaison avec les résultats d'enquêtes précédentes du ministère de la Défense nationale.

## 1.2 Aperçu des résultats

### *Connaissance et compréhension de la mission*

L'enquête révèle que les Canadiens sont, d'une part, au courant de la mission en général, la plupart d'entre eux (73 %) rapportant avoir vu, entendu ou lu quelque chose à propos de la mission au cours des semaines précédentes. D'autre part, les résultats des groupes de discussion et du sondage ont démontré que la plupart des Canadiens ne considèrent pas spontanément la mission en Afghanistan comme une priorité. Les Canadiens semblent plus préoccupés par les enjeux liés aux soins de santé, à l'économie et à l'éducation.

Un lien direct a été établi entre les perceptions que les participants ont de la mission et leur incompréhension générale de celle-ci. Les discussions ont mis au jour un mélange complexe d'émotions et d'opinions ayant pour objet la mission du Canada en Afghanistan. Ces discussions, généralement marquées par une certaine confusion quant aux objectifs de la mission, ont pourtant régulièrement vu les participants exprimer de la fierté à l'égard des soldats canadiens.

### *Rappel des messages récents*

Chez les participants qui se rappelaient avoir vu, entendu ou lu quelque chose à propos de la mission, rares étaient ceux qui s'accordaient sur les messages précis qu'ils avaient vus, entendus ou lus. Trois participants sur dix (29 %) se rappelaient avoir entendu quelque chose concernant le retrait des soldats. Par ailleurs, un répondant sur six (15 %) aurait vu, entendu ou lu quelque chose en lien avec la mort de soldats canadiens en Afghanistan, alors que sept pour cent (7 %) des répondants ont affirmé avoir vu, entendu ou lu quelque chose à propos de morts en général, sans nécessairement identifier les soldats canadiens comme les victimes.

La plupart des participants des groupes de discussion avaient de la difficulté à se rappeler quoi que ce soit en particulier, bien que la plupart d'entre eux aient spontanément déclaré avoir effectivement entendu *quelque chose*. Les réactions initiales étaient souvent « oui, j'ai entendu quelque chose », suivies d'une hésitation quant à ce qu'ils avaient entendu exactement. Ils répondaient souvent par défaut qu'ils avaient entendu parler de la mort de Canadiens ou d'Afghans. Ces réactions semblent refléter celles obtenues grâce au sondage, la plupart des répondants affirmant spontanément être au courant de la situation, tout en ne parvenant pas à s'accorder sur les détails.

#### *Rappel des principaux objectifs de la mission*

Le tiers (35 %) des Canadiens ont d'emblée identifié les activités de maintien de la paix ou le fait d'assurer la stabilité et l'ordre dans la région comme les principaux objectifs des Forces armées canadiennes en Afghanistan. Cet objectif est suivi par celui de fournir une assistance humanitaire et de contribuer à la reconstruction du pays (16 %), d'aider le gouvernement afghan à dispenser les principaux services (15 %) et la population à profiter de plus de liberté, de démocratie et de stabilité politique (14 %).

Les groupes de discussion ont révélé que si les participants étaient en mesure d'identifier plusieurs de ces objectifs, l'impression générale était qu'ils ne savaient pas réellement quels étaient les véritables objectifs de la mission. Certains participants ont exprimé de la frustration à cet égard, indiquant par ailleurs qu'il leur était impossible de dire, sans d'abord savoir ce que les Forces canadiennes tentent d'accomplir en Afghanistan, si des progrès avaient été réalisés dans ce pays.

#### *La stratégie de sortie : connaissance et acceptation*

Le sondage et les discussions de groupe ont abouti à des constats différents quant à la connaissance qu'ont les Canadiens du plan de leur gouvernement de retirer, dès juillet 2011, les Forces canadiennes d'Afghanistan. Six Canadiens sur dix (60 %) ont, avec de l'aide, correctement identifié le plan du Canada, qui consiste à retirer les soldats d'Afghanistan au cours de la prochaine année. Lorsqu'on leur a soumis les informations exactes sur le plan de retrait, huit Canadiens sur dix (78 %) ont déclaré qu'ils en avaient effectivement entendu parler.

Cependant, les groupes de discussion ont mis en évidence le fait que ce choix était probablement fondé sur une impression ou une préférence très vague. En effet, seuls quelques rares participants des groupes de discussion ont pu citer, spontanément ou non, la date de juillet 2011 comme date officielle de retrait des soldats canadiens en Afghanistan. Or, la plupart des participants ont déclaré qu'ils savaient, ou qu'ils avaient vaguement entendu dire que les soldats allaient être retirés au cours des quelques prochaines années. Quand on leur a demandé ce que le rôle du Canada devrait être en Afghanistan après le départ du plus gros des effectifs, la moitié des Canadiens (52 %)

considèrent que tous les soldats devraient être rapatriés, alors que quatre répondants sur dix (41 %) aimeraient plutôt voir les soldats canadiens rester en Afghanistan afin d'aider à la formation des soldats et des policiers afghans. À peine quatre pour cent (4 %) des Canadiens souhaitent que la mission militaire actuelle se poursuive après 2011. Lorsqu'on leur a expliqué que le Canada pourrait continuer à s'impliquer en Afghanistan dans des efforts humanitaires et diplomatiques après le retrait des soldats, les trois quarts (76 %) des Canadiens interrogés se sont dits généralement favorables à cette idée. Dans l'ensemble, les participants des groupes de discussion appuyaient l'implication continue du Canada en Afghanistan pour des raisons humanitaires, ce qui correspond à leur vision du Canada comme gardien de la paix et pays « bienfaisant ». Nombreux sont ceux qui considèrent que le retrait de tous les soldats ferait de la mission un gaspillage de vies et d'argent, cette notion entraînant chez ces participants un grand malaise.

### *Partage de la charge de travail et fierté à l'égard de la mission*

Plus de huit Canadiens sur dix (81 %) s'accordent pour dire que le Canada a largement fait sa part en Afghanistan, soit un résultat comparable à celui obtenu lors d'un sondage réalisé en février 2010 (80 %)<sup>2</sup>. De même, sept Canadiens sur dix (71 %) déclarent être fiers du rôle joué par les Forces armées canadiennes en Afghanistan, ce qui reflète également les réponses à une question similaire du sondage de février (74 %).

La plupart des participants des groupes de discussion ont démontré un fort sentiment de fierté envers le travail accompli par les soldats canadiens en Afghanistan, et ce malgré leur grande incertitude quant à la nature des objectifs de la mission. Les groupes considéraient généralement que le Canada avait payé son tribut en Afghanistan et qu'il était temps pour d'autres pays de prendre le relais. La plupart des participants croyaient que 3 ou 4 pays tout au plus étaient présents en Afghanistan, ce pour quoi sans doute ils considèrent qu'il est injuste que le Canada ait dû assumer une telle part du travail.

### **1.3 Principales conclusions**

**Les Canadiens sont généralement au courant de la mission en Afghanistan et ils s'en préoccupent, mais cet enjeu ne semble pas leur venir spontanément à l'esprit.** De nombreux participants ont expliqué qu'avec le temps, la mission s'est ajoutée au cycle des nouvelles canadiennes et qu'il ne s'agit plus, à leurs yeux, d'un enjeu prioritaire. Ils savent que la mission existe, mais y pensent rarement, comparativement aux questions relatives à la santé, à l'économie ou à l'éducation.

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<sup>2</sup> Ipsos-Reid Corporation, *Qualitative & Quantitative Research: Views of the Canadian Forces – 2010 Tracking Study*, une enquête réalisée en mars 2010 pour le ministère de la Défense nationale.

**L'information que possède le public canadien à propos de la mission canadienne en Afghanistan est de toute évidence lacunaire.** Alors qu'une majorité de Canadiens sont capables de répondre aux questions du sondage portant sur les objectifs de la mission en Afghanistan, les participants des groupes de discussion ont quasi unanimement affirmé qu'ils manquaient d'informations sur la mission, ses objectifs et son orientation future.

**Les deux phases de l'enquête ont mis en évidence une très grande fierté à l'égard des soldats canadiens.** Partout, les discussions de groupe ont permis de constater que les participants font la distinction entre la mission et le travail des soldats canadiens. Aussi, la plupart de ceux opposés à la mission et perplexes quant au travail réalisé en Afghanistan ont-ils par ailleurs déclaré que, selon eux, les soldats canadiens faisaient du bon travail et qu'ils devaient être appuyés.

**Les Canadiens sont généralement au courant de l'existence d'un plan de retrait des soldats, même si les aspects particuliers de ce plan leur échappent.** Alors qu'une majorité de participants (60 %) ont, avec de l'aide, correctement identifié l'année du retrait, la plupart des participants des groupes de discussion n'ont spontanément fait état d'aucun souvenir précis du plan.

**L'offre d'assistance humanitaire aux Afghans et à leur gouvernement à la suite du retrait des soldats recueille un appui important.** Plus des trois quarts des Canadiens (76 %) appuient cette idée, et les participants des groupes de discussion ont par ailleurs fortement encouragé un tel changement d'orientation de la mission.

**Dans l'ensemble, les participants des groupes de discussion avaient fortement l'impression qu'il ne serait peut-être jamais possible de qualifier de réussite la mission en Afghanistan.** Les participants estimaient pour la plupart que l'état actuel des choses en Afghanistan résulte de décennies, voire de siècles de conflits et qu'il ne fallait pas s'attendre à ce que les soldats canadiens réussissent à changer une situation qui se perpétue de si longue date.

#### **1.4 Déclaration de neutralité politique et coordonnées**

Léger Marketing certifie que les livrables finaux sont conformes aux exigences du gouvernement du Canada en matière de neutralité politique, telles qu'énoncées dans la Politique de communication du gouvernement du Canada et la Procédure de planification et d'attribution de marchés de services de recherche sur l'opinion publique. La valeur du contrat associé à ce projet est de 99 910,08 \$.

#### **Renseignements complémentaires**

Nom du fournisseur : Léger Marketing

Numéro du contrat avec TPSGC : W5830-110020/001/CY  
Date d'octroi du contrat : 14 septembre 2010

Pour obtenir davantage de renseignements sur cette enquête, veuillez envoyer un courriel à l'adresse [por-rop@forces.gc.ca](mailto:por-rop@forces.gc.ca)

### **3. Note on interpretation of research findings**

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The views and observations expressed in this document do not reflect those of the Department of National Defence (DND). This report was compiled by Leger Marketing based on the quantitative and qualitative research conducted specifically for this project.

#### **2.1 Quantitative Findings**

Results for the quantitative portion of this research (i.e. the survey of 2,002 respondents) are deemed representative of the adult Canadian population and as such can be generalized with a margin of error of +/- 2.2% in 19 times out of 20.

#### **2.2 Qualitative Findings**

While care and consideration was taken to represent the fabric of the target audience, the qualitative portion of this research (i.e. focus groups) should be considered directional only and results should not be projected as representative of the entire Canadian population. It is intended to provide deeper insights into the underlying reasons for opinions or lack thereof.

## 4. Background and Methodology

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Léger Marketing is pleased to present the Department of National Defence with this report on findings from a telephone survey of 2,002 Canadians and a series of ten focus groups held among Canadians regarding their views of Canada's mission in Afghanistan and the planned withdrawal of troops starting in July of 2011.

### 3.1 Research Background and Objectives

Since the end of the Cold War, a number of international threats have risen to pose a direct or indirect threat to the security of Canadians. Defending Canadians from threats to their safety and their well being is a critical role for the Canadian Forces. In order to assist the Department of National Defence (DND) in communicating this role, comprehensive research on the views, perceptions, and opinions of Canadians has been conducted and tracked over the years. While this information has been useful in establishing a better understanding of the Canadian Public's perspective on the CF's role, a more focused study specifically about the Afghanistan Mission was required to support and inform DND's decision making and communications.

As the Canadian Forces prepare to complete the military aspects of the Afghanistan mission, public opinion research is being used to compare and contrast the Canadian public environment, and any changes since previous studies were conducted.

The core objective of the research was to assess changes in the perspectives of Canadians about the mission in Afghanistan. More specifically, the research sought to:

- Measure recall and awareness of recent developments surrounding the mission in Afghanistan;
- Gauge Canadians' current understanding of the objectives of the mission; and
- Understand Canadians' preferences regarding Canada's plans for the mission in Afghanistan.

### 3.2 Methodology

#### Quantitative Phase

The quantitative portion of the research was comprised of a random digit dialling telephone survey of 2,002 adult Canadians using Computer-Assisted Telephone Interviewing (CATI). The sample used was stratified to ensure proper regional representation and was weighted by gender, age and income to maximise national

representation. The margin of error for a random telephone sample of 2,002 respondents is of +/- 2.2% in 19 times out of 20. Regional margins of error vary according to size.

Prior to fielding the study, a pre-test of 25 interviews was completed, including 15 interviews in English and 10 in French, to ensure proper flow and timing for the questionnaire and proper understanding of survey questions. The median completion time for the questionnaire was 8 minutes.

The pre-test was completed on September 16, while fieldwork was conducted from September 17<sup>th</sup> to 23<sup>rd</sup>, 2010. The overall response rate for the survey was 15.8%. Complete call dispositions are presented in the table below.

### Call Dispositions – Quantitative Survey

<b>BASE SAMPLE (TOTAL)</b>	<b>24362</b>
<b>Invalid Numbers</b>	7244
No service	6208
Non-residential	93
Fax / modem / cellular phone / pager	943
<b>Rejected Numbers</b>	706
Language barrier	381
Not eligible	70
Not qualified	226
Quota attained	29
<b>Active Sample</b>	<b>16412</b>
<b>Incomplete interviews</b>	14410
Refusal	3933
No answer	4660
Answering machine	3987
Line busy	764
Incomplete	159
Appointment	907
<b>INTERVIEWS COMPLETED</b>	<b>2002</b>
<b>Response rate :</b>	<b>15.8%</b>

### Qualitative Phase

For the qualitative phase of the research, a total of ten (10) traditional focus groups were conducted between September 20<sup>th</sup> and September 23<sup>rd</sup>, 2010. All groups lasted approximately 90 minutes and were held in the evening, at 6:00pm and 8:00pm.



Groups were held in the following locations:

- Vancouver, September 20<sup>th</sup>
- Winnipeg, September 21<sup>st</sup>
- Mississauga, September 22<sup>nd</sup>
- Quebec City, September 23<sup>rd</sup>
- Halifax, September 23<sup>rd</sup>

In each location, a total of 12 participants were recruited for each group in order to ensure that a minimum of 8 to 10 recruits would attend the groups. Ten persons attended each session, with the exception of one group in Winnipeg for which only 8 persons attended. Participants were members of the general public aged 18 years and above selected via random telephone interviewing.

Groups in each location were divided by age. The first group comprised Canadians aged 35 and older, while the second group included participants aged 34 and younger. Participants were recruited to ensure an equal mix of male and female participants, while ensuring an appropriate mix of education and income levels. In addition, those working for an ad agency, a market research company, the media (television, radio or newspaper) or the Government of Canada, were screened out. A \$60 cash incentive was paid to all participants. A detailed recruitment screener used during the phone interviews in both official languages can be found in Appendix B of the report.

During the recruitment process, as well as at the beginning of all sessions, participants were informed of their rights as participants, in accordance with MRIA guidelines and specifications for research with the federal government. They were thus told that their participation was entirely voluntary and would not affect in any way their relationship with the Government of Canada. Participants were also informed that any information shared during the research process would be presented as part of an aggregate report and that their individual views and personal information would not be divulged. The research was thus entirely confidential. In addition, the audio and video recording requirements as well as the presence of government observers were explained to participants.

Focus groups were used in combination with the quantitative portion of the research in order to understand the deeper notions and feelings underpinning survey results. While the quantitative portion of the research can provide clear insights into general awareness levels, degree of support for various aspects of the mission and views on upcoming steps to be taken, it provides only limited information regarding the reasons that help generate those views. By contrast, focus groups allowed for deeper probing of these issues by asking the “Why”, “How” and “What” questions to participants once they gave their initial impressions of the mission, its objectives and the upcoming plan for withdrawal.

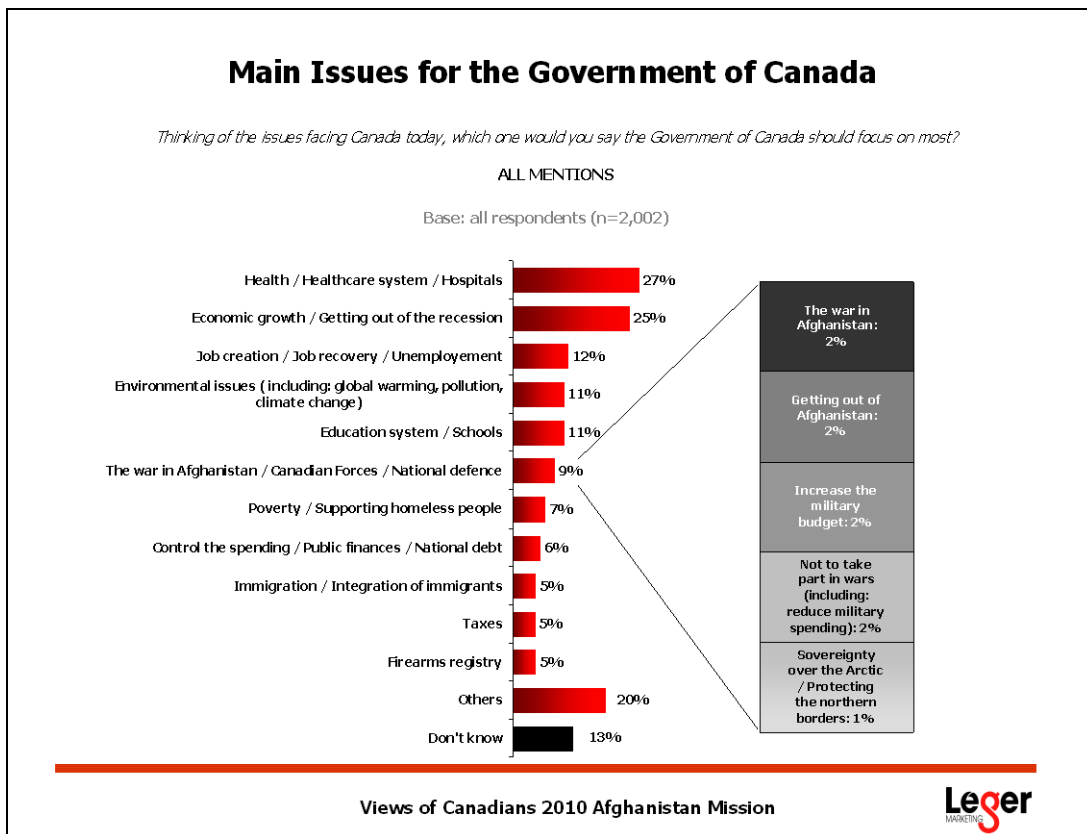
## 5. Detailed Research Findings

This section of the report presents the detailed findings from the research. As a general rule results from the quantitative portion of the study are being presented first, followed by a deeper analysis of the relevant focus group discussions.

### 4.1 Main Government Priorities

As is usual for public affairs surveys, the first question asked Canadians to identify which issue they felt the Government of Canada should focus on most. Answers to this open-ended question demonstrate that economic issues and health care dominate the agenda for Canadians.

A quarter of Canadians (27%) listed health/healthcare system/hospitals as their main concern. This was closely followed by another quarter (25%) mentioning that economic growth and getting out of the recession should be the main focus, followed by another economic issue, job creation and unemployment (12%). Tied in fourth position were the environment (11%) and the education system (11%).



One-in-ten Canadians (9%) have identified defence related issues as those on which the Government of Canada should focus more closely. The “war” in Afghanistan (2%),

removal of the troops in Afghanistan (2%) and the need to increase defence spending (2%) were the main defence-related concerns.

Canadians with higher levels of education (university degree: 36%; post graduate degree: 35%), those living in British-Columbia (31%) and men (30%) are more likely to think that the economy is the issue the Government of Canada should focus on the most. Meanwhile, women (34%) are more inclined to believe that health should be the most important issue for the government.

### **Focus Group Findings**

Each focus group started with a quick exercise asking respondents to list what they felt were the top priorities that the Canadian government should focus on. They were asked to individually write priorities on a piece of paper on an unprompted basis and then these issues were listed on a flip chart and discussed in more detail with the group. Results obtained during the focus groups closely mirrored those of the survey and provided a deeper understanding of the meaning of the answers.

The economy, health care, education, the environment, poverty and crime (this issue was mentioned primarily in Winnipeg) dominated the list of priorities overall. The mission in Afghanistan was not mentioned on a top-of-mind basis in 8 of the 10 focus groups. It only appeared as a top-of-mind priority for two participants: one in each of the 35 years and above groups in Mississauga and Halifax.

The economy: Seen as particularly important by many participants in each group when asked to rank listed priorities, the economy was often perceived to trump all other problems in part because *“a stronger economy diminishes the importance of all the others”*. Concerns over the economy took on many forms. Some talked of a more holistic concern about the state of the Canadian and world economies in general. Others mentioned the need to create more jobs or to fight unemployment. Worries about the state of public finances were also raised, especially among younger individuals. Vancouver participants focused more directly on what they believed to be high taxation levels, with many bringing up the HST as a concern. A few participants also mentioned inflation as a problem to be dealt with.

Health care: Health care and the state of Canadians’ health were raised as key priorities for the federal government in every location. Participants appeared particularly worried about the long wait times faced by patients in emergency rooms and for elective surgeries. The overall cost of the health care system and the ageing of the Canadian population were also key concerns for many participants.

Education: Education was raised in most groups as an area of concern. A wide variety of issues were discussed in relation to this priority. Some talked of the need to improve the quality of the educational system, while others worried about the high drop-out rate.

Younger participants appeared more likely to talk about the high cost of post-secondary education and by association, its perceived lack of accessibility for less fortunate families.

Environment: The state of the environment was listed as a key concern in all but one group. Nevertheless, participants in the younger groups were more likely to say that the environment was their most important priority compared to those from older groups. Concerns over greenhouse gases dominated the list of environment issues identified.

Poverty and social justice: These issues were mentioned in a majority of groups and selected by a few participants as the most important priority for the federal government. Issues included as part of this discussion were also homelessness and housing shortages

Crime and personal safety: The issue of crime was most strongly raised among the older participants and appeared particularly worrisome for Winnipeg participants (younger and older in this case). People who were concerned about crime deplored what they saw as a weak judicial system, labeled by one participant as a “catch and release” system, which allowed criminals to be back on street, only to commit more crimes. Noticeably, younger groups in all locations except Winnipeg did not list crime as a top-of-mind priority. Furthermore, this concern was not raised in both Quebec City groups.

Seniors and pensions: Many participants talked about their concerns regarding the potential lack of funding for old age pension due to the ageing of the Canadian population. Many worried that, as a larger proportion of the population retired, the pool of taxpayers contributing to the Canadian Pension Plan would shrink, putting pressure on the existing system. For obvious reasons, this was seen as most important among older participants who were worried that their real income may diminish considerably in the face of rising costs of living.

Defence related issues: Two participants spontaneously identified the mission in Afghanistan (referred to as the “war” in both cases) as a key priority. Both expressed concerns over the human cost of the mission. Another participant in Quebec City talked about the need to better equip troops and prepare them for the challenges of combat operations, as well as the need to take better care of returning veterans. The fight against terrorism was also a priority for another participant. Despite these few unprompted mentions, no defence related issue was listed as *the* top priority by participants.

Other mentions: Topics mentioned as government priorities included government funding for a new amphitheatre for Quebec City (mentioned first in both Quebec City groups) and immigration (both wanting less and more of it).

## 4.2 Awareness and Understanding of the Mission

### Mixed Emotions in Focus Groups: Confusion and Pride

Results of the focus groups are presented first in this section because a large portion of the group discussions surrounded participants' awareness and understanding of the mission. Participants consistently flagged their lack of information as a barrier to answering many of the more specific questions. In fact, most perceptions about the mission could be directly linked to participants' overall lack of understanding of the mission. Focus group discussions thus brought to light a complex mixture of emotions and opinions regarding Canada's mission in Afghanistan. Discussions were dominated by confusion and frustration over the perceived lack of clarity regarding the goals of the mission and yet, pride in Canadian troops and their work in Afghanistan also consistently came to the fore. As the guide was meant to allow for a free-flowing discussion on the initial perceptions about the mission, many of the core issues analyzed in this report were discussed fairly early on during the groups, with some further probing done in the latter part of discussions, as needed.

On the one hand, top-of-mind views on the mission and thoughts on the reasons that led to the country's presence in Afghanistan appeared as mainly negative. Such negative emotions seemed fuelled by lack of, or conflicting, information about the mission. On the other hand, participants – even opponents of the mission – exhibited mainly positive opinions regarding the work of Canadian troops, despite feeling mostly uninformed. They were proud of Canadian troops and believed they did their best at everything they were asked to do. Moreover, many remained open to change their negative outlook towards the mission rather than the troops to a more positive one, but only if their numerous questions regarding the objectives, the progress being made and the plan for the future, were answered.

*“You tell me why we are there and what our objectives are and then I will tell you if I support the mission or not and whether we have made progress or not. Right now, I can't answer that.”*

It is also interesting to note that the mainly negative tone of the discussions overall did not necessarily translate into a strong desire to remove all Canadian troops as soon as possible. Except for a few very staunch opponents, most participants were reluctant to call for an immediate and complete end to the mission. The idea of leaving Afghanistan in its current state after having sacrificed so many lives on both sides left participants in all locations feeling uneasy.

*“You can't just cut and run. We need to make sure we did not waste all of these lives.”*

*“Qu'est-ce qui va se passer après qu'on va être partis ? Est-ce qu'on laisse tomber les gens qu'on voulait aider ? On aurait tout fait ça pour rien ?”*

Also of interest was the sense that the Afghanistan mission was now part of Canadian life. A few participants referred to it as something akin to “background noise”; as something that you heard about once in a while and is just part of the news cycle. As such, the mission did not appear as a potential lightning rod for public anger towards the government. If anything, the U.S. government was most often blamed for the problems encountered in Afghanistan and for starting the war in the first place. Canada was in large part seen to have followed because it had little choice but to do so. The mission appeared mostly as a long-term annoyance that participants had learned to accept despite their mainly negative impressions and confusion regarding its objectives and achievements.

#### *Word Association Exercise*

Prior to being asked directly about what they had heard, read or seen recently about the mission in Afghanistan, participants were asked to complete a free association exercise requiring them to list on a sheet of paper the things that first came to mind when they thought about Canada’s mission in Afghanistan. This exercise was used to ensure that participants listed their top-of-mind impressions and feelings about the mission before a more formal discussion took place, thereby diminishing the tendency for less informed participants to follow the lead of those with more apparent knowledge of the mission.

This word association exercise yielded very consistent findings across all locations, with two dominant themes clearly emerging. The first of these themes took the form of questions surrounding *why* Canadian troops were in Afghanistan. The second dominant theme was comprised of a series of statements and interrogations regarding the *achievements* of the Canadian military in Afghanistan, which also led to questions about the monetary and human cost of the mission.

The theme of *why* Canada was involved in Afghanistan came to the fore in every single group. Spontaneous, or unprompted, questioning regarding the reasons behind the mission was often presented in plain terms, sometimes in the form of a question:

- Simply: *why?*
- *Why are we there?*
- *Get us out of there now!*
- *I don’t understand the mission*
- *Is it about rebuilding or about combat?*
- *What is the actual goal?*
- *We have no business there*

➤ *Lack of information*

Discussion of these spontaneous mentions highlighted a sometimes profound sense of confusion among participants regarding the objectives of the mission and how it started in the first place. As found in the quantitative phase of research, the most common answers were that it was (probably) for peacekeeping purposes, providing stability and/or to fight the Taliban. Noticeably, these answers remained tentative in many cases and were sometimes followed by a question, such as “*well, it’s about peacekeeping...or is it?*” When asked directly what the objectives of the Canadian mission were, most participants remained silent and often had a quizzical look on their faces. While younger participants had a stronger tendency to remain silent or say they did not know, those 35 years and older often showed the same hesitation.

Some said they were “hoping” that the mission was about peacekeeping because this is what they believed Canada was best at doing. However, they were not convinced that was the role played by Canada. Others believed that Canada was playing a more aggressive role in fighting the Taliban and only a handful among them appeared comfortable with this notion. The image of Canada as a peacekeeping nation obviously remained imprinted in most participants’ psyche and strongly influenced their views regarding what Canada should be doing in Afghanistan after the combat mission ends in July 2011, as discussed later in this report.

There was a sense in all groups that the main underlying reason Canada got involved in the first place was to assist the United States, or as some individuals put it, to “scratch their backs” in order to maintain our privileged situation as their main allies and trading partners. As for reasons why the United States got involved, the 9-11 attacks were raised by most as the trigger, but many were of the opinion that oil or greed was a key factor explaining why the United States and others were still present in the country.

*“To me, this was the price to be paid in order to remain influential in the G8 and with the Americans”*

*« On est là pour le pétrole. Tout ce qu’on fait dans la région est pour ça. »*

The links as well as the differences between the conflicts in Afghanistan and Iraq were often blurred. While most understood that Canada did not participate in the Iraq war, many had a tendency to lump the two conflicts together as being either “an American war”, part of the global war on terrorism or an attempt to control access to oil.

*“Pour moi, l’Iraq et l’Afghanistan sont devenus la même chose. Je sais que ce sont deux pays différents, mais ça me semble être la même guerre à deux places.”*

*“Afghanistan, Iraq...it’s kind of all the same, isn’t it? I know I put them all in the same box in my head!”*

Interestingly, it was mainly the United States, not Canada, which was blamed for creating what they mainly saw as unwarranted crises. Canada was mostly portrayed as a “follower” of the U.S., for good as well as bad reasons. This distinction appeared important because discussions demonstrated that some of those who saw Canada as a follower also said that it was a normal state of affairs, something they accepted as being part of our obligations: “*what choice did we have?*” A few also pointed to the importance of going into Afghanistan as a way to avoid going into Iraq instead. They believed that the U.S. government would have forced Canada to join the Iraq campaign if it had not provided a strong presence in Afghanistan.

Despite this general sense of confusion regarding the objectives of the mission, it seemed that most participants had a fairly good sense that the mission started in the aftermath of 9-11, estimating that Canadian troops had been in Afghanistan for 7 to 10 years. They also mainly understood that that the actual conflict was with the Taliban and not with the government of Afghanistan, although they appeared unclear as to whether the Taliban formed the government when the military mission started.

Most participants appeared uncertain regarding what the troops did on a daily basis and once again said they hoped, or thought, they were doing positive things, but they did not know for sure. Others said that their main role was to patrol the streets to ensure the safety of residents, remove mines, provide aid as well as protect those trying to rebuild the country. Some also said Canadian troops were trying to eliminate the Taliban.

It was interesting to note that despite the rather negative views expressed regarding the reasons for Canada’s involvement in Afghanistan, impressions regarding what Canadian troops were doing on the ground remained quite positive. This disconnect could possibly be explained by participants’ tendency to blame the U.S. for what they saw as the bad sides of the mission, while believing that Canadians were doing the best they could under the circumstances. Some even said that Canada’s role was simply to “*help fix the mess that the U.S. created when they went in there*”. Participants’ mostly positive views of what the troops were doing also seemed to rest on their strong beliefs that Canadian troops always did their best and were also well-intentioned, no matter what was asked of them.

Group discussions also underlined the importance of personal connections to participants’ views on the work done on the ground in Afghanistan. Those who knew soldiers who were involved or civilians who had taken part in humanitarian work clearly had a more positive outlook on the mission. Also, participants with family in the United States exhibited more positive views regarding Canada’s collaboration with the U.S. These participants felt Canada and the U.S. were allies and it was only normal for Canadian troops to support U.S troops. They believed that the U.S. would do the same if Canada were in trouble. Some, however, remained unconvinced of the soundness of that position.



The second dominant theme to appear as part of the general discussion of the mission in Afghanistan focused on the *achievements*, or perceived lack thereof, of Canadian troops. Words or expressions used to spontaneously raise this issue were:

- *Pointless*
- *It will never end...*
- *Never-ending war*
- *Irrelevant*
- *Ne finira jamais*
- *Culture qui ne changera pas*
- *Unwinnable war*

Negative views regarding the progress made in Afghanistan and the possibility of progress in the future were mainly driven by a perception that the problems in Afghanistan have been ongoing for a very long time and are deeply rooted in the local culture. Participants often used strong imagery to illustrate their points:

*“This has been going on since the beginning of time. Why do we think we can change this?”*

*« Ça a tout le temps été comme ça là-bas. Ils se battent depuis des générations et ce n'est pas nous qui allons changer ça. »*

*“The Russians have tried to conquer them and failed and so did everyone else before them. Why do we think we can do otherwise?”*

This pervasive impression was reinforced by a sense that Canadians may not be welcome in Afghanistan. While not all participants shared this view, most had their doubts as to whether the Afghan population was happy to have Canadian troops on their soil. On the one hand, most speculated that part (is it a majority or minority, they did not know) of the population was glad to get some protection and assistance, but on the other hand, there was also a sense that an undefined (large? small?) portion of the population and local leaders would prefer to keep things the way they were before international forces arrived.

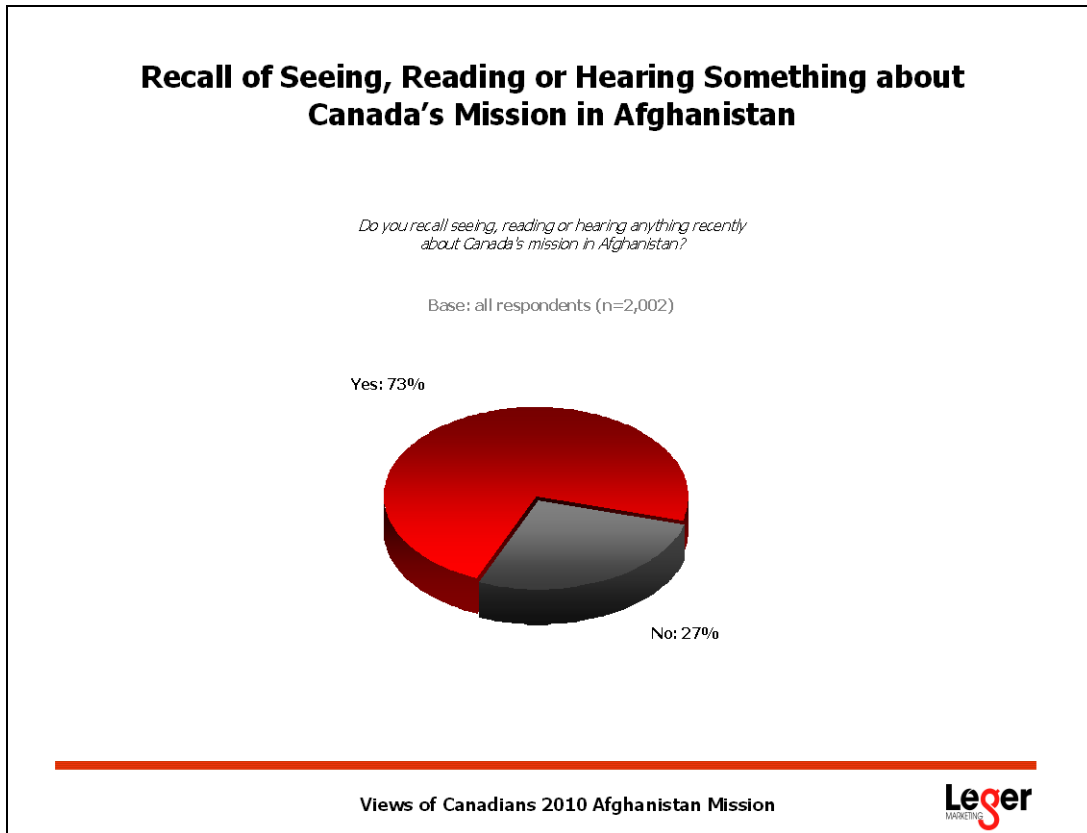
There was also a strong sense among many participants that Canada and its allies were imposing their views and culture on the Afghan people. This concept made some feel uneasy, believing that Canada was in no position to tell them how to lead their lives. Others did not necessarily share the same discomfort, but nevertheless believed that the local population would likely not embrace the values and culture presented to them.

Participants' general lack of understanding of the mission's objectives also fed their doubts regarding the progress made to date. Many repeated that unless they were told what the specific objectives of the mission were, they could not provide an answer as to whether any progress had been made.

This fairly negative outlook on the possibility of long term progress in Afghanistan in turn generated the impression that the mission may be a waste of lives and money. The word "waste" or "gaspillage" came up in every location. A typical reaction to this idea was to say that instead of spending money in Afghanistan, the Canadian government would do better to spend it on priorities at home. Others also pointed to other international issues that may require more immediate attention and have a better chance of success.

### 4.3 Recall of Recent Messaging

Three quarters (73%) of Canadians said they remember seeing, reading or hearing something about the mission in Afghanistan recently. Residents of Quebec (85%), Canadians with higher levels of education (university degree: 78%; post graduate degree: 83%), men (77%), those aged 45 year-old or older (45-54: 81%; 55-64: 82%; 65 or older: 79%) and those born in Canada (74%) were more likely to recall having recently seen, read or heard something about Canada's mission in Afghanistan. Canadians from Alberta (64%) and from the Prairies (60%) were less likely to recall anything.



Among those who recall seeing, reading or hearing anything about the mission, three-in-ten (29%) recall having heard something about the withdrawal of the troops. Mentions in this general grouping included recall or a withdrawal in 2011 as well as general impressions regarding debates on whether to withdraw troops or not.

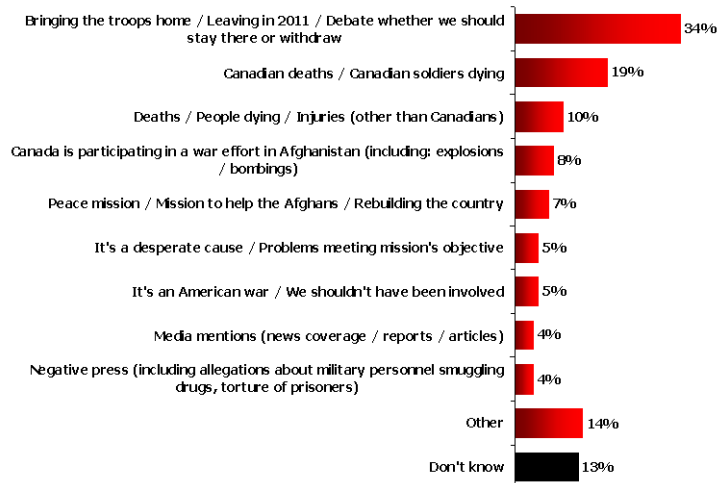
Another one-in-six (15%) remembered seeing, hearing or reading something about the death of Canadian soldiers in Afghanistan, while another seven per cent (7%) mentioned seeing, hearing or reading about deaths in general, without necessarily identifying Canadian soldiers as the victims.

## What Canadians have recently seen, read or heard about Canada's mission in Afghanistan

*What did you see, read or hear?*

ALL MENTIONS

Base: those who have recently seen, read or heard something about Canada's mission in Afghanistan (n=1,542)



Views of Canadians 2010 Afghanistan Mission

**Leger**  
MARKETING

Those born in Canada (35%) are more likely to recall seeing, reading or hearing about the end of the Afghanistan mission. Those with a post graduate degree (25%) and those who immigrated to Canada and became Canadian citizens (25%) are more likely to say that they have seen, read or heard about Canadian deaths.

### Focus Groups Findings

When directly asked about what they had seen, heard or read about the mission recently, most participants in the focus groups were hard-pressed to recall anything specific, despite the fact that most spontaneously said that they did hear something. The initial reactions were often “yes, I heard something”, followed by hesitation over what this “thing” was. These reactions appear to match those of the survey, highlighting a high top-of-mind awareness, but little consensus over specifics.

A few participants spontaneously mentioned that they had heard something about troops being withdrawn within the next year or two, but only a handful could say with certainty that this would happen by mid-2011. Others who thought they had heard something about withdrawal tended to point 2012 as the final year of the mission.

The most common response to being asked what, if anything, they had heard about the mission recently was that “people were dying”. Participants referred mainly to Canadian deaths, but a few also raised the problem of Afghan civilian deaths.

*“Quite frankly, the only times we hear about it is when something bad happens on the ground, like a soldier dying or another tragedy”.*

*“You get kind of numb over time. We have been hearing this for so long that it’s just...there!”*

Participants mostly put the blame on the media for what they deemed to be biased coverage that only reported one side of the story. They deplored the fact that the positive aspects of the mission were seldom discussed, making it very hard for them to understand what was actually taking place in Afghanistan. As such, participants made repeated calls for more balanced coverage of the mission in the media and in government communications. It was hard for them to identify the most appropriate means of communicating with them or who should be providing the information. Nevertheless, some pointed to the importance of hearing from people on the ground in Afghanistan to know what was actually taking place without simply hearing it through a secondary source. In the same vein, those who knew soldiers or other workers involved in Afghanistan often said that these people truly believed that they were doing some good over there. This gave participants a sense that maybe progress was indeed being made but that we did not hear about it.

#### **4.4 Recall of Main Objectives and Government Plans**

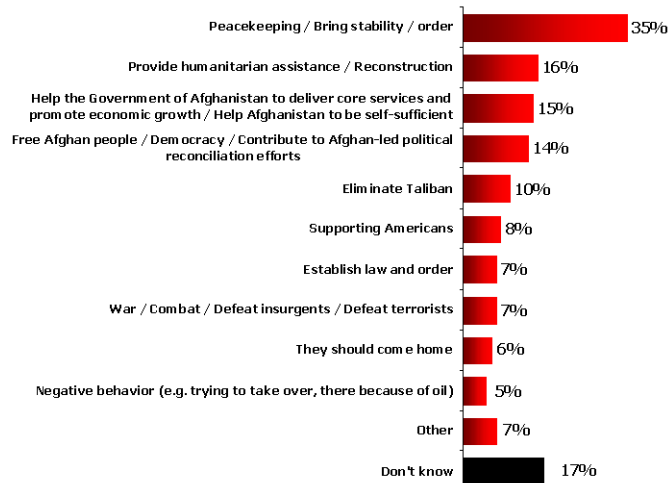
Survey results partly reflect the content of focus group discussions presented above with a broad list of core objectives being identified by Canadians. The absence of one or two dominant responses, as well as a high proportion of “don’t know” answers (17%) may indeed indicate a lack of certainty among the public. By the same token, the majority of answers provided are sound. A third (35%) of Canadians readily identify peacekeeping or bringing stability and order as the main objective of the Canadian Forces in Afghanistan. This objective is followed by providing humanitarian assistance and reconstruction (16%), helping the government of Afghanistan in delivering its core services, fostering economic growth and attain self-sufficiency (15%) and assisting the population in getting more freedom, democracy and political stability (14%). Another one-in-ten (10%) think Canadian troops are mainly there to eliminate the Taliban, while others believe it is to help the Americans (8%), establish law and order (7%) or to wage war against insurgents or terrorists (7%).

## Canadians' Perceptions of the Main Objectives of the Mission in Afghanistan

*Based on what you have seen, read or heard about Canada's mission in Afghanistan, what would you say are the main objectives of this effort?*

ALL MENTIONS

Base: all respondents (n=2,002)



Views of Canadians 2010 Afghanistan Mission

**Leger**  
MARKETING

Albertans (43%) and women (38%) are more likely to state that the main objective of Canada's mission in Afghanistan is peacekeeping. In addition, Quebeckers (20%) are more likely to believe that the main objective of the mission is to provide humanitarian assistance, while Canadians with a post graduate degree (22%) are more inclined to say that the mission is aimed at helping the Government of Afghanistan to deliver core services, promote economic growth or become more self-sufficient.

### Focus Group Findings

Results from the focus groups in all cities highlighted a high degree of confusion over the specific objectives of the mission and the government's plans moving forward, as mentioned previously. This confusion often appeared on an unprompted basis during the word association exercise presented above and it remained omnipresent when participants were asked directly to state what they believed the objectives were. Interestingly, answers to questions about the objectives of the mission were often questions in themselves, or answers followed by a questioning look:

*"Well, it's about peacekeeping...isn't it?"*

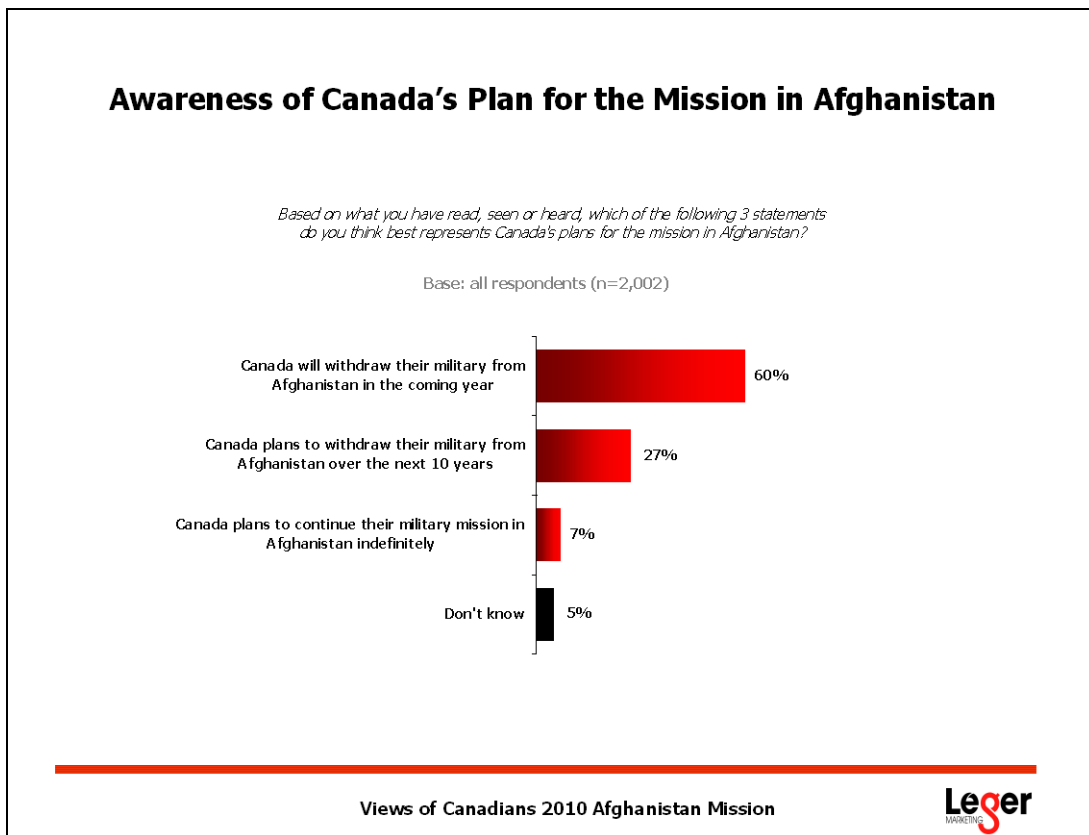
“Well, aren’t you going to tell us what the objectives are?”

Tentative answers provided matched the findings of the quantitative survey, with peacekeeping, protection of civilians, fighting the Taliban and training of local police or troops being mentioned.

#### 4.5 The Exit Strategy: Awareness and Acceptance

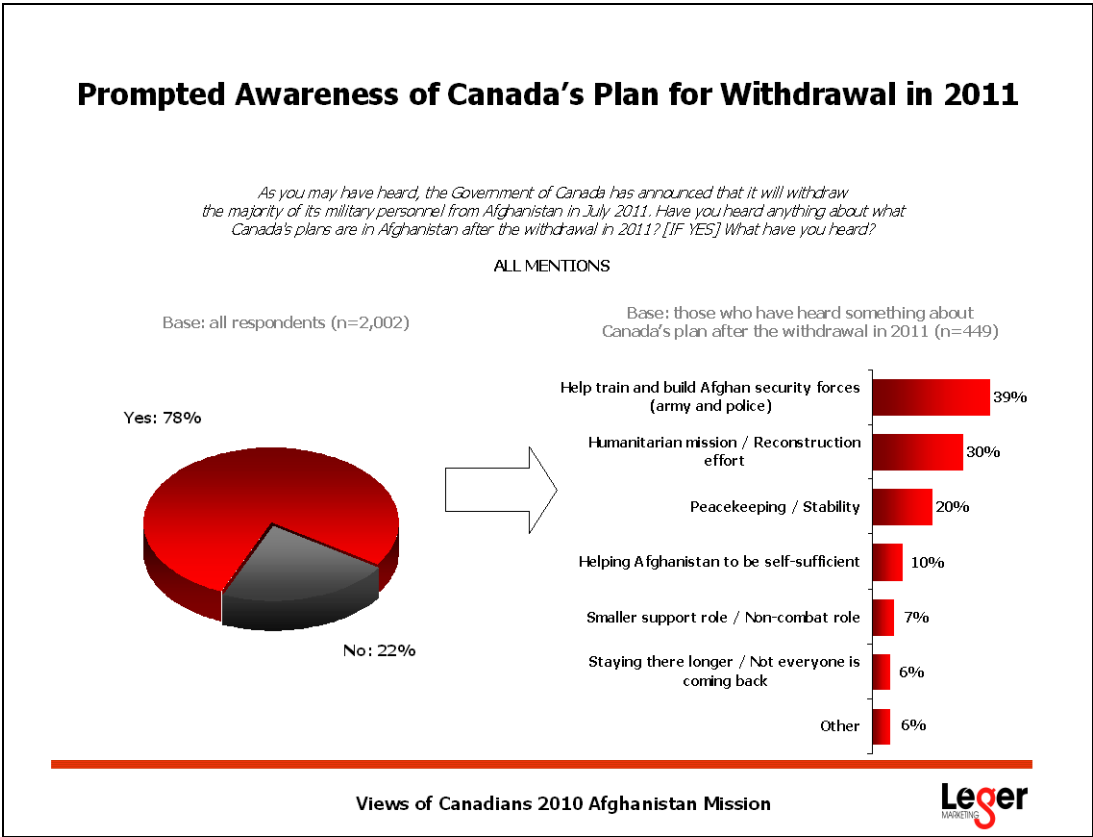
Six-in-ten Canadians (60%) correctly identify Canada’s plan for the mission in Afghanistan on a prompted basis, which is to withdraw their military troops in the coming year. Another quarter (27%) believe that Canada plans to withdraw their military troops within the next ten years, while seven per cent (7%) thinks that the mission will continue indefinitely.

Canadians of 55 years of age or older are more inclined to know what the correct plans of Canada are for the mission in Afghanistan (55-64: 67%, 65 or older: 70%), while landed immigrants or permanent residents are less likely to know this (40%).



Once informed about the Government of Canada’s plan for troop withdrawal starting in July 2011, participants were asked if they had heard anything about the government’s plans after the withdrawal. To this question, four-in-five Canadians (78%) said that yes, they heard something about the post-withdrawal plan. Among those who have heard something about the post-withdrawal plan, four-in-ten (39%) believe that the plan is to train and build Afghan security forces, with another three-in-ten (30%) stating that Canada plans to remain involved in a humanitarian and reconstruction role.

One-in-five (20%) Canadians who have heard something about the plan believe that it is about peacekeeping and stability, while another one-in-ten (10%) say that the objective will be to help Afghanistan be self-sufficient. The hesitation heard in the focus groups is also apparent in answers to this question, with 6 per cent saying that troops will in fact be staying longer or that not everyone will be coming back.



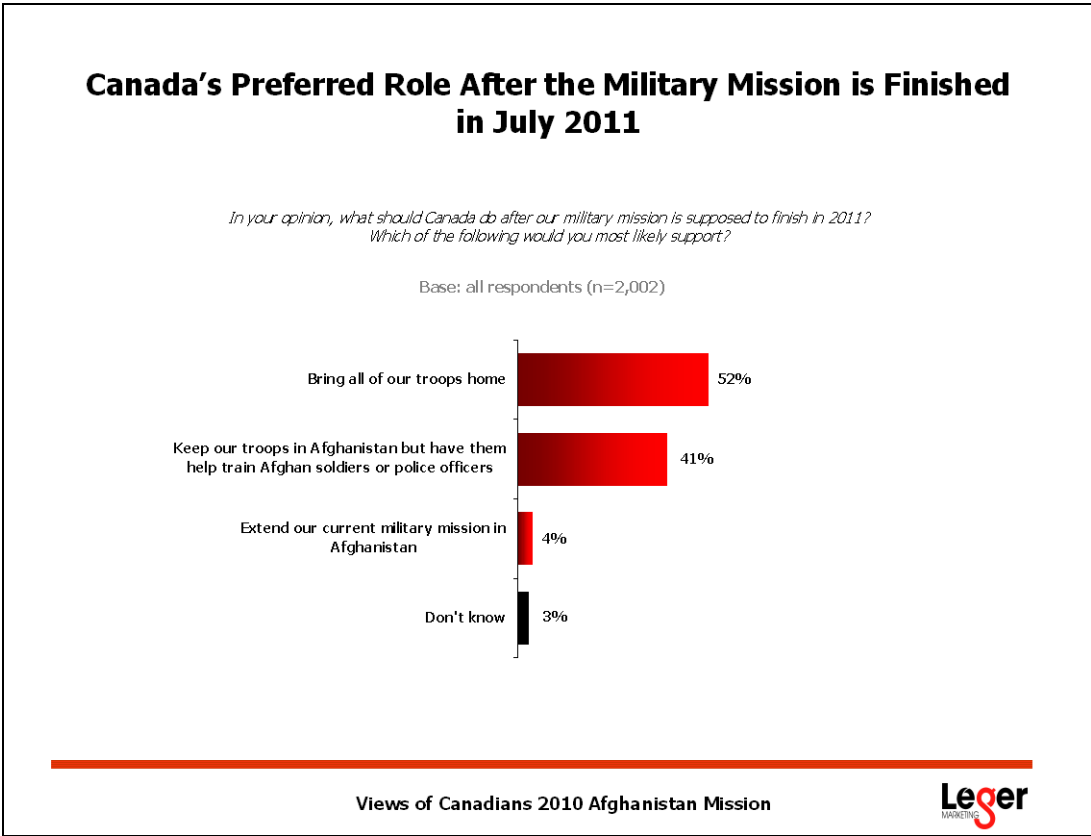
Men (43%) are more inclined to think that Canada’s plan after the withdrawal in 2011 is to help train and build Afghan security forces, while those who immigrated to Canada and became a Canadian citizen (44%) and women (33%) are more inclined to think that it is about peacekeeping and stability.

*Preferred Role After 2011*



When asked what they think Canada’s role in Afghanistan should be after the bulk of its military personnel has left the country, half of Canadians (52%) feel that all troops should be brought home, with another four-in-ten (41%) preferring to keep Canadian troops in Afghanistan to help train Afghan soldiers and police officers. Only four per cent (4%) of Canadians want to extend the current military mission beyond 2011.

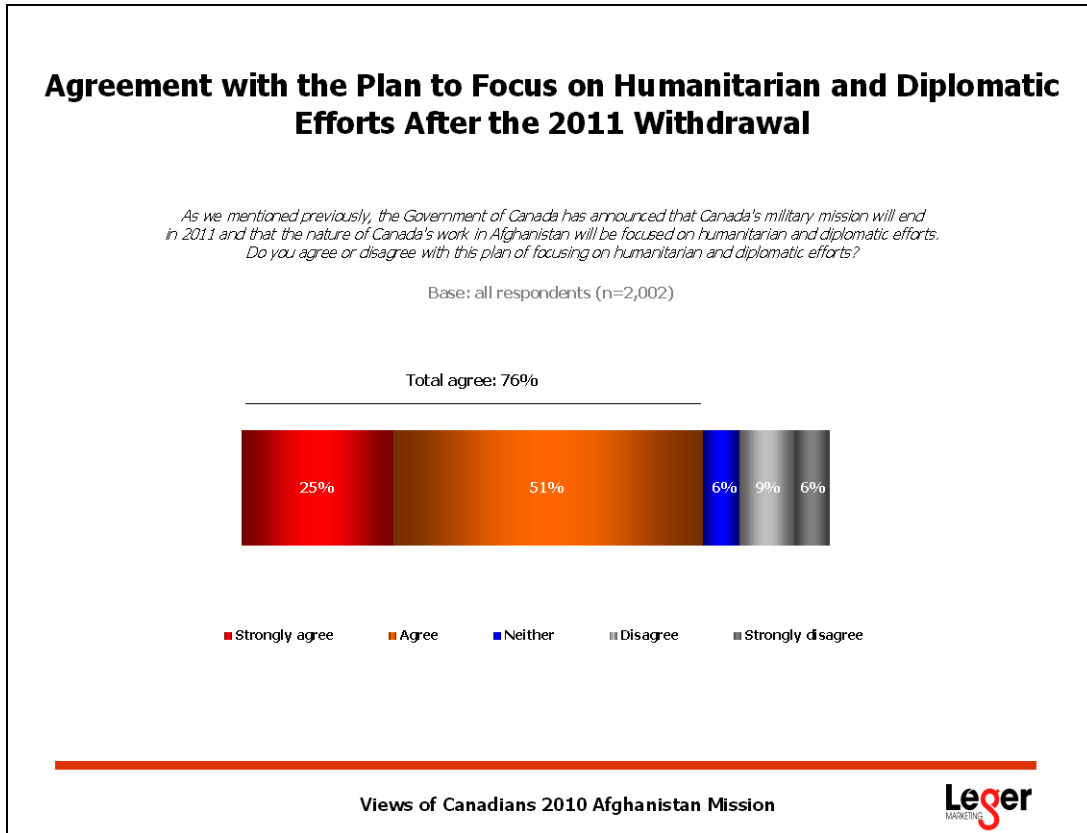
Canadians with grade school or some high school education (63%), Quebecers (60%), and women (56%) are more likely to say they want to bring all troops home in the coming year, while those from Alberta (52%) and men (45%) are more likely to prefer keeping our troops in Afghanistan and have them help train Afghan soldiers or police officers.



*Agreement with Humanitarian and Diplomatic Efforts After 2011*

In total, three-quarters (76%) of Canadians agree with the idea of Canada remaining involved in Afghanistan through humanitarian and diplomatic efforts. Only one-in-six (15%) Canadians disagree with this idea.

Canadians with a post graduate degree (84%) and Albertans (83%) are more likely to agree with the plan of focusing on humanitarian and diplomatic efforts after the withdrawal in 2011. Quebecers (69%) and those 65 year-old and above (68%) are less inclined to agree with this plan.



### Focus Group Findings

Focus group findings provide a somewhat different read on awareness of the withdrawal date. While survey results demonstrate that when given a choice between a planned withdrawal in 2011, ten years down the road or even later, a majority chose 2011. However, group discussions highlighted that this choice was likely based on a very vague impression or preference. Indeed, only a handful of focus group participants were able to identify the date of July 2011 as the formal withdrawal date for Canadian troops in Afghanistan on an unprompted or prompted basis. Nevertheless, most participants said they knew, or had the vague notion, that troops were to be withdrawn within the next few years. Only a few believed that there was no plan for removal at all. Interestingly, participants often talked about the U.S.' plan for withdrawal, saying they had heard more about it than about what Canada planned to do. Of those, many said that they got most of their daily information from CNN.

When presented with the actual plan for withdrawal in 2011, participants were quasi unanimous in saying that withdrawing the troops was the right thing to do at this point. It gave many a sense of relief that it may be finally over. However, this sense of relief was often accompanied by certain disbelief as well as a feeling of uneasiness. The disbelief expressed by some participants rested on their view that governments tended to find a way to back out of their promises. They had a hard time believing that this plan would actually happen, or at least happen as stated. The uneasiness was on the other hand felt by most participants who feared that this rapid withdrawal equated to “cutting and running”. They believed that Canadians had invested too much effort and made too many sacrifices to simply leave without any semblance of long term success. For this reason, most participants agreed with the idea that Canada should remain involved in some capacity, preferably in a humanitarian role. This view was prevalent during discussions, even among those who were said to oppose the entire mission to start with.

*“This is who we are and what we do: we are peacekeepers, not fighters.”*

*“I am glad to think that our role will change to something that to me represents Canada a lot better.”*

Staying in a humanitarian role meant helping with re-building the infrastructure or offering assistance in building better schools and hospitals. However, participants were clearly uncertain as to whether providing training for local military or police could be called humanitarian work. For some it was clearly not the case, while a few said it could be considered as such. Those opposed to labeling troop training as humanitarian work were also typically opposed to the idea of training troops altogether. To them, it was not acceptable to train local people on “how to use guns” when they were already struggling with an armed conflict. It raised questions as to which side or societal/political group was being provided with weapons and why.

*“I don’t know about that...you give someone a gun. How do you know they are not going to use it against you?”*

Participants were also somewhat divided as to whether it was acceptable to leave a smaller contingent of Canadian troops behind to protect those who would provide humanitarian assistance in Afghanistan. For some, this was absolutely essential.

*“You can’t leave someone behind to do this [humanitarian] work and then just leave them there to get shot at. They need some protection or else you need to bring them home too.”*

For others, it seemed necessary, but they accepted the notion with some hesitation. Among those hesitating, a few were worried that keeping some troops there may be a way for the government to get out of its promise to withdraw troops in 2011, something they did not fully believe to start with. Others hesitated mainly because they would prefer to have all troops removed from harm’s way. But faced with the choice of leaving

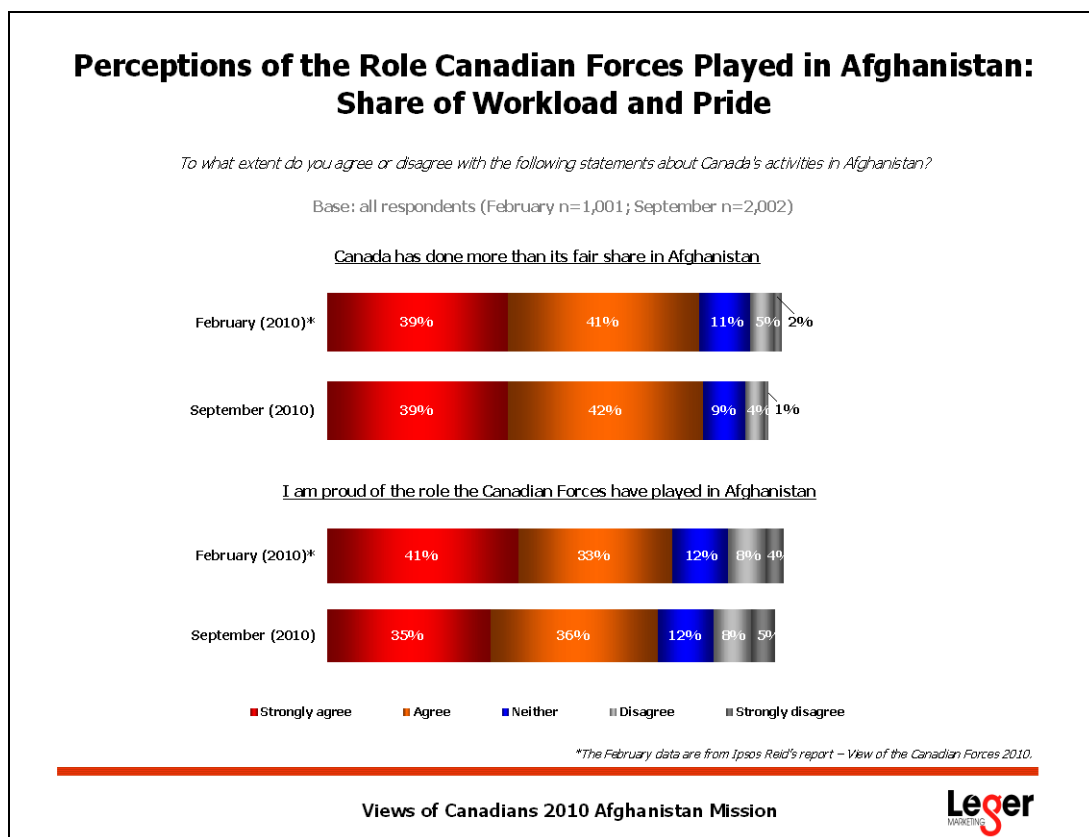
humanitarian workers unprotected in the line of fire or have soldiers protect workers, they preferred the latter.

A few others, particularly in Quebec City, felt that those who wanted to stay behind made this choice on their own accord and were therefore seen to be responsible for their choice.

*“Moi, si je m’en vais faire du travail humanitaire dans un pays dangereux, je ne m’attendrais pas à ce que l’armée canadienne me protège. C’est à mes risques et périls.”*

Finally, a few others believed that other countries present in Afghanistan could help protect those who stayed behind, but most others rejected this idea for fear that they could not trust other countries to protect Canadians.

#### 4.6 Share of Workload and Pride in the Mission



In total more than eight-in-ten Canadians (81%) agree that Canada has done more than its fair share in Afghanistan, matching results from a February 2010 survey (80%). Only 5 per

cent of Canadians disagree with this statement, compared to 7 per cent in February. Similarly, seven-in-ten (71%) say that they are proud of the role played by Canadian Forces in Afghanistan, also in line with results from an identical question asked in February (74%).

Albertans (91%) and those 65 years or older (86%) are more likely to think Canada has done more than its fair share in Afghanistan. Quebeckers (75%) are less likely to say so.

Canadians from Alberta (88%), the Atlantic Provinces (81%) and Ontario (79%), as well as those aged 35 years and above (35-44: 77%; 45-54: 78%; 55-64: 77%; 65 or older: 76%) and men (74%) are more likely to be proud of the role the Canadian Forces have played in Afghanistan, while Quebeckers are less inclined to report being proud of their role (53%).

### **Focus Group Findings**

As discussed in section 4.2, most focus group participants exhibited a strong sense of pride in the work done by Canadian soldiers in Afghanistan despite their rather high degree of uncertainty regarding the objectives of the mission and what was taking place on the ground on a day-to-day basis.

This sense of pride seemed to rest on a deeper belief that Canadians typically do good things on the international scene. This was raised in all locations, with the focus being mainly on Canada's image as a great peacekeeping country. Participants also often talked of the sacrifices made by soldiers to protect the people of Afghanistan, something that even made opponents of the mission reluctant to criticize the troops. Care was taken by some to explicitly say that they opposed the mission, but not the troops doing the work.

As for Canada's share of the burden, there was a strong belief in the groups that Canada had done more than its fair share, or that it has at least done enough to deserve a break. This view was held in large part because participants did not hear much about other countries suffering as many casualties as Canada. It appeared to participants that Canada was incurring a disproportionate amount of casualties, even relative to the U.S. This gave them the impression that the distribution of the effort must be unfair.

It was also evident during discussions that except for a handful of participants, most did not know that many other countries were involved in the military mission in Afghanistan. In fact, the most common answers when asked how many countries were present were two, three and maybe four or five. There was doubt that the U.S. is present, but it proved very difficult for most to identify other countries. A handful of participants across locations suggested that as many as 40 or 50 countries were part of the coalition. The U.K. was listed by many, with a few pointing to Australia and maybe France (France's role was obviously confused with its refusal to go into Iraq). When faced with the fact that over 40 countries were part of the coalition, most were shocked. A few even replied that

this “can’t be true”. However, being informed of this fact did not necessarily translate into more support for the mission, with many instinctively stating that this proved that the mission was a “lost cause” or that something must be awfully wrong.

## 5. Key Conclusions

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Results from both phases of research lead to a series of key conclusions that may be brought to bear on the Government of Canada's communications strategy regarding the upcoming changes to the Afghanistan mission.

- **Canadians are generally aware of, and concerned with, the mission in Afghanistan, yet it does not appear to be a key top-of-mind issue.** Most Canadians (73%) in the survey indeed report seeing, hearing or reading about the mission and can identify parts of the mission's objective. Nevertheless, the mission was rarely mentioned as a top-of-mind priority for the government in both the national survey and in focus groups. Some participants referred to news about the mission as "background noise".
- **There is a visible information gap among the Canadian public regarding the Canadian mission in Afghanistan.** While a majority of Canadians are able to provide answers to survey questions about the objectives of the mission in Afghanistan, focus group discussions demonstrated that these answers are likely based on a limited understanding of the mission. Focus group participants were near unanimous in saying that they lacked information about the mission, its objectives and its future direction.
- **Focus group participants wanted more balanced information reflecting both the good and bad sides of the mission.** While few participants said they actively sought information about the mission, nearly all said they remained open to new information about the objectives of the mission and the work done by Canadian troops. Besides the media, which they saw as overly negative, many participants would like to hear about the mission from the people on the ground in Afghanistan, like soldiers, humanitarian workers or even construction crews. Seeing local achievements would reassure them about the usefulness of the mission.
- **Pride in Canadian troops is very high and this was highlighted in both phases of research.** Canadians are proud of the work done by Canadian troops in Afghanistan, with seven-in-ten (71%) saying so in the survey and most focus group participants reporting the same sense of pride. While a smaller portion of Quebecers (53%) said they were proud of Canadian troops in the survey phase, Quebec City participants in the focus groups clearly displayed their pride during the discussions and in this sense, were no different than those from other groups. Group discussions in all locations underlined the distinction made by participants between the work done by Canadian troops and their sense of the mission in general. As such, many said they were opposed to the mission and confused over

what was being done in Afghanistan and yet, also said that they believed Canadian troops were doing good work and should be supported.

- **Canadians are generally aware that there is a plan for the troops' withdrawal, but remain unclear regarding the specific details of this plan.** On the one hand, a majority of survey respondents (60%) correctly identified 2011 as the year for troop withdrawal on a prompted basis. On the other hand, most focus group participants could not recall anything specific about the plan on an unprompted basis. Only when presented with the facts did many recall having heard something about the withdrawal date.
- **There is a high degree of support for providing humanitarian assistance to Afghanistan once troops are withdrawn.** More than three-quarters (76%) of Canadians support the idea of Canada being involved in humanitarian and diplomatic efforts in Afghanistan after 2011. Focus group participants also exhibited a high degree of support for this shift in the mission and most were willing to leave some, not all, Canadian troops behind in order to provide security for Canadians who provided humanitarian assistance to the Afghan people.
- **There remains a strong sense among focus group participants that it may not be possible to ever call the Afghanistan mission a success.** There was a prevalent feeling among participants that the dire situation in Afghanistan is the result of decades or even centuries of conflict and that Canadian troops cannot be expected to change this long-standing state of affairs. This sentiment was present in previous years' research and remains important today.



## Appendix A – Moderator’s Guide

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### A1. English version

**Moderator’s Guide**  
**Views of Canadians 2010 – Afghanistan Mission**  
**Final Version**

*NOTE: The moderator’s guide is intended as a tool for ensuring that all relevant issues/topics are covered. Order and specific wording of questions may vary according to the dynamic nature of qualitative discussions.*

**General Intro: One way mirror, recording sessions, etc. [5 Minutes]**

*Objective: Establish rapport, go over ethical and legal requirements for focus groups*

Thank you so much for joining me today. My name is, I work for a company called Leger Marketing.

Before we get started, I would like to give you a brief overview of what this project is all about.

Note: Frank and open discussion – no wrong answers or need to come to a consensus

Point out video and audio recording – for notes only  
One way mirror

**Confidential:**

Please be assured that what you tell me today is confidential. At the end of the day, my job is to report back to my client about what has been said, not who said what. No names are ever included in my report or discussions with clients.

Before we start our conversation, there are just a few brief guidelines for our discussion that I would like to go over.

1. I want to make sure that I am able to hear everyone’s point of view, so please talk just one at a time and in a voice at least as loud as mine.
2. I need to hear from everyone today, so we will work together to ensure everyone has a chance to share their opinions.
3. Your point of view is very important today. Because you are going to speak about what is true for you, based on your beliefs and experiences, there are no wrong answers.

4. It is also important that I understand the details. Please don't hesitate to share something because you are thinking – "it is just a small point." It is in those small details that the real learning happens.

\*\*\*\*\* Are there any questions before we get started?\*\*\*\*\*

### **GROUP INTRODUCTION ICE BREAKER (10 Minutes)**

*Objective: Intent to put participants at ease talking in a group setting*

Tell me a bit about yourself, any hobbies you may have, your family, or whatever you would normally tell people you meet for the first time.

### **Top Issue for Government's focus (10 minutes)**

We would like start out by moving on to current affairs and get your feed back on what you feel the top issue is for the Government of Canada, where should they focus?

What makes you say that?

### **Level of Knowledge - Mission in Afghanistan (35 minutes)**

I'd like to discuss Canada's mission in Afghanistan. I'm going to start by asking you what comes into your mind when you think about Canada's mission in Afghanistan.

I would like you to write down three words or phrases again that come to mind when you think of Canada's mission in Afghanistan. Write these down and we will talk about what you wrote and why.

What did you write down? MODERATOR TO LIST ITEMS ON FLIPCHART

Before we talk about each item, I would like to know if you know what the Government of Canada's plan is for the mission in Afghanistan. Have you heard anything about their current plan? What have you heard?

*(Moderator to go back to the list and probe thoroughly)* Why do you say that? Is that positive or negative?

What type of work have the Canadian Forces been doing there?

PROBE ON:

Development and reconstruction?

Diplomatic?

Military/combat?

### **End of the Mission (25 minutes)**

What have you seen or heard about the end of the mission in Afghanistan? Will it end some day? When?

What have you heard about this?

What do you understand this to mean?

When did the mission start?

How and why did Canada get involved?

(Prompt, if necessary) Are you aware that the Government of Canada has announced that it will withdraw the majority of its military personnel from Afghanistan starting in July, 2011 and complete the withdrawal by December 31<sup>st</sup>, 2011?

What have you heard about this?

What do you understand this to mean?

How do you feel about Canada withdrawing the majority of its military personnel?

*[moderator probe as necessary:]*

Happy

Angry

Proud

Relieved

What makes you say that?

*Moderator to listen and probe if necessary for:*

Concern over what will happen when the Canadian Forces pull out?

Views on whether mission has been accomplished/ progress been made in military objectives, development or reconstruction efforts?

How do participants feel about the prospect of Canadians remaining involved in Afghanistan for humanitarian work? Is this acceptable? Feasible? Should they be protected? If so, by whom?

What do they think of the idea of assisting in training Afghan military personnel? Is this something Canada should do?

Have we done our fair share?

### **Informing Canadians (5 minutes)**

How could the government of Canada better inform Canadians about the mission in Afghanistan, its objectives, accomplishments, etc? MODERATOR TO ENCOURAGE CREATIVE THINKING BEYOND SIMPLE NEED FOR BETTER NEWS COVERAGE

A2. Version française

**Guide de discussion**  
**Opinion des Canadiens 2010 : Mission en Afghanistan**  
**Version finale**

**NOTE : Le guide du modérateur se veut un outil pour s'assurer que tous les enjeux et sujets pertinents sont abordés. L'ordre et la formulation des questions peuvent varier en fonction du dynamisme des discussions qualitatives.**

**Introduction générale : Miroir d'observation, sessions d'enregistrement, etc. [5 Minutes]**

*Objectif : Établir un rapport, expliquer les exigences éthiques et juridiques pour les groupes de discussion.*

Merci beaucoup de vous joindre à moi aujourd'hui. Mon nom est \_\_\_\_\_ et je travaille pour la compagnie Léger Marketing.

Avant de commencer, j'aimerais vous décrire brièvement ce projet.

Note : Discussion franche et ouverte – il n'y a pas de mauvaises réponses et il n'est pas nécessaire d'arriver à un consensus.

Montrer qu'il y a un enregistrement vidéo et audio, à titre de notes uniquement.  
Miroir d'observation

**Confidentiel :**

Veillez être assurés que ce que vous me direz aujourd'hui demeurera confidentiel. À la fin de la journée, mon travail est de rapporter à mes clients ce qui a été dit, et non qui a dit quoi. Je n'inclus jamais de noms dans mon rapport ou lorsque je discute avec mes clients.

Avant de commencer notre conversation, il y a quelques consignes pour notre discussion que j'aimerais revoir.

5. Je veux m'assurer que je peux entendre l'opinion de chacun, veuillez donc parler à tour de rôle et d'une voix qui est aussi forte que la mienne.
6. Je dois entendre chaque personne aujourd'hui, donc nous travaillerons ensemble pour faire en sorte que toutes les personnes aient la chance de partager leurs opinions.

7. Votre point de vue est très important aujourd'hui. Puisque vous allez vous exprimer à propos de vos convictions en fonction de vos croyances et expériences, il n'y a pas de mauvaises réponses.
8. Il est également important que je comprenne les détails. Veuillez ne pas hésiter à partager quelque chose même si cela vous paraît un argument mineur. Ce sont ces petits détails qui permettent un véritable apprentissage.

\*\*\*\*\* Y a-t-il des questions avant que nous commençons?\*\*\*\*\*

### **INTRODUCTION DU GROUPE COMME TECHNIQUE D'AMORCE (10 Minutes)**

*Objectif : Mettre les participants à l'aise pour parler en groupe*

Veuillez vous décrire un peu. Veuillez parler de vos passe-temps, votre famille ou de tout ce que vous diriez à une personne que vous rencontrez pour la première fois.

### **Enjeu principal sur lequel le gouvernement devrait se concentrer (10 minutes)**

Nous aimerions commencer par parler d'affaires courantes et obtenir vos commentaires sur ce qui selon vous, devrait être l'enjeu principal sur lequel le gouvernement du Canada devrait se concentrer.

Pourquoi dites-vous cela? Lequel est le plus important pour vous? Notez-le sur le papier devant vous.

### **Niveau de connaissance - Mission en Afghanistan (35 minutes)**

J'aimerais que nous discutions de la mission du Canada en Afghanistan. Je vais commencer en vous demandant ce qui vous vient à l'esprit quand vous pensez à la mission du Canada en Afghanistan.

J'aimerais maintenant que vous écriviez trois mots ou phrases qui vous viennent à l'esprit lorsque vous pensez à la mission du Canada en Afghanistan. Écrivez-les et nous parlerons de ce que vous avez écrit et pourquoi.

Qu'avez-vous écrit? MODÉRATEUR NOTE LES ÉLÉMENTS MENTIONNÉS SUR LE TABLEAU.

Avant de discuter de chacun de ces éléments, j'aimerais savoir quel est, selon vous, le plan du gouvernement du Canada concernant la mission en Afghanistan? Avez-vous entendu quelque chose à propos de leur plan? Si oui, qu'avez-vous entendu? (*Sonder en profondeur*)

*(Le modérateur doit ensuite revenir sur la liste et sonder en profondeur. Pourquoi dites-vous cela? Est-ce une chose positive ou négative?)*

Quel type de travail les Forces canadiennes y ont-elles accompli?

SONDEZ SUR LES SUJETS SUIVANTS :

Développement et reconstruction?

Diplomatie?

Travail militaire/de combat?

### **Fin de la mission (25 minutes)**

Qu'avez-vous vu ou entendu à propos de la fin de la mission en Afghanistan?

Prendra-t-elle fin un jour? Quand?

Qu'avez-vous entendu à ce sujet?

Que pensez-vous que cela signifie?

Depuis combien de temps sont-ils là?

Comment est-ce que la mission a commencé?

*(Veuillez sonder si nécessaire)* Saviez-vous que le gouvernement du Canada a annoncé qu'il retirera la plupart de son personnel militaire de l'Afghanistan à partir de juillet 2011, complétant le retrait pour le 31 décembre 2011?

Qu'avez-vous entendu à ce sujet?

Que pensez-vous que cela signifie?

Comment vous sentez-vous à l'égard du fait que le Canada retire la plupart de son personnel militaire? [*Le modérateur sonde au besoin :*]

Heureux

En colère

Fier

Soulagé

Pourquoi dites-vous cela?

*Le modérateur doit porter attention et sonder si nécessaire pour les commentaires liés :*

Ont-ils des préoccupations à propos de ce qui va se passer lorsque les Forces canadiennes se retireront?

Ont-ils des opinions concernant le degré d'accomplissement de la mission ou les progrès qui ont été réalisés en termes d'objectifs militaires ou d'efforts en matière de développement ou de reconstruction?

Qu'est-ce que les participants pensent de l'idée que le Canada demeurera impliqué en Afghanistan pour fournir de l'aide humanitaire? Est-ce acceptable? Réalisable? Est-ce que ces gens devraient être protégés? Si oui, par qui?

Que pensent-ils de l'idée d'aider à former les troupes Afghanes? Est-ce quelque chose que le Canada devrait faire?

Avons-nous fait notre juste part?

### **Informers les Canadiens (5 minutes)**

Comment est-ce que le gouvernement du Canada pourrait mieux vous informer au sujet de la mission en Afghanistan? MODÉRATEUR DOIT ENCOURAGER LES PARTICIPANTS À ÊTRE CRÉATIFS, À PENSER AU-DELÀ DE LA COUVERTURE MÉDIATIQUE TELLE QUE D'AVOIR DES BULLETINS DE NOUVELLES PLUS ÉQUILIBRÉS.



## Appendix B – Recruiting Screener

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### B1. English Version

**INTERVIEWER NOTE: Read screener exactly as written; should there be any problems, consult your supervisor immediately**

Good morning/afternoon/evening, my name is \_\_\_\_\_ and I am calling from Leger Marketing. First off, let me assure you that we are not trying to sell you anything. We are a professional public opinion research firm that gathers opinions from people.

From time to time, we seek peoples' opinions by sitting down and talking with them. We are preparing to hold a series of these discussions on behalf of the Government of Canada and are calling to see if you would be willing to participate. Your participation is completely voluntary and all information you provide will be handled according to the Privacy Act. The full name of participants will not be provided to the government or any other third party. The discussion will take about two hours.

Is there someone between the ages of 18 and 64 living in this household?

- Yes [CONTINUE]  
 No [THANK AND TERMINATE]

We would like to talk to people in different age groups. What are the ages of the people in this household who are between 18 and 64 years old?

- Between 18 and 34

And/Or

- Between 35 and 64

[RECRUIT ONLY ONE PERSON PER HOUSEHOLD. IF MORE THAN ONE PERSON IN AGE RANGE, FILL YOUNGER GROUPS FIRST]

May I speak to the person who is between X and Y years of age?

[REPEAT INTRO]

Would you be interested in participating in one of these groups, which would be held at a location in \_\_\_\_\_ on \_\_\_\_\_.

- Yes [CONTINUE]  
No [THANK AND TERMINATE]

Now, I would like to ask you a few questions to see if you qualify to attend.

1. Do you or does anyone in your household work in, or is retired from, any of the following areas?"  
**[READ LIST IF "YES" TO ANY, THANK AND TERMINATE]**
- A. An advertising agency
  - B. A market research company
  - C. The media, that is for TV, Radio or a newspaper
  - D. The Government of Canada or the Canadian Forces
2. Have you participated in a focus group in the last year? **[IF "YES" - THANK AND TERMINATE. AIM TO HAVE THREE QUARTERS OF PARTICIPANTS WHO HAVE NEVER ATTENDED A FOCUS GROUP]**

**[INTERVIEWER RECORD GENDER, DO NOT ASK]**

Male/Female **[50/50 Soft Quota]**

3. What is the highest level of formal education that you have completed? **[READ LIST]**

- Grade 8 or less – **[CONTINUE]**
- Some high school - **[CONTINUE]**
- Complete high school - **[CONTINUE]**
- Technical, vocational post-secondary - **[CONTINUE]**
- Some university - **[CONTINUE]**
- Complete university degree - **[CONTINUE]**
- Postgraduate degree - **[CONTINUE]**
- Don't know/Refuse – **[TERMINATE]**

**[SOFT QUOTA ON RANGE OF EDUCATION ATTAINMENT LEVELS]**

4. Which of the following categories best describes your annual household income? That is, the total annual income before taxes – or gross income – of all persons in your household combined?

- Under \$10,000 - **[CONTINUE]**
- \$10,000 to less than \$20,000 - **[CONTINUE]**
- \$20,000 to less than \$30,000 - **[CONTINUE]**
- \$30,000 to less than \$40,000 - **[CONTINUE]**
- \$40,000 to less than \$50,000 - **[CONTINUE]**
- \$50,000 to less than \$60,000 - **[CONTINUE]**
- \$60,000 to less than \$70,000 - **[CONTINUE]**
- \$70,000 to less than \$80,000 - **[CONTINUE]**
- \$80,000 to less than \$90,000 - **[CONTINUE]**
- \$90,000 to less than \$100,000 - **[CONTINUE]**
- \$100,000 or more – **[CONTINUE]**
- Don't know/Refuse – **[TERMINATE]**

**[ELIMINATE ANY DON'T KNOW OR REFUSED AT THIS QUESTION]**

**[SOFT QUOTA ON RANGE OF INCOME BANDS]**

Thank you, you qualify to participate in the groups. Those who qualify and attend the session will receive \$60.00 as a token of our appreciation - as part of the discussion you may need to read some printed materials, if you wear glasses for reading can you please remember to bring them to the group so that you can read the materials.

At the facility, you will be asked to produce photo identification, so please remember to bring something with you. (INTERVIEWER NOTE: If respondent says they do not have photo ID, then any other form of ID will do).

NAME: \_\_\_\_\_

DAYTIME PHONE NUMBER: \_\_\_\_\_

EVENING PHONE NUMBER: \_\_\_\_\_

We are reserving a special place for you at this session. There will only be a few people attending, so if for any reason you cannot attend, please call (FIELD SUPERVISOR PHONE NUMBER) as soon as possible so that we can select someone else to take your place. Also, someone from our office will be calling you back to confirm these arrangements.

THANK YOU VERY MUCH! WE LOOK FORWARD TO SEEING YOU THERE.

RECRUITED BY: \_\_\_\_\_

CONFIRMED BY: \_\_\_\_\_

## B2. Version française

### NOTE À L'INTENTION DE LA PERSONNE RESPONSABLE DU RECRUTEMENT

**Il est important de lire le questionnaire exactement de la manière dont il est écrit. Si vous rencontrez des difficultés de quelle que nature que ce soit, vous êtes priés de consulter votre superviseur sans délai.**

Bonjour/Bonsoir, je m'appelle \_\_\_\_\_ et je vous téléphone de la part de Léger Marketing. Tout d'abord, vous devez savoir que nous sommes une firme professionnelle de recherche sur l'opinion publique. Notre rôle consiste à recueillir l'opinion des gens. Nous ne cherchons pas d'aucune manière à vous vendre quoi que ce soit.

De temps en temps, il nous arrive de recueillir l'opinion des gens en leur demandant de discuter avec eux. Actuellement, nous nous préparons à mener une série de discussions au nom du Gouvernement du Canada, et c'est la raison pour laquelle nous prenons contact avec vous. Accepteriez-vous de participer à une telle discussion? Votre participation est entièrement volontaire et toute l'information que vous fournirez sera traitée conformément à la Loi sur la protection des renseignements personnels. Les noms complets des participants ne seront pas fournis ni au gouvernement ni à une tierce partie. La discussion durera environ deux heures.

Y a-t-il une personne âgée de 18 à 64 ans habitant votre foyer?

Oui [CONTINUER]

Non [REMERCIER ET TERMINER]

Nous aimerions parler à des personnes de groupes d'âges différents. Quel âge ont les personnes de votre foyer qui ont de 18 à 64 ans?

De 18 à 34 ans

Et/Ou

De 35 à 64 ans

**[RECRUTER SEULEMENT UNE PERSONNE PAR FOYER. SI PLUS D'UNE PERSONNE DANS CE GROUPE D'ÂGE, COMPLÉTER LES GROUPES LES PLUS JEUNES EN PREMIER.]**

Pourrais-je parler à la personne âgée de X à Y ans?

[RECOMMENCER L'INTRO]

Seriez-vous intéressé à participer à un de ces groupes, qui se tiendrait dans un édifice à \_\_\_\_\_ sur \_\_\_\_\_?

Oui [CONTINUER]

Non [REMERCIER ET TERMINER]

J'aimerais maintenant vous poser quelques questions pour voir si vous rencontrez nos critères d'éligibilité pour participer.

1. Est-ce que vous ou quelqu'un dans votre foyer travaille dans un des domaines suivants? [LIRE LISTE SI "OUI" À UN DES CAS, REMERCIER ET TERMINER ]

A. Une agence de publicité

- B. Une compagnie de recherche marketing
  - C. Les médias, c'est-à-dire la télévision, la radio ou les journaux
  - D. Le Gouvernement du Canada ou les Forces canadiennes
2. Avez-vous participé à un groupe de discussion au cours de la dernière année? **[SI "OUI" - REMERCIER ET TERMINER. NOUS VISIONS À CE QUE LES TROIS QUARTS DES PARTICIPANTS N'AIENT JAMAIS PARTICIPÉ À UN GROUPE DE DISCUSSION]**

**[L'INTERVIEWEUR ENREGISTRE LE SEXE : NE PAS DEMANDER]**

Hommes/Femmes **(50/50 Quota souple)**

3. Quel est votre plus haut niveau d'éducation complété? **[LIRE LISTE]**
- École primaire ou 8<sup>e</sup> année – **[CONTINUER]**
  - École secondaire partiellement - **[CONTINUER]**
  - École secondaire complétée – **[CONTINUER]**
  - École technique, postsecondaire professionnel – **[CONTINUER]**
  - Université partiellement – **[CONTINUER]**
  - Diplômé de l'université – **[CONTINUER]**
  - Diplôme postuniversitaire – **[CONTINUER]**
  - Ne sais pas / Refus – **[TERMINER]**

**[QUOTA SOUPLE SUR LA GAMME DE NIVEAU D'ÉDUCATION]**

4. Quelle catégorie parmi les suivantes décrit le mieux le revenu annuel de votre foyer? C'est-à-dire la somme de tous les revenus annuels avant les impôts, ou revenus bruts de toutes les personnes habitant dans votre foyer?
- Moins de 10 000 \$ - **[CONTINUER]**
  - 10 000 \$ à moins de 20 000 \$ - **[CONTINUER]**
  - 20 000 \$ à moins de 30 000 \$ - **[CONTINUER]**
  - 30 000 \$ à moins de 40 000 \$ - **[CONTINUER]**
  - 40 000 \$ à moins de 50 000 \$ - **[CONTINUER]**
  - 50 000 \$ à moins de 60 000 \$ - **[CONTINUER]**
  - 60 000 \$ à moins de 70 000 \$ - **[CONTINUER]**
  - 70 000 \$ à moins de 80 000 \$ - **[CONTINUER]**
  - 80 000 \$ à moins de 90 000 \$ - **[CONTINUER]**
  - 90 000 \$ à moins de 100 000 \$ - **[CONTINUER]**
  - 100 000 \$ ou plus – **[CONTINUER]**
  - Ne sais pas/Refus - **[TERMINER]**

**[ÉLIMINER TOUS LES NE SAIS PAS OU REFUS À CETTE QUESTION]**

**[QUOTA SOUPLE SUR LES TRANCHES DE REVENUS]**

**[ÉLIMINER LES PERSONNES NE POUVANT S'EXPRIMER AVEC CLARTÉ]**

Merci, vous vous êtes qualifié pour les groupes de discussions. Les personnes qui sont qualifiées et qui participeront à la discussion recevront 60,00 \$ en guise de remerciement.

Il se peut qu'au cours de la discussion vous ayez à lire du matériel imprimé. Si vous devez porter des lunettes pour la vue, veuillez penser à les apporter lors du groupe de discussion.

Assurez-vous d'apporter une preuve d'identité avec photo, car une fois sur les lieux, vous devrez la présenter. **[NOTE À L'INTERVIEWEUR: Si le répondant dit qu'il n'a pas de pièce d'identité avec photo, alors n'importe quelle autre pièce d'identité fera l'affaire].**

NOM: \_\_\_\_\_

NUMERO DE TÉL. DURANT LA JOURNÉE : \_\_\_\_\_

NUMÉRO DE TÉL. EN SOIRÉE: \_\_\_\_\_

Nous réservons un siège pour vous pour toute la durée du groupe de discussion. Seul un nombre restreint de personnes participeront, donc si pour une raison quelconque vous ne pouvez pas participer, veuillez s'il vous plaît communiquer avec xxxx au xxx-xxx-xxxx (ou composer le xxx-xxx-xxxx **[NUMÉRO DE TÉLÉPHONE DU SUPERVISEUR TERRAIN]**) le plus rapidement possible afin que nous puissions sélectionner un remplaçant. Un représentant de nos bureaux communiquera avec vous afin de confirmer ces renseignements.

MERCI BEAUCOUP. NOUS AVONS BIEN HÂTE DE VOUS RENCONTRER!

RECRUTÉ PAR: \_\_\_\_\_

CONFIRMÉ PAR: \_\_\_\_\_

# Appendix C – Survey Questionnaire

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## C1. English Version

### FINAL Questionnaire

#### INTRO

Good morning (afternoon, evening), my name is \$I from LEGER MARKETING of Montréal.

WE ARE NOT SELLING ANYTHING. We are conducting a survey for the Government of Canada on issues in the news. Your responses will be kept entirely confidential and anonymous. Your individual answers will not be shared and will be simply aggregated for analysis. This survey is registered with the national survey registration system.

Any information you provide will be administered in accordance with the Privacy Act and other applicable privacy laws. Your participation is voluntary and your decision to participate or not will not affect any dealings you may have with the federal government in any way.

[If asked] The survey will take about 8 minutes to complete.

First of all, can you please tell me if you are at least 18 years old?

[If asked contact for more information: XXXXXXXX - XXXXXXXX]

\_\_\_\_\_

1. Thinking of the issues facing Canada today, which one would you say the Government of Canada should focus on most? [CAPTURE FIRST MENTION] Any others? [Up to 3 MENTIONS]

[NO PRE-CODED LIST - INTERVIEWER NOTE: TOP ANSWER MUST BE RECORDED FIRST]

2. Do you recall seeing, reading or hearing anything recently about Canada's mission in Afghanistan?

- Yes
- No

[IF 'YES AT Q2 CONTINUE, OTHERWISE SKIP TO Q4]

3. What did you see, read or hear? [OPEN END – MULTIPLE MENTIONS – RECORD FIRST MENTION]

4. Based on what you have seen, read or heard about Canada's mission in Afghanistan, what would you say are the main objectives of this effort? What else? [ACCEPT UP TO THREE RESPONSES. CODE FIRST RESPONSE SEPARATELY. DO NOT READ LIST]

- Establish law and order
- Help the Government of Afghanistan to deliver core services and promote economic growth
- Provide humanitarian assistance to people in need
- Enhance the management and security of the Afghanistan-Pakistan border
- Build Afghan institutions and support democratic processes such as elections
- Contribute to Afghan-led political reconciliation efforts
- Dahla Dam repair
- Polio eradication program
- Strengthening education
- Peacekeeping/bring stability/order
- Eliminate Taliban
- Reconstruction/humanitarian assistance
- Free Afghan people/democracy
- War/combat/defeat insurgents/defeat terrorists
- Supporting Americans
- Negative behavior – e.g. trying to take over, there because of oil
- They should come home
- Other specify

5. Based on what you have read, seen or heard, which of the following 3 statements do you think best represents Canada's PLANS for the mission in Afghanistan? [RANDOMIZE – CHOOSE ONE]

- Canada will withdraw their military from Afghanistan in the coming year
- Canada plans to continue their military mission in Afghanistan indefinitely
- Canada plans to withdraw their military from Afghanistan over the next 10 years

6. As you may have heard, the Government of Canada has announced that it will withdraw the majority of its military personnel from Afghanistan in July 2011. Have you heard anything about what Canada's plans are in Afghanistan AFTER the withdrawal in 2011?

If so, what have you heard? [OPEN END – MULTIPLE MENTIONS]



7. In your opinion, what should Canada do after our military mission is supposed to finish in 2011. Which of the following would you most likely support? (CHOOSE ONE)

- Bring all of our troops home
- Keep our troops in Afghanistan but have them help train Afghan soldiers or police officers
- Extend our current military mission in Afghanistan

8. To what extent do you agree or disagree with the following statements about Canada's activities in Afghanistan? (READ). [ROTATE ORDER] (How about...?)

- Canada has done more than its fair share in Afghanistan
- I am proud of the role the Canadian Forces has played in Afghanistan

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

10. As we mentioned previously, the Government of Canada has announced that Canada's military mission will end in 2011 and that the nature of Canada's work in Afghanistan will be focused on humanitarian and diplomatic efforts. Do you agree or disagree with this plan of focusing on humanitarian and diplomatic efforts?

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

DEMOS

We have a final few questions for statistical purposes only.

In what year were you born? [RANGE: 1900-1992]

What is the highest level of formal education that you have completed? [READ LIST].

Grade school or some high school

Complete high school

Technical, vocational post-secondary

Some university

Complete university degree

Post graduate degree

Refused

Which of the following categories best describes your annual household income? That is, the total annual income before taxes – or gross income – of all persons in your household combined? Just stop me when I reach your category.

- Under \$10,000
- \$10,000 to less than \$20,000
- \$20,000 to less than \$30,000
- \$30,000 to less than \$40,000
- \$40,000 to less than \$50,000
- \$50,000 to less than \$60,000
- \$60,000 to less than \$70,000
- \$70,000 to less than \$80,000
- \$80,000 to less than \$90,000
- \$90,000 to less than \$100,000
- \$100,000 or more
- Refused

Which of the following describe your citizenship status? [DO NOT RANDOMIZE; READ LIST; CHOOSE ONLY ONE]

- Born in Canada
- Immigrated to Canada and became a Canadian citizen
- Landed Immigrant or Permanent Resident
- Other

To better understand how results vary by communities of different sizes, may I have your 6-digit postal code? (Record postal code)

Gender [DO NOT ASK, RECORD MALE/FEMALE]

CODE MALE/FEMALE:

- Male
- Female

**Thank you for taking part in this survey and taking the time to give us your views.**

CLOSE INTERVIEW

## C2. Version française

Bonjour, je m'appelle \_\_\_\_\_. Je vous appelle au nom de Léger Marketing. NOUS N'AVONS RIEN À VENDRE. Nous menons un sondage pour le compte du gouvernement du Canada sur des questions d'actualité. Je tiens à signaler que vos réponses demeureront absolument confidentielles et que ce sondage est inscrit auprès du système national d'enregistrement des sondages.

Tous les renseignements que vous fournirez seront gérés conformément à la Loi sur la protection des renseignements personnels et à toute autre loi applicable en matière de confidentialité. Votre participation est entièrement volontaire, et votre décision de participer ou non n'aura aucune incidence sur les relations que vous pourriez avoir avec le gouvernement fédéral.

[Si le répondant le demande] Ce sondage prendra environ 8 minutes.

Avez-vous 18 ans ou plus?

FILTR.

Est-ce que vous-même ou un membre de votre famille ou de votre foyer travaillez dans l'un ou l'autre des secteurs suivants? [LIRE]

La publicité ou les études de marché (marketing)

Les médias, comme la télévision, la radio ou les journaux

Le gouvernement du Canada / Une société d'État

Le ministère de la Défense nationale/les Forces canadiennes

Aucun

Ne sait pas [NE PAS LIRE]

Refus [NE PAS LIRE]

Q1A

Si vous pensez aux enjeux auxquels le Canada est actuellement confronté, à votre avis, sur quel enjeu le gouvernement du Canada devrait-il le plus miser ses efforts?

Q1B

Y en a-t-il d'autres?

Q2

Vous souvenez-vous avoir vu, lu ou entendu quoi que ce soit sur la mission du Canada en Afghanistan?

Oui

Non

Ne sait pas [NE PAS LIRE]

Refus [NE PAS LIRE]

Q3A

Qu'avez-vous vu, lu ou entendu?

Q3B.

Quoi d'autre?

Q4A

D'après ce que vous avez vu, lu ou entendu au sujet de la mission du Canada en Afghanistan, quels sont d'après vous les principaux objectifs de cet effort?

Q4B

Quoi d'autre?

Établir la loi et l'ordre

Aider le gouvernement afghan à fournir les services essentiels et à promouvoir la croissance économique

Fournir une aide humanitaire aux personnes qui en ont besoin

Améliorer la gestion de la frontière entre l'Afghanistan et le Pakistan et y renforcer la sécurité

Bâtir des institutions afghanes et appuyer les processus démocratiques, tel les élections

Contribuer aux efforts de réconciliation politique menés par les Afghans

Remettre en état le barrage de Dahla

Programme d'éradication de la polio

Renforcement des capacités en matière d'éducation

Maintien de la paix / Apporter la stabilité/l'ordre

Éliminer les Talibans

Reconstruction / Aide humanitaire

Libérer le peuple afghan / Démocratie

Guerre / Combat / Vaincre les insurgés / Vaincre les terroristes

Appuyer les Américains

Comportement négatif – ex. : essayer de prendre le pouvoir, sont là à cause du pétrole

Devraient rentrer au pays

Autre, veuillez préciser

Ne sait pas [NE PAS LIRE]

Refus [NE PAS LIRE]

Q5

D'après ce que vous avez vu, lu ou entendu, lequel des 3 énoncés suivants représente le mieux les **PLANS** du Canada concernant la mission en Afghanistan selon vous?

- Le Canada va retirer son personnel militaire de l’Afghanistan au cours de la prochaine année
- Le Canada prévoit continuer sa mission militaire en Afghanistan indéfiniment
- Le Canada prévoit retirer son personnel militaire de l’Afghanistan au cours des 10 prochaines années

Q6

Comme vous en avez peut-être entendu parler, le gouvernement du Canada a annoncé qu’il retirera la majeure partie de son personnel militaire de l’Afghanistan en juillet 2011. Vous souvenez-vous avoir entendu quoi que ce soit concernant les plans du Canada en Afghanistan **APRÈS** le retrait de 2011?

Si oui, qu’avez-vous entendu?

Q7

À votre avis, que devrait faire le Canada après notre mission militaire qui est sensée se prendre fin en 2011? Quelle proposition parmi les suivantes seriez-vous plus enclin à appuyer?

- Rapatrier toutes nos troupes
- Laisser nos troupes en Afghanistan pour qu’elles aident dans la formation des soldats afghans ou des policiers
- Prolonger notre présente mission militaire en Afghanistan

Q8

Dans quelle mesure êtes-vous en accord ou en désaccord avec les énoncés suivants sur les actions du Canada en Afghanistan?

- Le Canada a fait plus que sa part en Afghanistan.
- Je suis fier du rôle qu’ont joué les Forces canadiennes en Afghanistan.

Fortement en accord

D’accord

Ni en accord ni en désaccord

En désaccord

Fortement en désaccord

Ne sait pas [NE PAS LIRE]

Refus [NE PAS LIRE]

Q9

Comme il a été mentionné précédemment, le gouvernement du Canada a annoncé que la mission militaire du Canada se terminera en 2011, et que la nature du travail effectué en Afghanistan sera concentrée sur les efforts humanitaires et diplomatiques. Dans quelle mesure êtes-vous en accord ou en désaccord avec ce plan visant une concentration sur des efforts humanitaires et diplomatiques?

Fortement en accord

En accord

Ni en accord ni en désaccord

En désaccord

Fortement en désaccord

Ne sait pas [NE PAS LIRE]

Refus [NE PAS LIRE]

## DÉMO

Vos réponses aux questions suivantes serviront seulement à des fins statistiques

ÂGE

En quelle année êtes-vous né?

SCOL

Quel est votre niveau de scolarité le plus élevé complété? [LIRE LA LISTE].

École primaire ou études secondaires en partie

Diplôme d'études secondaires

Études postsecondaires techniques ou professionnelles

Études universitaires en partie

Diplôme d'études universitaires de 1<sup>er</sup> cycle

Diplôme d'études universitaires de 2<sup>e</sup> ou de 3<sup>e</sup> cycle

Refus [NE PAS LIRE]

REVEN

Laquelle des catégories suivantes décrit le mieux le revenu annuel de votre foyer, c'est-à-dire le revenu total avant impôt – ou revenu brut – de tous les membres de votre foyer

combinés? Veuillez simplement m'arrêter lorsque je lirai votre catégorie.

Moins de 10 000 \$

10 000 \$ à moins de 20 000 \$

20 000 \$ à moins de 30 000 \$

30 000 \$ à moins de 40 000 \$

40 000 \$ à moins de 50 000 \$

50 000 \$ à moins de 60 000 \$

60 000 \$ à moins de 70 000 \$

70 000 \$ à moins de 80 000 \$

80 000 \$ à moins de 90 000 \$

90 000 \$ à moins de 100 000 \$

100 000 \$ ou plus

Refus [NE PAS LIRE]

#### STATU

Lequel des énoncés suivants décrit votre statut de citoyen...

Né au Canada

A immigré au Canada et est devenu citoyen canadien

Immigrant admis ou résident permanent

Autre

Refus [NE PAS LIRE]

#### CODE

Pour mieux comprendre comment les résultats varient entre les communautés de tailles diverses, pouvez-vous me donner votre code postal à six caractères? (Inscrire le code postal.)

Sexe [NE PAS POSER, INSCRIRE HOMME/FEMME]

Homme

Femme