

# **Using Polling for Communications Strategy in Conflict Situations: Two Case Studies**

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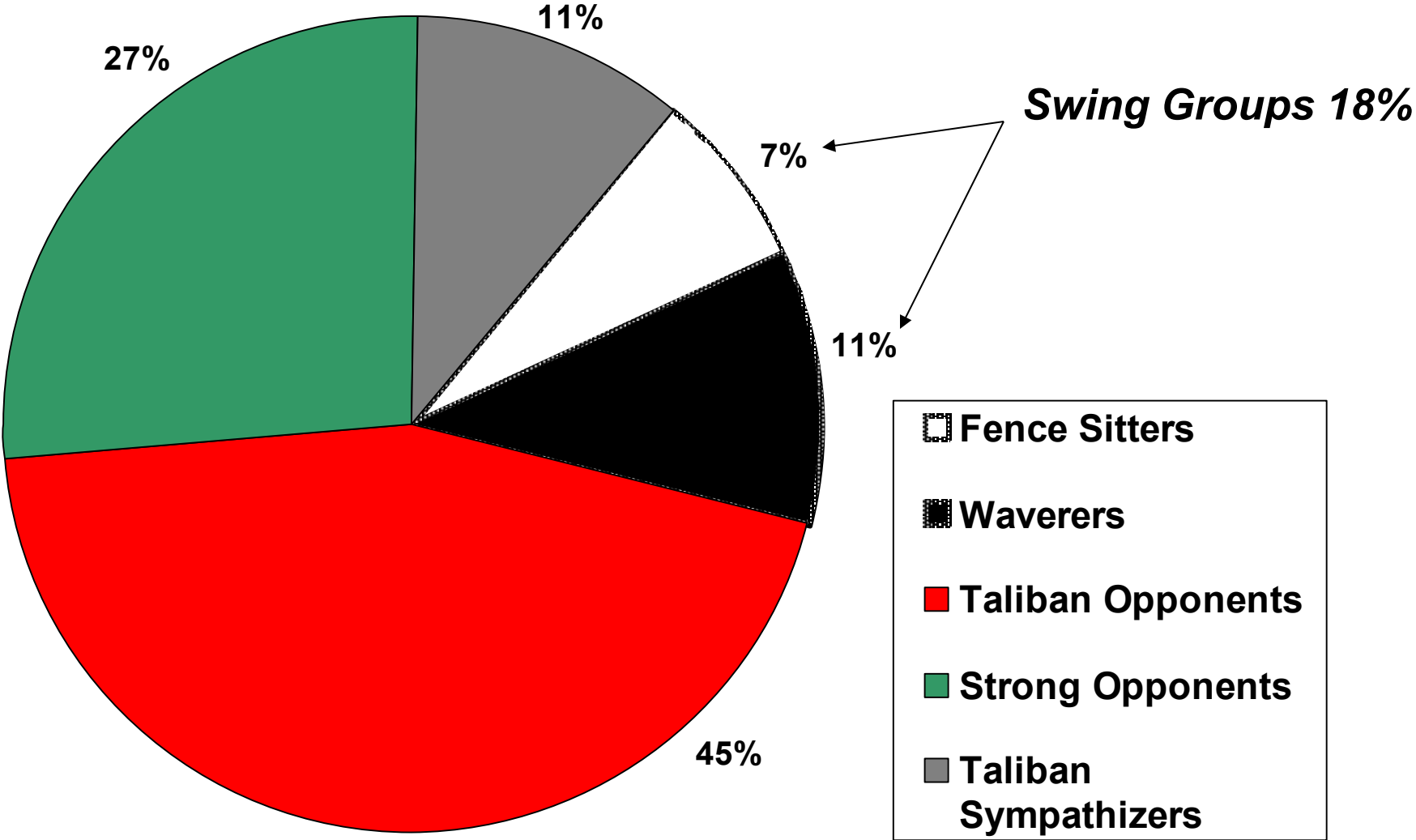
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# Keys to Strategic Communications Polling

- **Determine the key factor for influence**
  - What are you trying to change?
  - Create a composite variable if necessary
- **Focus on the key variable**
  - Highlight it – levels, trends, distribution
  - Look for drivers
- **Identify the swing group**
  - Demographics, Media (Targeting)
  - Messages

# **Afghanistan Survey Presentation 2006**

# About 18% of the Afghan public are “swing voters” in the contest with the Taliban.



# Swing Afghans tend to be in the conflict zones, jobless, and uneducated rural men.

	Swing Groups: 18%	Taliban Sympathizers: 11%
<b>Geography</b>	NE 30%, SE 30%, SW 21%, E 19%	SE 31%, E 25%, SW 16%
<b>Demographics</b>	Unemployed men 19% Rural men, less than primary school: 22% Farmer/farm laborer, less than primary school: 29% Men, Top 7 opium provinces: 26%	Unemployed men 28% Rural men, less than primary school: 18% Farmer/ farm laborer: 14%
<b>Ethnicity</b>	Uzbek 23% Turkomen 22% Tajik No School 21%	Pashtun 19%

# Members of the swing groups are positive on the country, Karzai, and the future.

	Swing Groups:	Taliban Sympathizers:
<b>Country Direction</b>	<b>Divided</b> Fence-Sitters 62% positive, Waverers 49%	<b>Negative</b> 24% positive
<b>Karzai Job Performance</b>	<b>Favorable</b> 61% Positive, 36% Negative	<b>Hostile</b> 56% Negative, 44% Positive
<b>Future Expectations</b>	<b>Hopeful</b> 52%	<b>'Don't know'</b> predominant 42%

# Swing Afghans favor democracy and women in parliament.

	Swing Groups:	Taliban Sympathizers:
<b>Democracy and Islam</b>	<b>Islam can be democratic</b> Fence-Sitters 59% to 28%, Waverers 72% to 14%	<b>Democracy challenges Islam</b> 50% to 40%
<b>Women in Parliament</b>	<b>Yes, 74% to 25%</b>	<b>No, 52% to 45%</b>

# The swing groups can be reached by radio but often live far from roads.

<b>Swing Groups:</b>	
<b>Main Information</b> <b>Sources: National Affairs</b>	Friends/Family: 29% Afghan Radio: 26% International Radio: 24% TV: 13% Local Leaders: 7%
<b>Roads: &gt; 4 km away</b>	31%

# **Morality, Democracy, Development, Girls' Education, are Potential Wedge Issues**

- **Several wedge issues can divide swing groups from Taliban sympathizers.**
- **Morality: brutal Taliban tactics shock even Taliban sympathizers**
- **Democracy: Swing groups like it, Taliban says it's un-Islamic**
- **Girls' schools: Almost half of swing groups have daughters in school**
- **Karzai Government: Swing groups are not anti-Karzai.**
- **Development: We build what people need, Taliban destroys**
- **Need further research to find best messages, messengers.**

# **End State Metrics Presentation 2006**

# Ideological Threat Components of Extremism

*Percent Scoring in Worst (0-33) Range on Each Index*

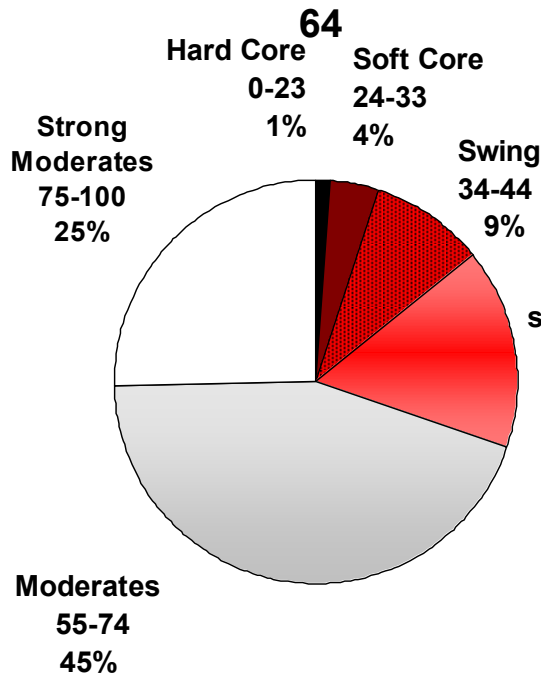
	Indonesia	Pakistan	Bangladesh
Perceptions of Moderate Islam (Hostile)	16%	18%	10%
Resonance of Extremist Ideology (Favorable)	6%	40%	38%
Extremist Parties, Leaders, Movements (Favorable)	32%	17%	9%
Islamic Extremists vs Present Government (Don't prefer present govt)	22%	31%	31%

# Ideological Threat X (Extremism) Index

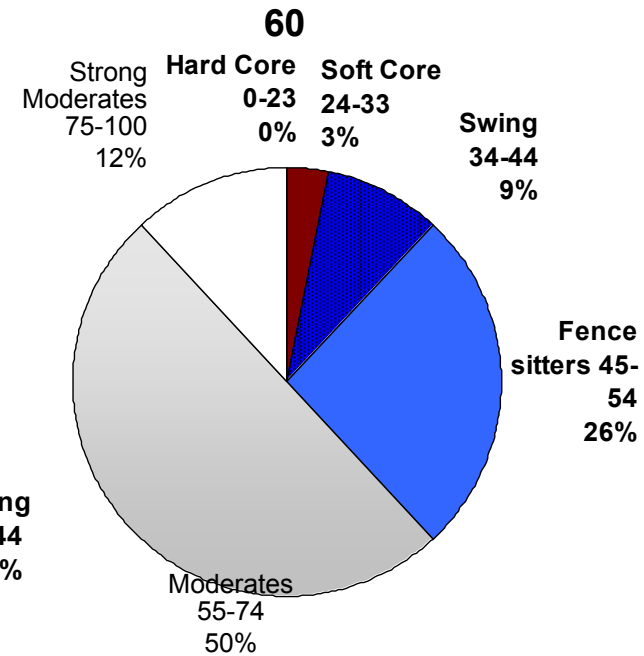
Country labels show average index score. Index includes results on Perceptions of Moderate Islam, Resonance of Extremist Ideology, Favorability to Local Extremists, and Extremist vs. Present Govt

Low scores (0-33) are worst, High (66-100) are best

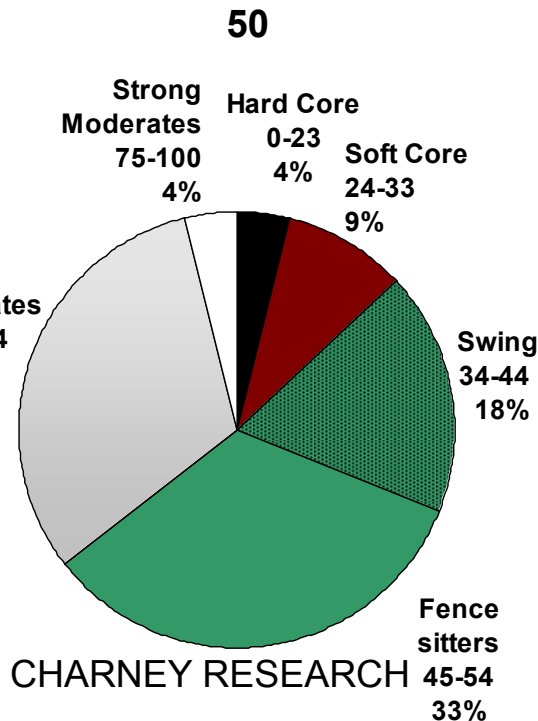
## Indonesia



## Bangladesh



## Pakistan



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# State Capacity

## Leader Job Performance and Favorability

	Indonesia	Pakistan	Bangladesh
National leader job performance (good/excellent)	<b><u>SBY</u>- 45%</b>	<b><u>Musharraf</u>- 34%</b>	<b><u>Zia</u>- 34%</b>
Favorable to national leader	<b><u>SBY</u>- 85%</b>	<b><u>Musharraf</u>- 60%</b>	<b><u>Zia</u>- 65%</b>
Favorable to Opposition leader	<b><u>Sukarnoputri</u>- 76%</b>	<b><u>Bhutto</u>- 54%</b>	<b><u>Wajed</u>- 66%</b>
Favorable to moderate Muslim leader	<b><u>Shihab</u>- 40%</b>	<b><u>Sharif</u>- 51%</b>	<b><u>Yunnus</u>- 84%</b>

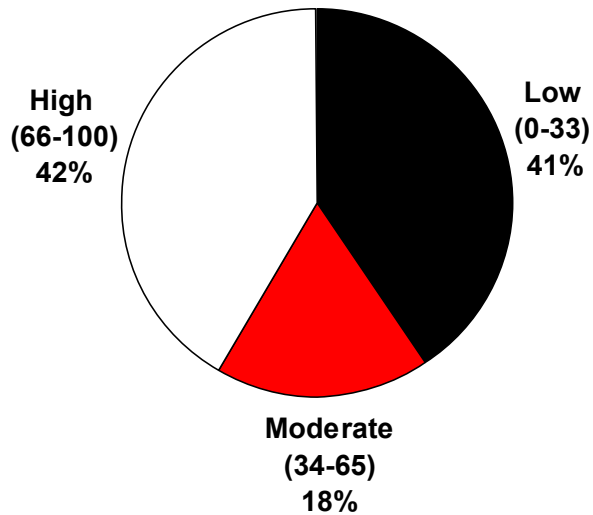
# State Capacity Performance Perceptions Index

Country labels show average index score. Index includes results on Country Direction, Leader/Govt Job Performance, Leader Favorability

Low scores (0-33) are worst, high (66-100) are best

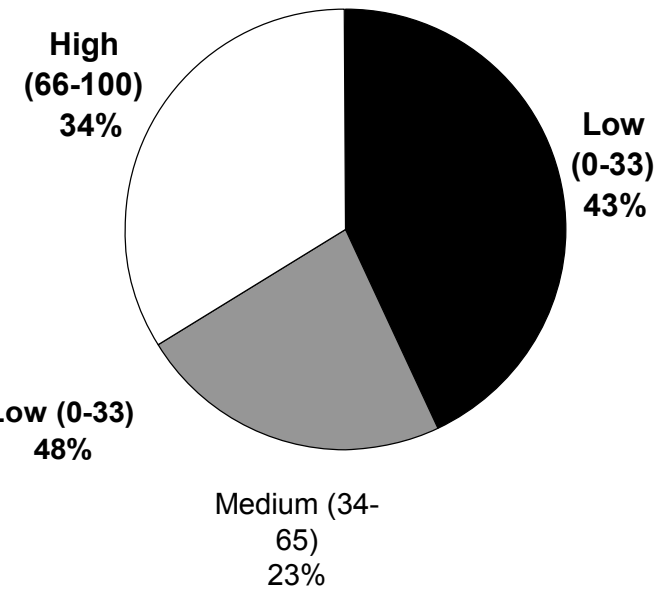
## Indonesia

52



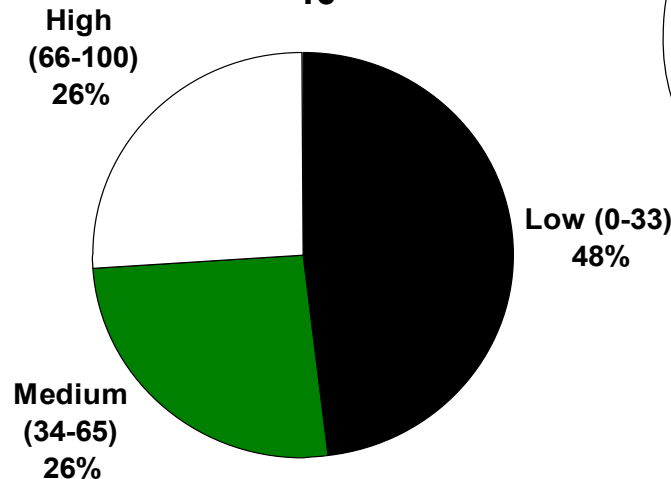
## Bangladesh

47



## Pakistan

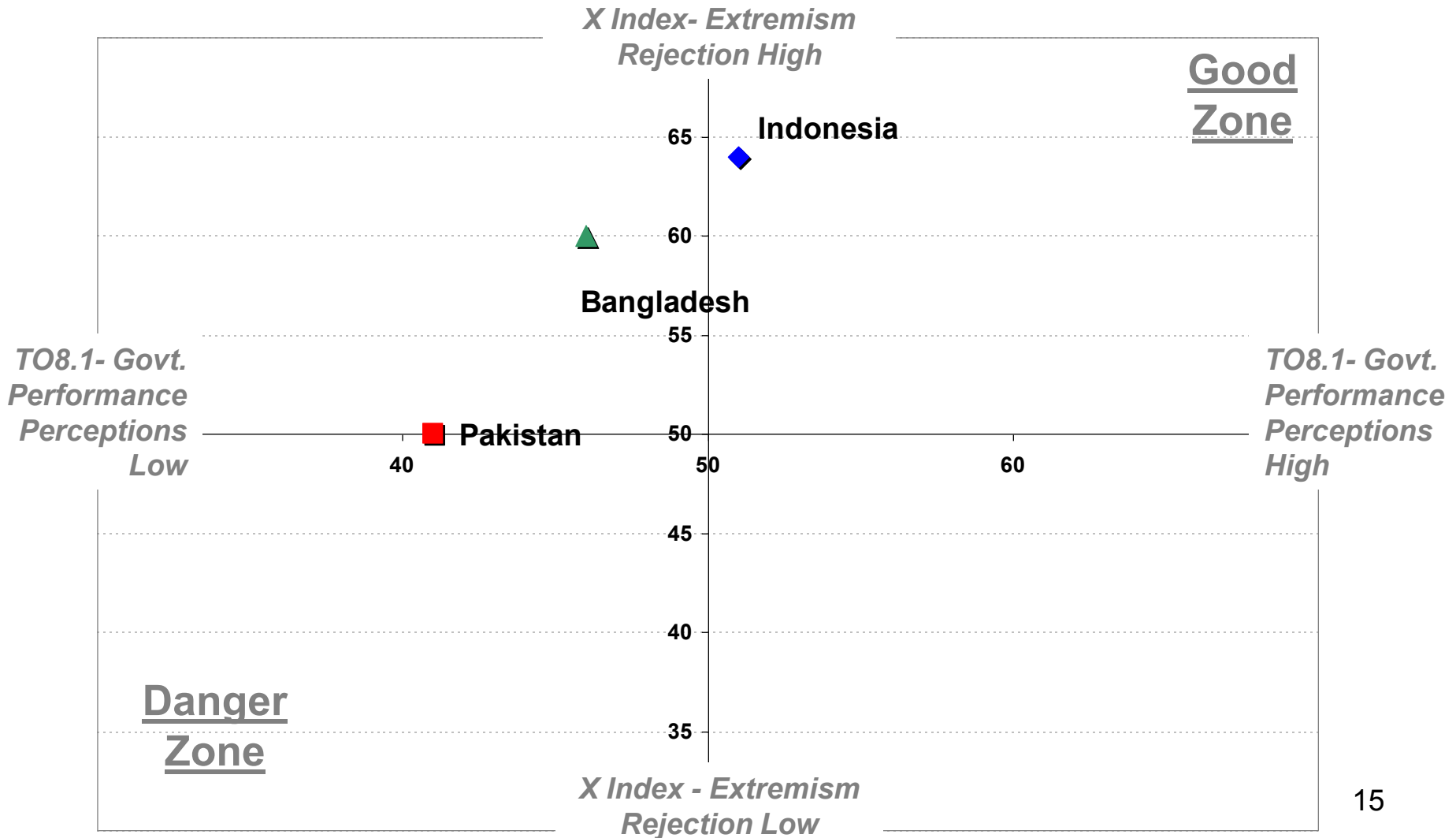
40



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# Strategic Analysis

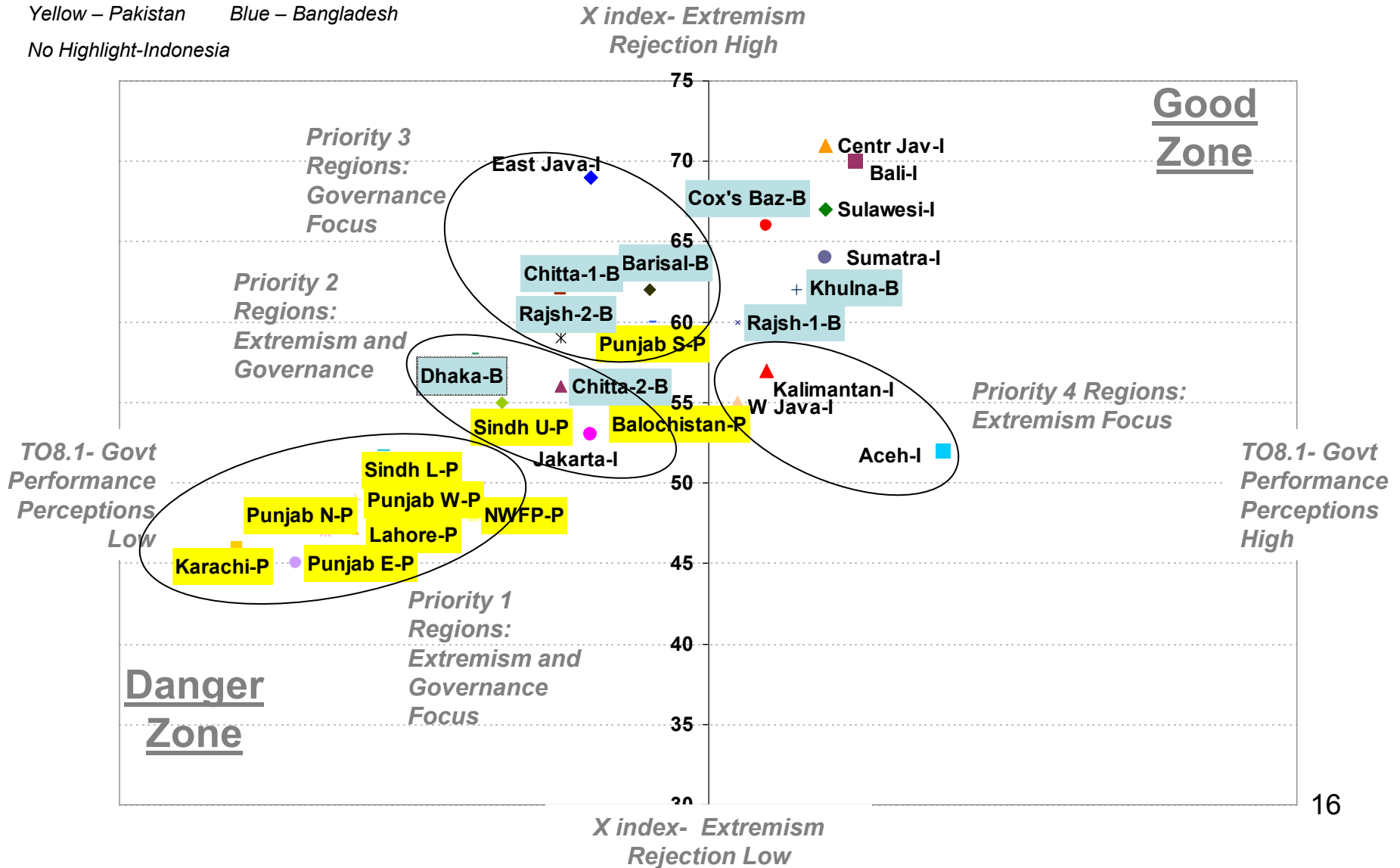
## Extremism vs. Performance Perceptions: Country Comparison



# Strategic Opportunities

## Extremism vs. Performance Perceptions: Regional Priorities

Yellow – Pakistan      Blue – Bangladesh  
 No Highlight-Indonesia



# Strategic Analysis

## X Index: Distinguishing Factors for the Swing Group

Attitudes of each group on these key distinguishing factors are ranked High (H), Medium (M), or Low (L) according to their acceptance of each item.

		HARDCORE 0-23	SOFTCORE 24-33	SWING 34-45	MODERATES 66-100
Religious intolerance within Islam	I	H	M	L	L
	P	H	M	M	L
	B		L	L	L
Hostility to religious out-groups	I	H	H	M	L
	P	H	H	M	L
	B		H	L	L
Support for religious involvement in politics	I	H	H	L	L
	P	H	M	M	L
	B		H	L	L
Rejection of violence	I	L	M	H	H
	P	L	M	H	H
	B		L	M	H
Favorability to bin Laden, Taliban	I	H	H	M	L
	P	H	H	M	L
	B		H	L	L
Rejection of GWOT	I	H	H	M	L
	P	H	L	L	L
	B		L	L	L