

## **List of Potential Third Party Supporters\***

### **TOP THIRD**

Local citizens that are perceived to be neutral, respected and well informed about the issue.

Health and safety professionals

Educators (especially those from respected local schools)

Non-profit voluntary health organizations

Non-management employees

Professional societies

### **MIDDLE THIRD**

Media

Environmental groups

### **BOTTOM THIRD**

Industry officials

Federal government officials

Environmental consultants from for-profit firms

*Changes from previous years:*

Environmental groups: 10-15% loss of credibility

Media: 5-10% gain in credibility

Government and industry: 10% loss in credibility

\* 1986 CMA