



New Mexicans View Second-Hand Smoke As Harmful To Health

In a public opinion study recently commissioned by the New Mexico chapter of the American Cancer Society, the results showed that New Mexicans overwhelmingly agree that second-hand cigarette smoke, or environmental tobacco smoke (ETS), is harmful to people's health.

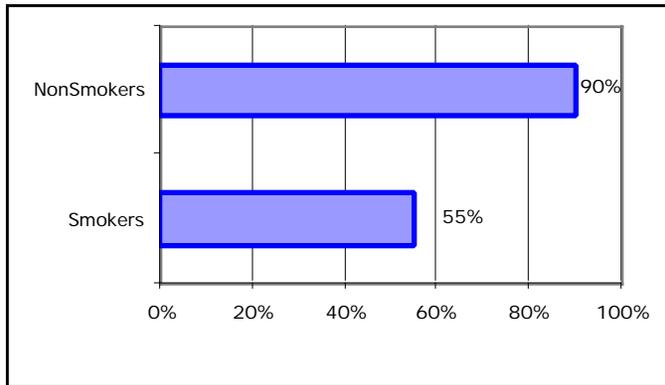
The study was conducted by Research & Polling, Inc. which is a professional opinion research group located in Albuquerque, New Mexico.

Between the dates of December 11 and December 17, 1998, the researchers randomly selected and interviewed over 400 individuals in a telephone-based study. All participants were at least 18 years of age and are registered voters.

When examining the research data based on personal and key demographic characteristics, a number of important relationships were discovered. These findings are shown in the illustrations included in this press release.

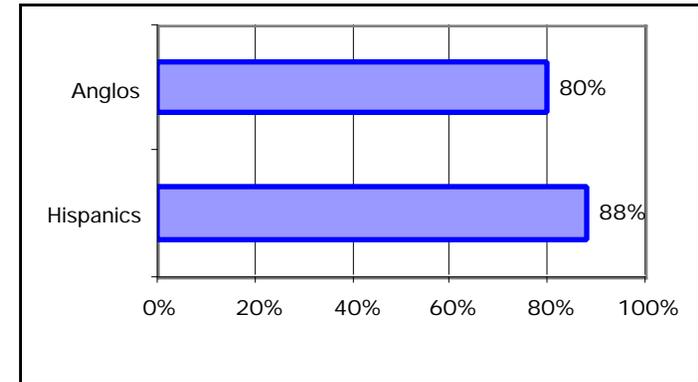
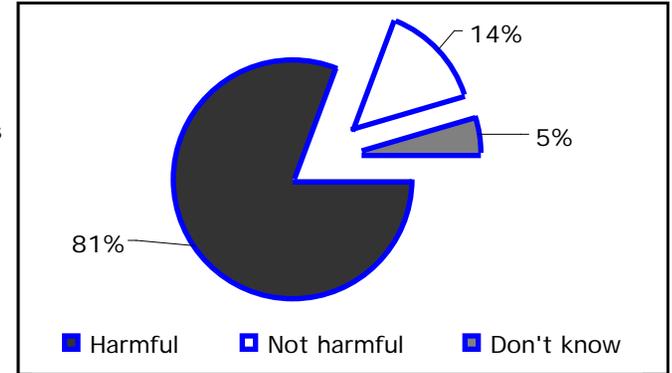
For more information, please contact the CCAA (505.293.2504) or the New Mexico chapter of the American Cancer Society (505.260.2105).

The CCAA would like thank the New Mexico chapter of the American Cancer Society for providing this important health-related information.

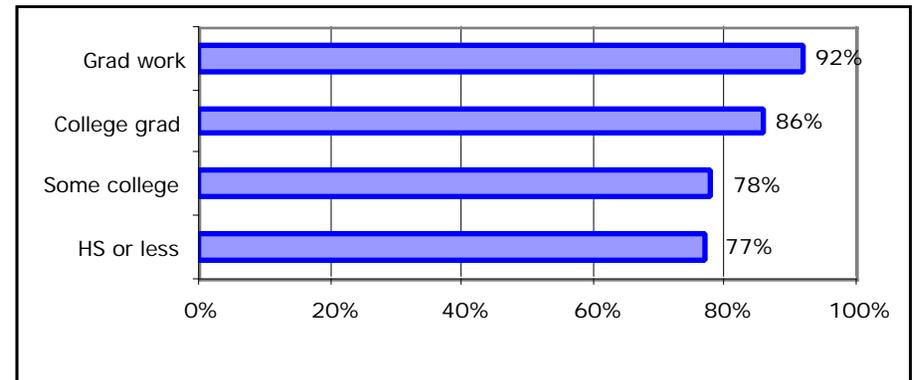


Nonsmokers are nearly twice as likely to rate second-hand cigarette smoke as harmful to health when compared to smokers.

Over 80% of New Mexico's registered voters rate second-hand cigarette smoke as harmful to health.



New Mexico's Hispanic population is more likely than Anglos to rate second-hand cigarette smoke as harmful to health.



As education increases, so does the likelihood that the individuals find second-hand smoke to be harmful to health.