



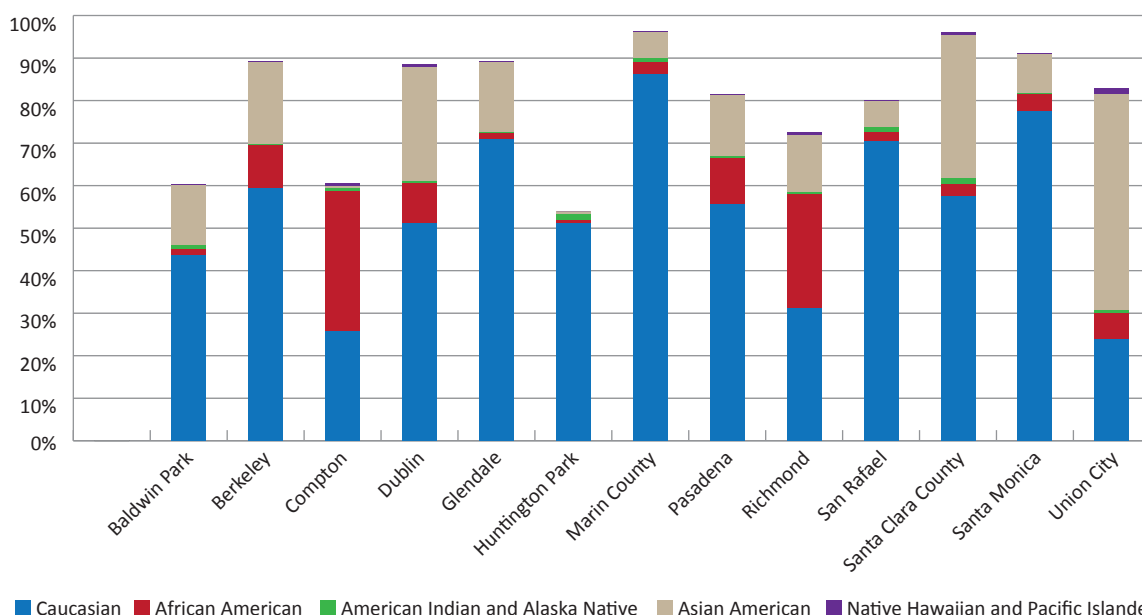
TOP OF THE CLASS

This year, there are 13 cities or counties that received an Overall Tobacco Control Grade of A. These communities across California are a diverse mix in many aspects, demonstrating that support for tobacco control exists in all types of communities.

These jurisdictions are of every size and are spread geographically throughout the state. They have populations as low as 53,462 (Dublin) and as high as 195,799 (Glendale). Six jurisdictions are located in the south (Baldwin Park, Compton, Glendale, Huntington Park, Pasadena, and Santa Monica) and seven are located in the north (Berkeley, Dublin, Richmond, Marin County, Santa Clara County, San Rafael, and Union City). In addition, these cities and counties have varying levels of income and ethnic diversity. The cities and counties range from predominantly white, to predominately Latino. The graphs below show a comparison of all 13 municipalities in the areas of Ethnicity, Latino Origin, Median Income, and Population.

ETHNICITY:

The graph below shows the ethnic breakdown of each of the 13 jurisdictions. Each municipality varies in its ethnic breakdown, from Union City, with a reported 50.9% Asian population, to Compton, with a 32.9% African American population (for information on Latino Origin, see Latino Origin below). Diverse communities across the state support tobacco control policies.

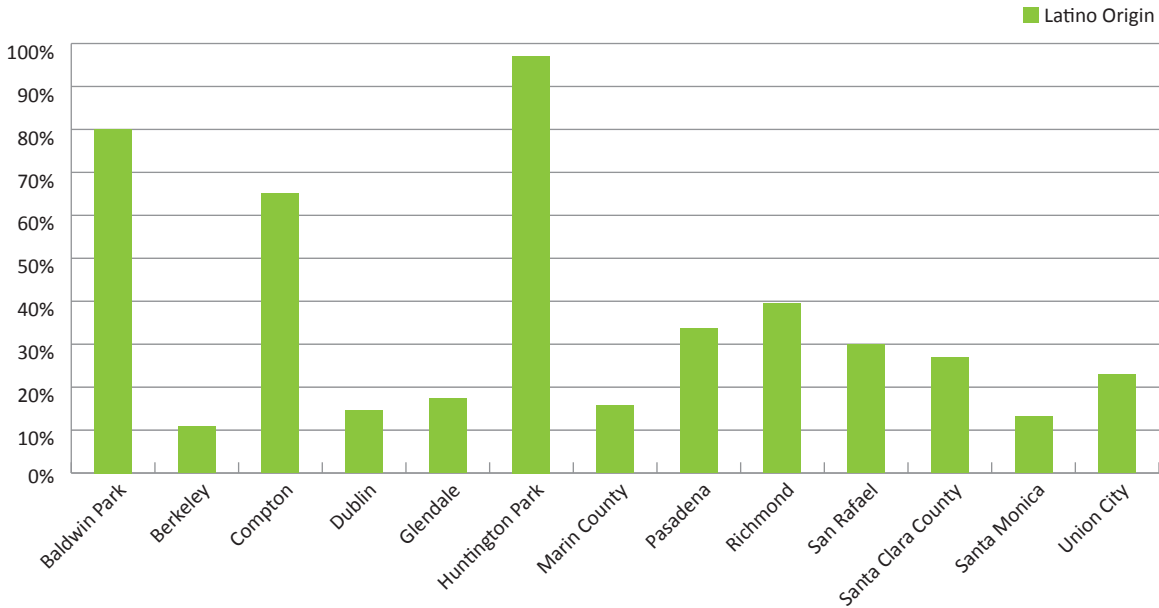


“The local policy in Berkeley has been a miracle in our building. The apartment corridors used to be full of secondhand smoke and since the adoption of the new smokefree housing law, this has become a rare experience today. Some of our residents have decreased the amount they smoke and several have quit smoking entirely. The impact of the policy plus the ‘No Smoking’ signage around the building has been effective in changing behavior and greatly reducing the secondhand smoke exposure for everyone.”

Carol Denney, Berkeley Resident

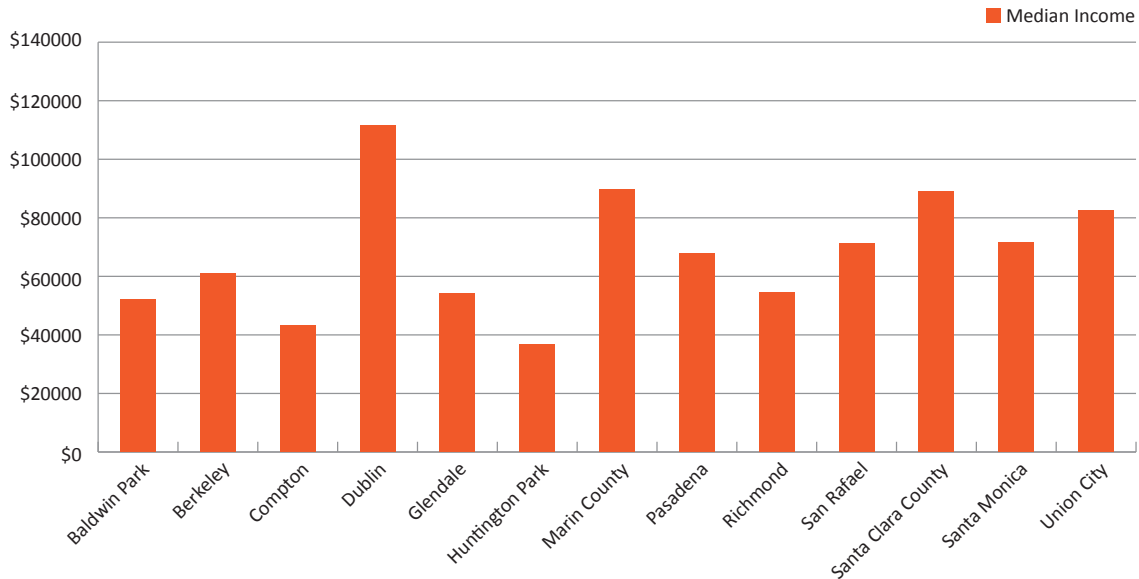
LATINO ORIGIN:

Because of the way in which the census is conducted, information on Latino Origin is collected separately from other racial demographics. The graph below depicts the percent of residents who are Latino in the cities and counties with an A grade. These municipalities range from predominantly Latino communities, such as Huntington Park with a population of 97.1% of Latino Origin, to communities with very low numbers of residents with Latino Origin, such as Berkeley (10.8%). Latino Origin, much like ethnicity, varies among the highest graded cities, demonstrating support from a diverse group of constituents.



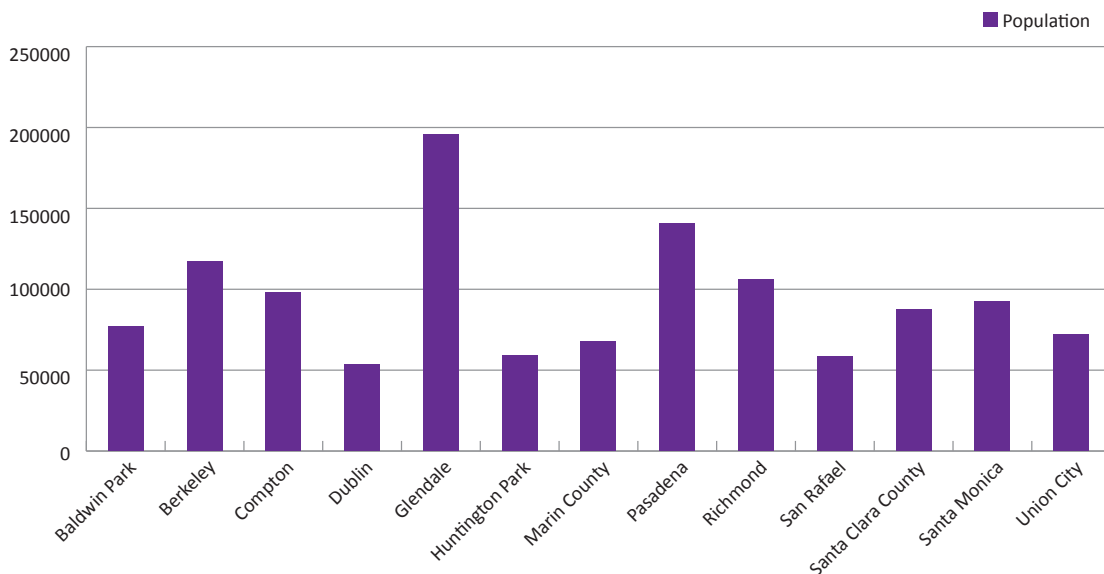
MEDIAN INCOME:

The graph below shows the median income for the 13 municipalities with overall A grades. These jurisdictions fall at all levels of the income scale, from wealthier communities such as Dublin (\$113,936) to less affluent communities such as Compton (\$40,876) and Huntington Park (\$34,395). There is no correlation between a community’s median income and its ability to pass and implement tobacco control policies.



POPULATION:

The graph below compares the population size of the 13 cities and counties that receive overall A grades. It is clear from the graph that jurisdictions with populations of all sizes have implemented tobacco control policies. Glendale, with a population of 195,799, has the largest population of this group, while the city of Dublin, with a population of 53,462, has the smallest. The difference in population has not affected the ability to implement strong tobacco control policies.



**The demographic information is collected from the 2010 census, and details median income, race (White, Black, American Indian and Alaska Native, Asian, and Native Hawaiian and Pacific Islander) as well as Hispanic Origin (which could include any of the previously mentioned races). Income projections are taken from the American Community Survey 2011-2013 3-year estimates. Population numbers from State of California, Department of Finance, E-1 Population Estimates for Cities and Counties. Sacramento, CA, January 1, 2014.*