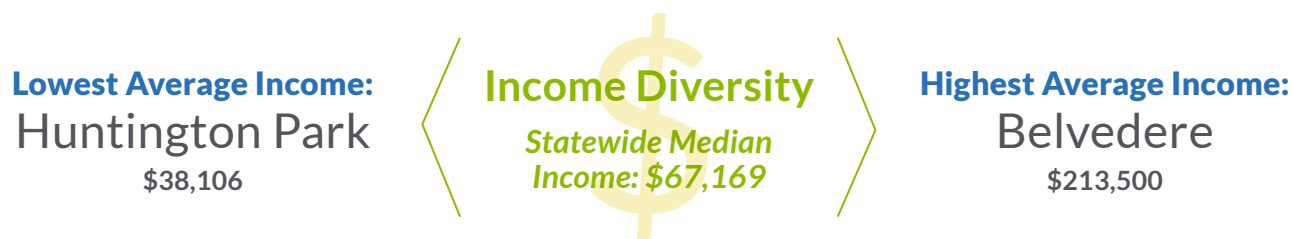


Top of the Class: *Diverse and Different*

In 2019, 44 cities or counties received an overall grade of “A.” These diverse communities demonstrate that support for tobacco control exists in all types of communities across California. This report illustrates that they are models for the adoption of stronger tobacco control policies in diverse communities—any community can look to this report as a demonstration that strengthening tobacco laws can happen in any part of California. See appendix B (page 16) for a comparison of all 44 municipalities in the areas of population, median income, race, and Latino origin.



These communities recognize the importance of taking steps to protect their residents from the harms of tobacco.

Racial Diversity

Latino and African-American populations are regularly targeted by the tobacco industry through marketing and price manipulation. The policies outlined in this report are ways in which local communities can fight back. Elected officials in these communities have stepped up to tell the tobacco industry that their residents are not up for grabs.

Largest Latino community:
Huntington Park (97%)

Largest Black community:
Compton (30%)

Largest Asian community:
Fremont (57%)

The most diverse community to earn an overall “A” in 2019 was **Fremont.**

Median Income:
\$122,191

Racial Diversity:
Asian: 57.3%
White: 21.3%
Latino Origin: 13.5%
Black: 2.9%
Two or more races: 3.7%

APPENDIX B: Top of the Class Demographic Breakdown

This table contains more detailed information about the Top of the Class overall “A” grade cities from page 13

Community	2019 Population	Median Household Income	Latino Origin	White Only *	Black Only *	Asian Only *	Two or More Races*
California	39,927,315	\$ 67,169	38.8%	37.9%	5.5%	13.9%	2.9%
Alameda	79,316	\$ 89,045	11.5%	42.7%	7.3%	31.1%	6.0%
Albany	19,393	\$ 87,694	13.0%	47.1%	4.1%	26.8%	5.7%
Belvedere	2,148	\$ 213,500	4.9%	87.6%	0.0%	3.6%	3.9%
Benicia	27,570	\$ 95,225	14.8%	61.9%	5.7%	10.4%	6.3%
Berkeley	123,328	\$ 75,709	11.0%	54.6%	8.3%	19.6%	5.5%
Beverly Hills	34,627	\$ 103,698	5.8%	78.8%	1.4%	9.8%	3.8%
Calabasas	24,239	\$ 114,143	7.4%	76.5%	0.9%	9.8%	5.1%
Clayton	11,653	\$ 146,225	9.4%	75.8%	0.9%	7.2%	5.8%
Compton	98,711	\$ 48,117	66.8%	1.1%	30.4%	0.8%	0.4%
Contra Costa County**	173,406	\$ 88,456	25.3%	44.9%	8.3%	15.8%	4.7%
Corte Madera	10,047	\$ 134,902	9.0%	78.9%	1.2%	5.2%	3.7%
Daly City	109,122	\$ 86,342	23.7%	12.7%	3.6%	56.3%	2.5%
Dublin	64,577	\$ 138,007	9.8%	39.7%	4.6%	39.9%	5.2%
El Cajon	105,559	\$ 49,445	29.2%	56.4%	5.4%	3.3%	4.5%
El Cerrito	25,459	\$ 96,914	11.3%	47.1%	5.2%	28.6%	7.2%
Fairfax	7,721	\$ 98,092	9.7%	81.8%	0.2%	4.3%	4.0%
Fremont	232,532	\$ 122,191	13.5%	21.3%	2.9%	57.3%	3.7%
Half Moon Bay	12,631	\$ 110,900	28.3%	62.6%	0.2%	5.1%	2.8%
Healdsburg	12,501	\$ 77,928	33.7%	62.6%	0%	1.1%	2.2%
Huntington Park	59,350	\$ 38,106	96.7%	1.6%	0.8%	0.6%	0.0%
Lafayette	26,327	\$ 152,609	7.5%	76.7%	0.9%	9.8%	4.9%
Larkspur	12,578	\$ 95,592	8.7%	79.9%	1.6%	5.3%	3.7%
Los Gatos	30,988	\$ 132,671	7.4%	72.5%	1.5%	14.2%	4.1%
Manhattan Beach	35,922	\$ 148,899	8.6%	74.7%	0.5%	10.6%	4.9%
Marin County**	69,343	\$ 104,703	15.9%	71.5%	2.1%	5.7%	3.6%
Mill Valley	14,675	\$ 141,698	7.4%	83.4%	0.1%	4.6%	4.6%
Novato	54,115	\$ 89,812	20.3%	64.4%	2.2%	6.9%	4.2%
Oakley	41,759	\$ 89,392	34.9%	42.8%	8.6%	7.5%	4.6%
Palo Alto	69,397	\$ 147,537	7.3%	55.6%	1.2%	31.2%	4.1%
Pasadena	146,312	\$ 76,264	34.4%	36.5%	9.7%	16.0%	2.7%
Richmond	110,436	\$ 61,045	42.0%	17.9%	20.2%	14.7%	3.9%
Ross	2,526	\$ 199,531	3.0%	89.5%	2.7%	2.9%	0.8%
San Anselmo	12,902	\$ 116,867	4.2%	89.7%	0.6%	2.8%	2.4%
San Rafael	60,046	\$ 85,931	29.7%	56.3%	2.3%	6.2%	3.9%
Santa Clara County**	88,368	\$ 106,761	26.1%	32.6%	2.4%	34.9%	3.3%
Santa Monica	93,593	\$ 86,084	16.0%	65.0%	4.1%	9.9%	4.5%
Saratoga	31,407	\$ 173,136	4.0%	44.6%	0.7%	46.9%	3.0%
Sausalito	7,416	\$ 110,385	8.5%	84.9%	2.6%	2.4%	0.8%
Sonoma	11,556	\$ 76,964	14.4%	80.8%	0.0%	2.6%	2.1%
Sonoma County**	141,781	\$ 71,769	26.4%	63.8%	1.4%	3.9%	3.3%
South Pasadena	26,245	\$ 92,756	20.2%	41.9%	2.9%	29.0%	5.3%
Tiburon	9,362	\$ 151,429	8.7%	83.1%	0.4%	2.7%	3.2%
Union City	74,916	\$ 95,625	20.9%	15.5%	4.9%	53.0%	3.7%
Windsor	28,565	\$ 91,032	31.7%	60.8%	0.5%	3.5%	2.6%

* Latino origin is not included in race breakdown. Data extracted by California Department of Finance and sourced from the U.S. Census Bureau

** Median household income, race, and Latino origin are not available for county unincorporated. Countywide data were used in these instances