



TO Interested Parties
FROM Dave Metz and Lucia Del Puppo
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RE: San Leandro Tobacco Issues
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Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 400 San Leandro voters regarding a potential law to end the sale of menthol cigarettes in San Leandro. **The survey found that a broad majority of San Leandro voters offer strong support for the potential law. Initial support cuts across many of the city's major demographic groups, and as those who express uncertainty or opposition to the potential law learn more, over seven in ten voters support ending the sale of menthol cigarettes.**

- **Three in five voters initially support ending the sale of menthol cigarettes in San Leandro.** Sixty percent of voters support the potential law. Support is very definite, with 46% saying they strongly support it. Only one-quarter of voters oppose the policy (**Figure 1**).

Figure 1: Support for Ending the Sale of Menthol Cigarettes

Question: First, I'd like to ask you about a proposed law that would end the sale of menthol cigarettes in San Leandro. Does this sound like something you would support or oppose?

Position	Percent of Voter
Total Support	60%
Strongly Support	46%
Somewhat Support	14%
Total Oppose	24%
Somewhat Oppose	7%
Strongly Oppose	17%
Don't know	16%

Support cuts across the major demographic groups of the electorate:

- 60% of men and 61% of women support the potential law; as do
- 52% of Latino voters, 64% of white voters, 67% of AAPI voters and 60% of voters of color;
- 52% of voters ages 18-49, 62% of voters ages 50-64, and 75% of voters 65 and over; and

- 57% of voters in District 1, 55% in District 2, 52% in District 3, 61% in District 4, 69% in District 5 and 65% in District 6.
- **After providing additional information to those who are initially opposed or undecided about the potential law, overall support increases.** After hearing three statements regarding: 1) targeting of menthol cigarettes to youth, 2) targeting of menthol cigarettes to people of color, and 3) laws ending menthol cigarette sales in other Alameda County jurisdictions, support grows to 72% with only one in five voters opposed (**Figure 2**).

Figure 2: Support After Messaging

Question: Having heard this, would you support or oppose a law to end the sale of menthol cigarettes in San Leandro?

Position*	After Messaging - Citywide	District 1	District 2	District 3	District 4	District 5	District 6
Total Support	72%	73%	63%	67%	69%	83%	78%
Total Oppose	20%	17%	34%	21%	18%	13%	16%
Don't know	8%	10%	4%	12%	13%	4%	7%

* Total support includes those initially supportive along with those who were initially opposed or undecided and moved to indicate they were supportive after hearing more.

- **While all messages about the potential law were compelling, one message describing the way tobacco companies target young people was especially compelling.** Nearly half of voters who were initially undecided or opposed to the potential law found the message about targeting youth with ads convincing. Messages describing how tobacco companies target young people and communities of color with menthol ads and that other cities in the area have passed similar laws were also convincing (**Figure 3** on the next page).

Figure 3: Messages Tested Among Those Initially Opposed or Undecided

Message	Very or Somewhat Convincing
(YOUNG PEOPLE) Tobacco companies target young people with ads for menthol cigarettes and as a result, 4 out of 5 kids who smoke start with a flavored tobacco product.	47%
(POC) Tobacco companies target youth and Black communities with menthol ads; as a result, nearly 90% of African American youth smokers use menthol cigarettes.	45%
(OTHER CITIES) In Alameda County, the cities of Hayward, Fremont, Alameda, Berkeley, Albany, Oakland, Livermore, Pleasanton, and Dublin as well as Castro Valley and San Lorenzo have all already passed laws to end the sale of menthol cigarettes	40%

In sum, broad majorities of San Leandro voters across many major demographic and geographic subgroups support ending the sale of menthol cigarettes in San Leandro. Messages describing how tobacco companies target young people and communities of color are especially compelling to voters who are initially undecided or unlikely to support the potential law.

ⁱ **Methodology:** From November 17-29, 2021, FM3 completed 400 interviews with San Leandro voters online. The margin of sampling error for the study is +/-4.9% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.