

Post-Election Analysis

Madera County

Yes on T to Maintain Our Roads

Election Date: November 8, 2022



PROPS & MEASURES
STRATEGY & COMMUNICATIONS



Analysis Overview

- I. Support and Opposition for Measure T
- II. Composition of Turnout for Measure T
- III. Timing of Turnout for Measure T
- IV. Conclusions



Final Measure T Results

	Votes	Percent
Yes	18,803	52.29%
No	17,153	47.71%

- Measure T fell short of the 66.67% voter approval needed for passage by 14.41%.
- To win, **5,169** Measure T NO voters would have had to switch to a YES vote, or an additional **15,695** YES votes would have pushed Measure T over the passage threshold

Election Results by Type of Voter

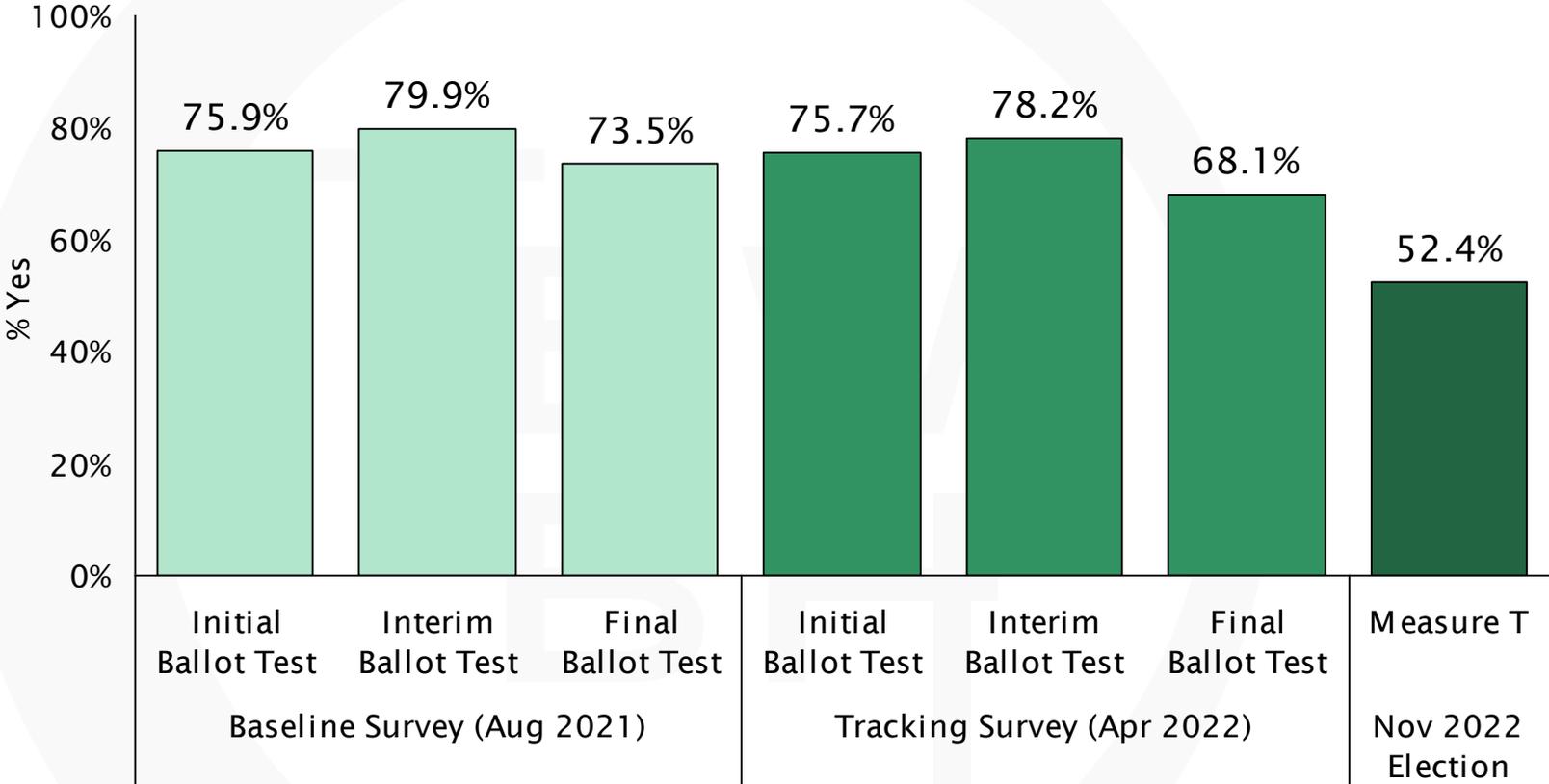
	Yes	No	Yes %	No %	% of Voted
In Person Voting Centers	1,363	1,869	42.2%	57.8%	8.9%
Mail Ballots	17,440	15,284	53.3%	46.7%	91.1%

*In Person Voting Centers were open from Oct. 29-Nov. 8

- Support for Measure T was significantly stronger among mail ballots than in person ballots
- Over 90% of ballots cast in Madera County this election were cast by mail
- In person votes tend to skew heavily conservative

Support For Measure T

Baseline Survey, Tracking Survey, Election



Sample Model vs. Turnout Differences

	November 2022 Turnout		
	Expected/Modeled	Actual	Difference
Party x Age			
Dem <30	4.3%	3.5%	-1%
Dem 30-49	8.2%	6.9%	-1%
Dem 50+	20.2%	20.9%	+1%
Rep <50	16.3%	15.4%	-1%
Rep 50-64	13.2%	14.4%	+1%
Rep 65+	17.1%	19.7%	+3%
Other/DTS <30	3.6%	3.0%	-1%
Other/DTS 30-49	7.1%	5.8%	-1%
Other/DTS 50+	10.0%	10.3%	+0%
Hsld Party			
Single Dem	15.3%	14.2%	-1%
Dual Dem	10.1%	10.3%	+0%
Single Rep	15.2%	15.4%	+0%
Dual Rep	22.7%	25.2%	+3%
Other	12.9%	11.9%	-1%
Mixed	23.8%	23.0%	-1%
Sup District			
One	21.4%	21.5%	+0%
Two	17.8%	17.3%	-1%
Three	18.3%	17.3%	-1%
Four	7.7%	6.5%	-1%
Five	34.8%	37.4%	+3%

Results by Area

Area	Yes	No	Yes %	No %	Total	% of Vote
City of Chowchilla	1,416	1,286	52.4%	47.6%	2,702	7.5%
City of Madera	5,635	3,560	61.3%	38.7%	9,195	25.6%
Uninc - Madera County	11,752	12,307	48.8%	51.6%	24,059	66.9%

- The City of Madera had the highest Yes % but the unincorporated area of the County made up more than half of the % of vote.

Results by Area

District	Yes	No	Yes %	No %	Total	% of Vote
Supervisory District 1	3,910	3,799	50.7%	49.3%	7,709	21.4%
Supervisory District 2	3,232	2,983	52.0%	48.0%	6,215	17.3%
Supervisory District 3	3,687	2,550	59.1%	40.9%	6,237	17.3%
Supervisory District 4	1,497	846	63.9%	36.1%	2,343	6.5%
Supervisory District 5	6,477	6,975	48.1%	51.9%	13,452	37.4%

- Supervisory District 4 had the highest Yes % but made up the lowest % of the vote

Precinct Demographics & Support > 60%

Precinct	Yes %	Dem	Rep	Other
1188	76.50%	48.80%	12.30%	39.00%
1183	72.20%	51.60%	15.30%	33.20%
3005	72.20%	42.10%	20.90%	37.00%
4042	66.50%	45.20%	19.80%	35.00%
4001	64.60%	42.00%	21.20%	36.80%
4020	64.00%	50.60%	15.10%	34.30%
4030	63.20%	50.10%	16.10%	33.80%
1204	62.10%	45.70%	21.00%	33.30%
2266	62.10%	43.50%	26.40%	30.10%
3001	61.50%	45.00%	21.00%	34.00%

- Precincts with higher percentage of Democratic voters and a low percentage of Republican voters were the stronger supporters for Measure T

II. Composition of Turnout for Measure T



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Overall Turnout

	Voters	Percent
Registered	72,502	100%
Expected Turnout	42,150	58.1%
Overall Voted	37,253	51.3%
Overall Voted on T	35,956	49.6%
Drop-off Votes	1,297	3.5%

Turnout by Party

Party	Registered Voters	Voted in Election	Turnout	Expected Turnout	Difference
Democrat	23,932	11,654	48.7%	57.0%	-8.3%
Republican	28,019	18,420	65.7%	72.6%	-6.9%
Other	20,551	7,130	34.7%	39.8%	-5.1%

*Votes cast by party / total voters in party = % turnout by party

- Turnout was lower than projections across the board
- Republican turnout was considerably higher than Democrat and Other (Decline to State and minor parties) turnout



% Votes Cast by Party

Party	Registered Voters	Voted	% Voted	Expected % Voted	Difference
Democrat	23,932	11,654	31.3%	32.4%	-1.1%
Republican	28,019	18,420	49.5%	48.3%	1.2%
Other	20,551	7,130	19.2%	19.4%	-0.2%

*Votes cast by party / total votes cast = % votes cast by party

- Republicans turned out at the highest rate and made up a higher percentage of those who voted

Turnout by Age

Age	Total	Voted	Turnout	Expected Turnout	Difference
Age 18-24	9,761	2,339	24.0%	29.5%	-5.5%
Age 25-34	12,905	3,573	27.7%	35.8%	-8.1%
Age 35-44	11,275	4,672	41.4%	48.7%	-7.3%
Age 45-54	9,431	4,991	52.9%	60.5%	-7.6%
Age 55-64	10,843	7,198	66.4%	72.1%	-5.7%
Age 65+	18,287	14,431	78.9%	85.5%	-6.6%

*Votes cast by age group / total voters in age group = % turnout by age group

- Turnout was lower than expected, but correlated with age as expected with highest turnout from older voters

% Votes Cast by Age Group

Age	Total	Voted	% Voted	Expected % Voted	Difference
Age 18-24	9,761	2,339	6.3%	6.8%	-0.5%
Age 25-34	12,905	3,573	9.6%	10.9%	-1.3%
Age 35-44	11,275	4,672	12.6%	13.0%	-0.4%
Age 45-54	9,431	4,991	13.4%	13.5%	-0.1%
Age 55-64	10,843	7,198	19.3%	18.5%	-0.8%
Age 65+	18,287	14,431	38.8%	37.1%	1.7%

*Votes cast by age group / total votes cast = % votes cast by age group

- Voters age 55+ cast just over 60% of ballots in this election

Turnout by Area

Area	Total	Voted	Turnout	Expected Turnout	Difference
City Of Chowchilla	5,910	2,702	45.7%	55.5%	-9.8%
City Of Madera	23,985	9,195	38.3%	46.5%	-8.2%
Uninc - Madera Countywide	42,337	24,059	66.9%	65.1%	1.8%

*Votes cast by area / total voters in area = % turnout by age group

- Turnout was lower than expected in all areas and lowest in the City of Madera

% Votes Cast by Area

Area	Total	Voted	% Voted	Expected % Voted	Difference
City Of Chowchilla	5,910	2,702	7.5%	7.8%	-0.3%
City Of Madera	23,985	9,195	25.6%	26.5%	-0.9%
Uninc - Madera Countywide	42,337	24,059	66.9%	65.7%	1.2%

*Votes cast by area / total votes cast = % votes cast by area

- Votes from unincorporated Madera County comprised a larger share than expected

Turnout by Supervisorial Districts

Area	Total	Voted	Turnout	Expected Turnout	Difference
1st District	15,535	7,709	49.6%	58.0%	-8.4%
2nd District	13,401	6,215	46.4%	55.1%	-8.7%
3rd District	14,261	6,237	43.7%	52.1%	-8.4%
4th District	7,968	2,343	29.4%	37.8%	-8.4%
5th District	21,067	13,452	63.9%	71.9%	-8.0%

- Turnout was significantly higher in District 5 than the rest of the County

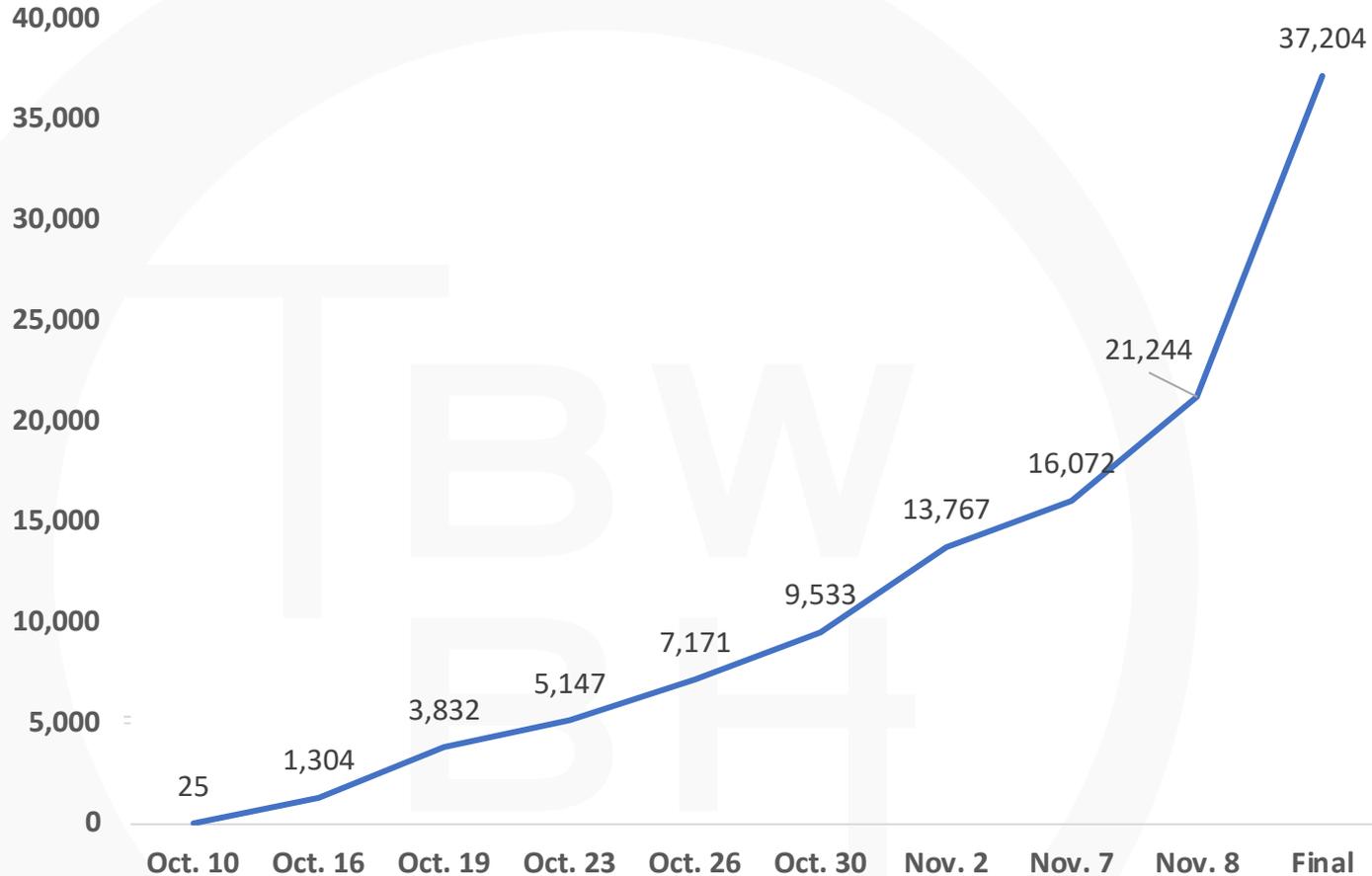
% Votes Cast by Supervisorial Districts

Area	Total	Voted	% Voted	Expected % Voted	Difference
1st District	15,535	7,709	21.4%	21.6%	-0.2%
2nd District	13,401	6,215	17.3%	17.6%	-0.3%
3rd District	14,261	6,237	17.3%	17.6%	-0.3%
4th District	7,968	2,343	6.5%	7.2%	-0.7%
5th District	21,067	13,452	37.4%	36.1%	1.3%

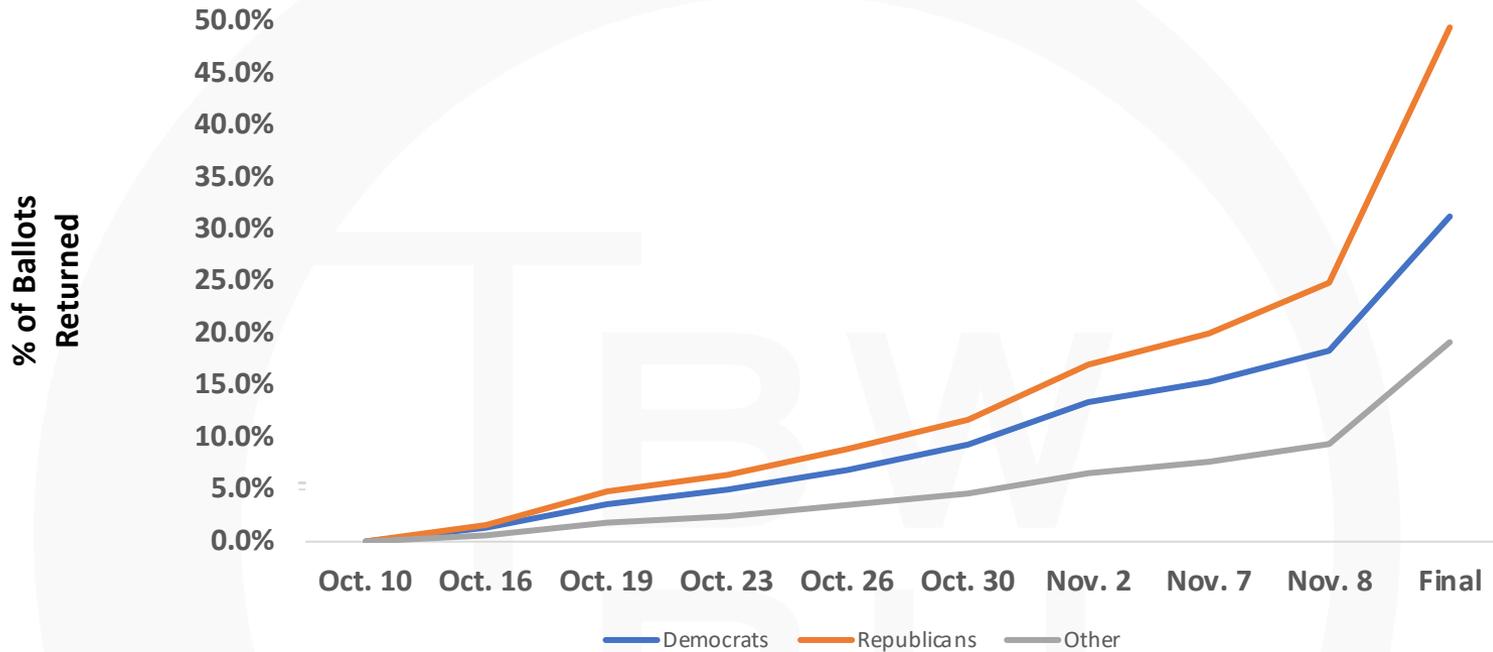
- Votes from District 5 comprised a larger share than expected

III. Timing of Turnout for Measure T

Rate of Ballot Returns & Votes



Turnout Over Time by Political Party



- Voters in all parties held onto their ballots, although a greater percentage of Republicans voted later in the election

IV. Conclusions



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Campaign Overview

- 1,000 Yard Signs; 50 Road Signs
- 4 Persuasive Mailers
- GOTV Text Messages
- 4 GOTV Robocalls
- Facebook and Web Advertising
- Endorsements from top leaders and organizations

What Hurt Measure T: Long-Term Factors

National: Highly Partisan Environment Continues

- Hyper-partisan messaging surrounding:
 - Mid-term elections, including CD-13 Congressional seat which overlapped parts of the County
 - Elections across the country to determine control of Senate and Congress
 - January 6th Hearings

California: Inflation, Gas Prices and COVID

- This summer gas prices were over \$7 in some areas and inflation was a primary area of concern
- State is still recovering from post-pandemic economy

Local: Madera County

- Competitive District 5 Election
- Focus on “until ended by voters”
- Hwy 99 construction continues
- SB 1 construction continues

What Hurt Measure T: Short-term Factors

Opposition Campaign

- An active opposition campaign certainly played a part in this defeat. Through yard signs, road signs, aggressive social media comments, newspaper editorials, email lists and community meetings there was enough negative conversation to create doubt in voters who may have been on the fence about Measure T.

No Sunset/ “More Time”

- The “until ended by voters” component of Measure T provided an easy target for opponents without having to contest the need for local transportation funding. Because Measure T does not expire until 2026, the opposition was able to convince voters that a different version of Measure T could be placed on the ballot without interrupting local transportation funding.

Recommendations Moving Forward

Campaign Opposition

- Outreach to neutralize this opposition, reduce their motivation or limit their numbers to the extreme fringe opponents will be important

Proactive Outreach and Communication

- Measure T fell substantially short of the 2/3 support needed for passage, indicating that support and consensus needs to be built throughout the community
- Engage with community and stakeholders regarding a 20-year or 30-year measure for 2024 or 2026

Engagement and Turnout

- While there was a small group of dedicated volunteers on the campaign committee, more widespread volunteer engagement with voters to push turnout of supporters will help bolster support for the measure