

# MADERA COUNTY MEASURE T

## SALES TAX UPDATE

### 2Q 2025 (APRIL - JUNE)



**MADERA COUNTY - MEASURE T**

TOTAL: \$ 4,222,952

1.4%  
2Q2025

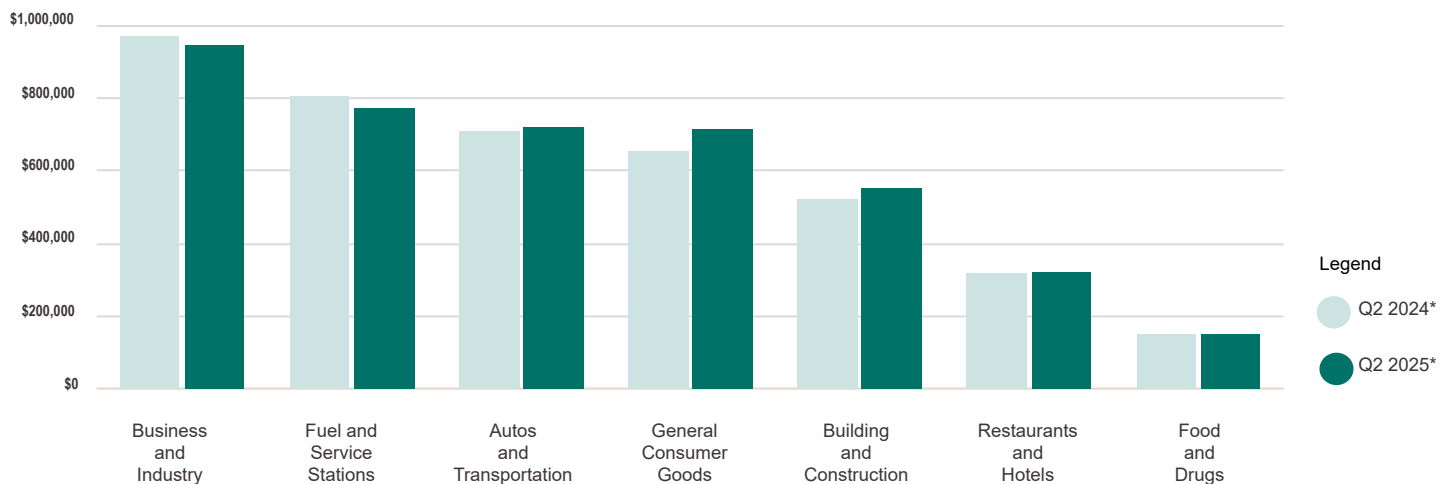


0.5%  
STATE



*\*Allocation aberrations have been adjusted to reflect sales activity*

#### SALES TAX BY MAJOR BUSINESS GROUP



## MADERA COUNTY TRANSPORTATION COMMISSION - MEASURE T HIGHLIGHTS

Madera County Transportation Commission - Measure T's receipts from April through June were 1.2% above the second sales period in 2024. Excluding reporting aberrations, actual sales were up 1.4%.

The autos-transportation category enjoyed encouraging revenues from new car dealers as consumers expedited purchases in

anticipation of the cost of vehicles increasing from the implementation of higher tariffs. General consumer goods had solid profits at general merchandise and discount stores as consumers continue to shop for bargains.

Building-construction proceeds were modest, as contractors saw demand for their services from commercial investors trying

to acquire materials before the impacts of tariffs drive up the cost of supplies. Likewise, the restaurants-hotels group experienced promising gross receipts at casual dining establishment due to higher menu prices businesses implemented.

During this period the business-industry group proceeds were meager from light industrial/printers. Furthermore, service stations felt shrinking revenues as fuel prices declined for the sixth consecutive quarter and drivers continue to limit their non-essential trips.

Net of aberrations, taxable sales for all of Madera County declined 1.9% over the comparable time period; the San Joaquin Valley was up 0.9%.

### TOP NON-CONFIDENTIAL BUSINESS TYPES

Madera County Transportation Commission - Measure T			HdL State
Business Type	Q2 '25*	Change	Change
Service Stations	658.5	-5.0% ↓	-9.4% ↓
New Motor Vehicle Dealers	375.9	7.3% ↑	-2.3% ↓
Contractors	274.7	17.0% ↑	-0.9% ↓
General Merchandise	265.3	15.9% ↑	-15.6% ↓
Building Materials	219.6	-2.0% ↓	-0.9% ↓
Garden/Agricultural Supplies	211.4	-0.7% ↓	-8.3% ↓
Quick-Service Restaurants	146.8	3.2% ↑	-0.7% ↓
Used Automotive Dealers	141.5	-11.0% ↓	7.1% ↑
Warehouse/Farm/Const. Equip.	131.6	-0.4% ↓	-11.0% ↓
Casual Dining	118.3	1.1% ↑	1.4% ↑

*\*Allocation aberrations have been adjusted to reflect sales activity*

*\*In thousands of dollars*



## STATEWIDE RESULTS

California's one-cent local sales and use tax receipts rose 0.6% in Q2 compared to the same period last year, after adjusting for accounting anomalies. While only modest growth, it is the second consecutive quarter experiencing positive results following an extended timeline of declines. This period is traditionally met with improved weather with the beginning of summer activity.

Steady gains in both business-industry and countywide use tax pools were driven by strong online sales, reflecting shopper's willingness and ability to spend. Whether pulled from inventory within California or shipped from outside the state, demand for goods by value-conscious shoppers prevailed. Other notable upticks came from purchases of office and electrical equipment.

Increased tax receipts from restaurants also demonstrated diners continued desire to eat out. Even amongst higher menu prices and tip fatigue, casual dining establishments generated the largest lift. While this is a good sign for the coming

summer season, underlying data shows that disposal personal income – a key driver of restaurant sales – is growing at a slower pace than prior years, possibly signaling softer tax growth on the horizon.

The two sectors primed to take advantage of upcoming interest rate changes, autos-transportation and building-construction, only experienced lackluster returns this period. New auto sales declined, offsetting gains in used vehicles and leasing, while building material sales remained unchanged from a year ago. However, aging vehicles and deferred home improvements remain a potential catalyst driving demand in the near term.

Balancing the positive results, revenue from fuel and service stations declined for the ninth time in ten quarters, primarily due to West Texas Intermediate (WTI) low crude oil prices. As the global economy and development remains tempered, so has the demand for oil, leaving prices relatively low. While this dampens sales taxes, lower fuel costs during peak travel months may boost spending in other

segments.

Traditional retailers saw a 1% decline, with specialty, sporting goods, and department stores underperforming compared to year ago totals. Inflation and tariffs continue to pressure consumer spending and retailer margins, prompting reevaluation of physical store investments by regional and national companies alike.

The September reduction in the federal funds rate, noting the possibility of more in early 2026, leaves optimism regarding future financing and accessing equity opportunities for some consumers. However, national tariff/trade talks remain a vital piece of the inflation/higher prices story with the potential of diminishing spending power. So sluggish calendar year 2025 continues with only modest expansion expected braced against the ever-changing larger economic trends.

## MAJOR BUSINESS GROUP TRENDS BY COUNTY

Percent Change from 2nd Quarter 2024 \*

	Autos/Tran.	Bldg/Const	Bus/ind.	Food/Drug	Fuel	Cons. Goods	Restaurants
<b>Fresno Co.</b>	-8.1%	-13.8%	-21.8%	-16.2%	-40.7%	-4.2%	-10.7%
<b>Kern Co.</b>	0.4%	-2.0%	-4.8%	-1.5%	0.6%	0.2%	-0.2%
<b>Kings Co.</b>	-3.5%	-2.2%	55.7%	1.1%	-13.9%	-0.1%	0.4%
<b>Madera Co.</b>	-1.6%	-6.6%	-3.1%	0.5%	-6.1%	4.7%	-1.7%
<b>Merced Co.</b>	21.1%	0.7%	5.4%	-4.2%	-0.5%	-1.0%	3.6%
<b>San Joaquin Co.</b>	-3.8%	6.5%	10.4%	2.1%	-4.3%	-2.4%	1.5%
<b>Stanislaus Co.</b>	5.5%	-1.9%	-3.4%	-3.7%	-13.9%	5.2%	2.1%
<b>Tulare Co.</b>	7.1%	2.9%	-20.1%	-5.0%	-7.8%	1.0%	1.3%

\*Allocation aberrations have been adjusted to reflect sales activity