



Santa Maria JUHSD Measure J Post-Election Analysis

April 8, 2025

TCX Topline Results

	Votes	%
Yes on J	24,467	53.4%
No on J	21,371	46.6%
Total	45,838	100%

- ✓ To reach 55%, 744 No votes would need to flip to Yes
- ✓ Or, 1,750 additional Yes votes would need to be cast



Election Results vs. Polling

	Yes	Undecided	No
March 2024 First Ballot Test	61%	11%	28%
March 2024 Interim Ballot Test	60%	32%	32%
March 2024 Final Ballot Test	55%	9%	36%
June 2024 First Ballot Test	60%	7%	31%
June 2024 Interim Ballot Test	63%	6%	31%
June 2024 Final Ballot Test	58%	6%	35%
Final Measure J Results	53.3%		46.5%

- ✓ March 2024 poll tested \$30 per \$100,000 tax rate
- ✓ June 2024 poll tested \$24 per \$100,000 tax rate
- ✓ Both polls have a margin of error of +/- 4.8%

TCX Turnout & Support by Geography

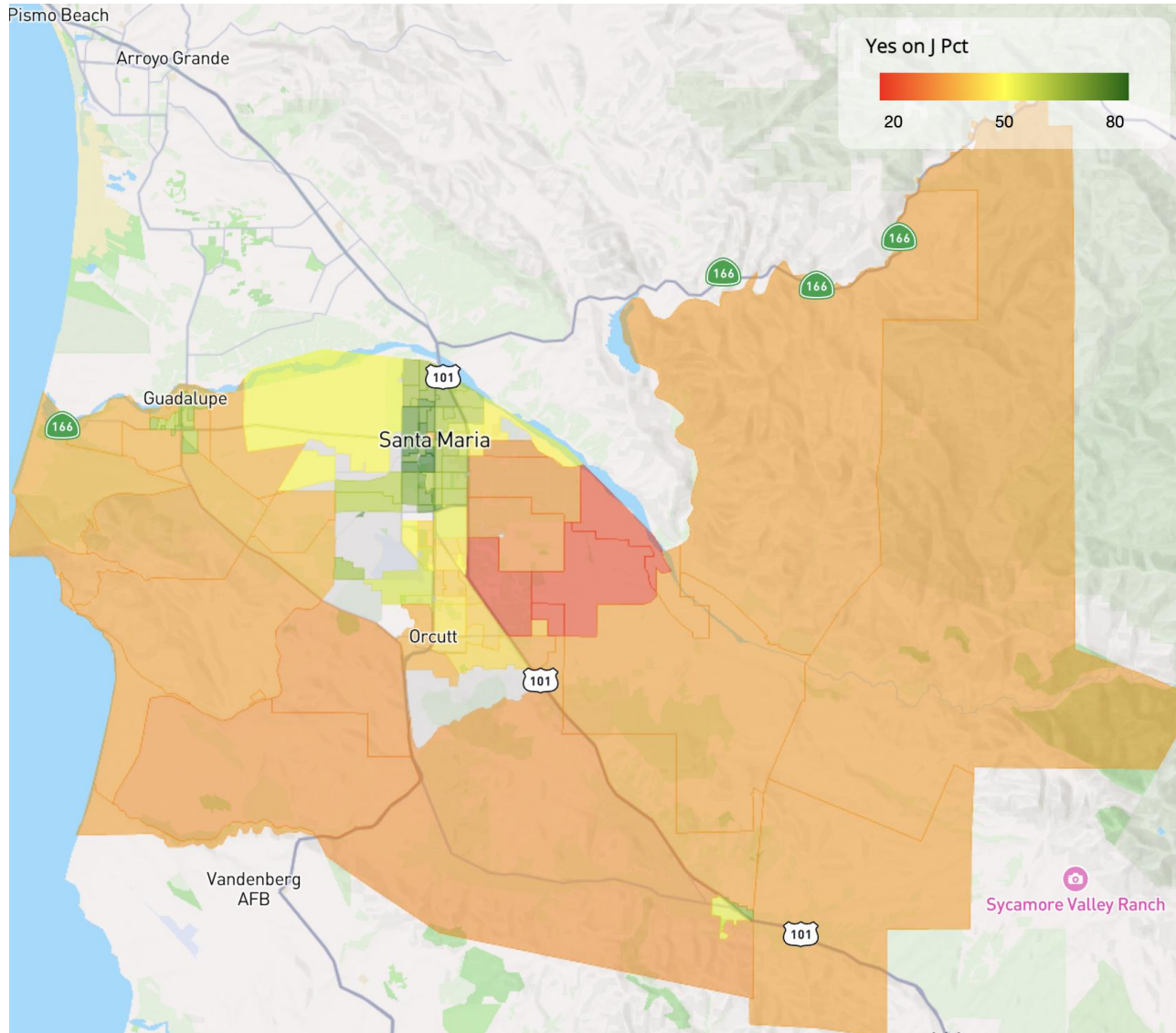
	Reg Voters	Total Votes	Total Turnout	J Votes	J Turnout	Yes Votes	Yes %
Total	72,260	49,244	68.15%	45,838	63.4%	24,467	53.6%
City of Guadalupe	3,595	2,184	60.75%	2,026	56.4%	1,239	61.2%
City of Santa Maria	42,940	26,852	62.53%	24,897	57.9%	15,028	60.4%
Unincorp	25,725	20,208	78.55%	18,915	73.5%	8,200	43.4%
4 th Sup. District	42,266	31,927	75.54%	29,773	70.4%	14,013	47.1%
5 th Sup. District	29,994	17,317	57.73%	16,065	53.6%	10,454	65.1%

✓ 4th Sup District: South/East Santa Maria and Orcutt

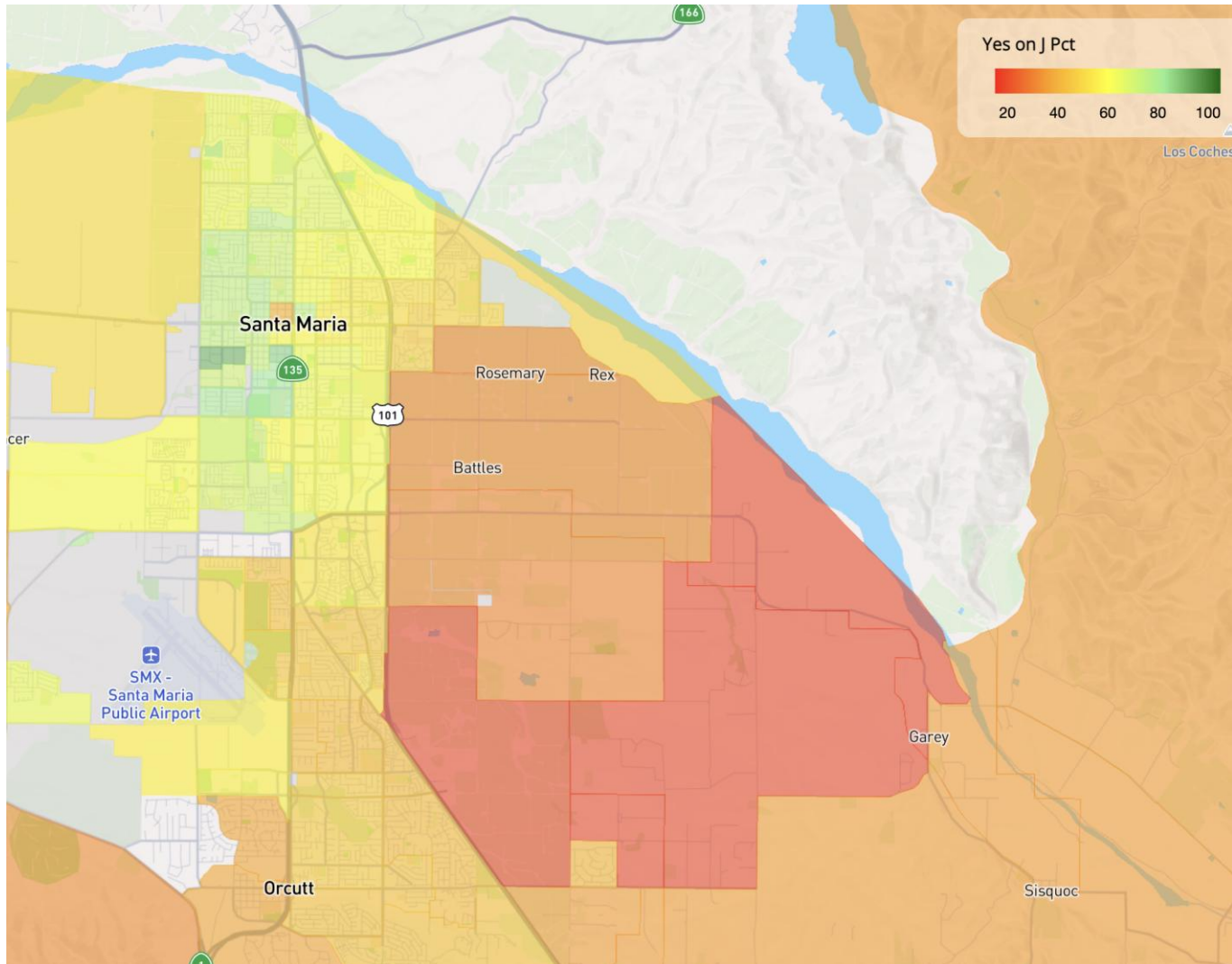
✓ 5th Sup District: North/West Santa Maria and Guadalupe



Support by Geography



TCX Support by Geography





Turnout Comparison

	Ballots Cast	Registered Voters	Turnout %
Projected	49,099	72,260	68%
Actual	49,244	72,260	68.1%
Measure J	45,838	72,260	63.4%
SB County	187,876	244,943	77%

- ✓ Total votes cast was very close to projection
- ✓ Down ballot drop off for Measure J was 4.7% - 3,406 voters cast a ballot but did not vote on Measure J

TCX Turnout by Party

	Ballots Cast	Registered Voters	Turnout	% of Ballots	% of Voters	Diff
Democrats	18,488	27,426	67.4%	37.5%	38.0%	-0.5%
Republicans	19,400	24,323	79.8%	39.4%	33.7%	+5.7%
NPP/Other	11,322	21,450	55.2%	23.0%	28.4%	-5.4%

- ✓ Republicans represented a ~6% larger share ballots than their share of voters
- ✓ Pre-election polling showed 43% support among Republicans

TCX Turnout by Age

	Ballots Cast	Registered Voters	Turnout	% of Ballots	% of Voters	Diff
18-24	4,233	8,973	47.2%	8.6%	12.3%	-3.7%
25-34	7,051	14,312	49.3%	14.3%	19.6%	-5.3%
35-44	7,409	11,723	63.2%	15.0%	16.0%	-1.0%
45-54	6,493	9,073	71.6%	13.2%	12.4%	0.8%
55-64	7,988	10,203	78.3%	16.2%	13.9%	2.3%
65+	16,038	18,918	84.8%	32.6%	25.8%	6.8%

- ✓ Older voters turned out at the highest rates and represented a larger share of votes than their share of the population

TCX Challenging Factors

- ✓ Hyper partisan election with stronger motivation to vote among Republicans
- ✓ Competing tax proposals
- ✓ Long ballot (drop off)
- ✓ Economic pessimism
- ✓ Limited fundraising and voter communication

TCX Looking Ahead

- ✓ June Primary and November General
- ✓ “Blue Wave” Similar to 2018?
- ✓ 2026? CA Gubernatorial Election – no obvious frontrunner
- ✓ 2028? Presidential Election
- ✓ Consider other alternatives?