

City of Atwater



Quarterly Report on Sales Tax and Business Activity

Top 25 Sales Tax Remitters

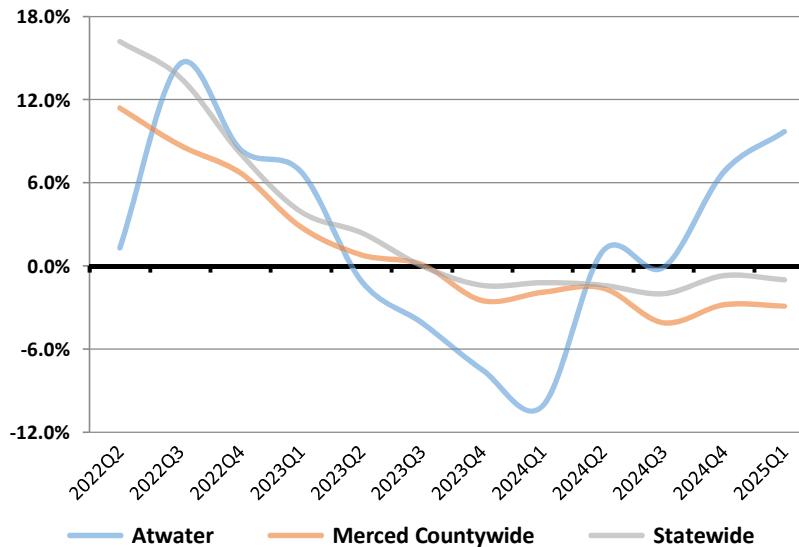
ARCO AM/PM MINI MARTS
 BOOT BARN
 CHEVRON SERVICE STATIONS
 CIRCLE K SERVICE STATIONS
 DOLLAR TREE STORES
 HUNT & SONS
 JIM BRISCO ENTERPRISES
 MARSHALL'S STORES
 MAXI MART & GAS
 MCDONALD'S RESTAURANTS
 NCI GROUP
 O'REILLY AUTO PARTS
 PANDA EXPRESS
 ROYAL CROWN SERVICE STATIONS
 SAVE MART SUPERMARKETS
 SHANNONS MINI MART
 SHELL SERVICE STATIONS
 STAGE STOP SPORTING GOODS
 SUNBELT RENTALS
 TACO BELL
 TARGET STORES
 TRACTOR SUPPLY COMPANY
 VALERO SERVICE STATIONS
 WAL MART STORES
 WEST-MARK

1st Quarter 2025 in Review

California sales tax cash receipts decreased by 0.2% from the same quarter last year. In this jurisdiction sales tax cash receipts increased by 3.6% from the same quarter last year due to a increase of \$3,919,000 in Taxable Sales.

Cash Receipts	Quarter	Annual
Atwater	3.6%	9.7%
Merced Countywide Pool	3.5%	7.1%
Merced Countywide	-0.2%	-2.9%
Central Valley Region	-0.2%	-0.9%
Statewide	-0.2%	-1.0%

Annualized Percent Change in Sales Tax Cash Receipts



Business Activity

General Retail	Food Products	Transportation	Construction	Business To Business	TOTAL LOCAL BUSINESS ACTIVITY	COUNTYWIDE POOL ACTIVITY

Atwater		California	
Quarter	Annual	Quarter	Annual
-5.0%	-3.8%	-4.5%	-1.6%
8.7%	9.6%	-3.5%	-0.9%
-7.8%	-11.0%	-6.9%	-7.5%
59.3%	24.3%	-4.5%	-3.5%
3.8%	-4.6%	-7.6%	-2.7%
3.0%	-0.2%	-5.3%	-3.2%
7.5%	21.0%	1.4%	2.7%



City of Atwater



News

- **Economic Activity:** Real Gross Domestic Product (GDP) increased at an annual rate of 2.1% in the first quarter of 2025. U.S. inflation ticked up to 2.8% in March of 2025, down 6.3 percentage points from its most recent peak of 9.1% in June 2022. California's headline inflation increased to 3.1% year over year as of February 2025, up from 2.7% in August of 2024. (DIR, BEA, BLS, April Finance Bulletin)
- **Employment:** The U.S. unemployment rate remained the same at 4.2% in April 2025. California's unemployment rate fell 0.1 percentage point to 5.3% as of March 2025, 0.3 percentage points higher than the September 2023 rate of 5.0%. (EDD, BLS, April Finance Bulletin)
- **Personal Income:** U.S. personal income increased by 4.3% for the first quarter of 2025, compared to the same quarter previous year. Compensation of employees increased by 3.9%, while personal current taxes increased by 6.6% from the previous period, resulting in a net gain of 4.0% in disposable income. (BEA)

Atwater

Annual Per Capita Sales Tax

Adjusted for Inflation
(Constant 2021 \$)

- General Retail
- Food Products
- Transportation
- Construction
- Business To Business
- Miscellaneous
- County Pool
(Cash Basis)

