



## 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

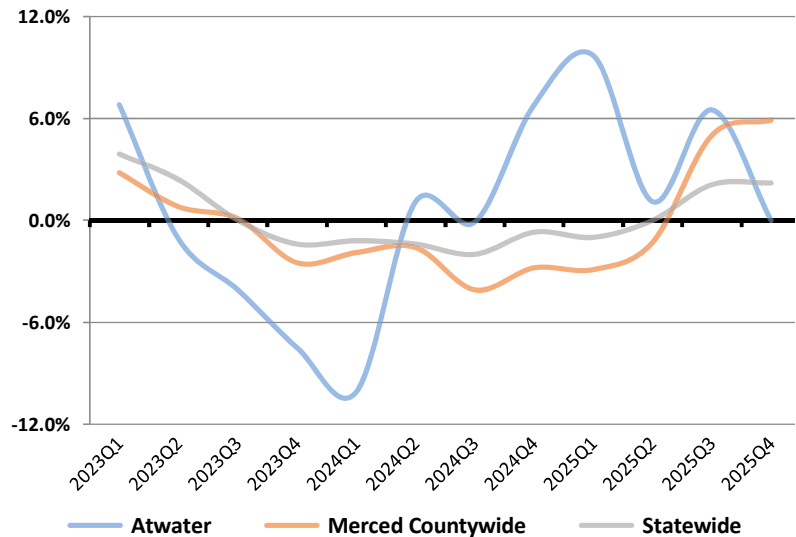
### 4th Quarter 2025 in Review

California sales tax cash receipts increased by 2.5% from the same quarter last year. In this jurisdiction sales tax cash receipts decreased by 9.2% from the same quarter last year due to a decrease of \$12,601,000 in Taxable Sales.

#### Cash Receipts

	Quarter	Annual
<b>Atwater</b>	-9.2%	0.0%
<b>Merced Countywide Pool</b>	15.4%	12.6%
<b>Merced Countywide</b>	4.4%	5.9%
<b>Central Valley Region</b>	0.1%	-0.2%
<b>Statewide</b>	2.5%	2.2%

#### Annualized Percent Change in Sales Tax Cash Receipts



### Business Activity

General Retail	-2.0%	-1.3%	-4.1%	-1.3%
Food Products	-1.4%	2.0%	-1.2%	-1.1%
Transportation	-3.5%	-7.2%	-8.2%	-6.2%
Construction	-15.7%	17.7%	-4.0%	-3.8%
Business To Business	35.9%	11.2%	-6.0%	-4.3%
<b>TOTAL LOCAL BUSINESS ACTIVITY</b>	<b>-2.1%</b>	<b>0.3%</b>	<b>-4.6%</b>	<b>-3.1%</b>
<b>COUNTYWIDE POOL ACTIVITY</b>	<b>0.3%</b>	<b>6.0%</b>	<b>7.0%</b>	<b>8.6%</b>

Atwater		California	
Quarter	Annual	Quarter	Annual
-2.0%	-1.3%	-4.1%	-1.3%
-1.4%	2.0%	-1.2%	-1.1%
-3.5%	-7.2%	-8.2%	-6.2%
-15.7%	17.7%	-4.0%	-3.8%
35.9%	11.2%	-6.0%	-4.3%
<b>-2.1%</b>	<b>0.3%</b>	<b>-4.6%</b>	<b>-3.1%</b>
<b>0.3%</b>	<b>6.0%</b>	<b>7.0%</b>	<b>8.6%</b>



## News

- Economic Activity:** Real Gross Domestic Product (GDP) increased at an annual rate of 1.4% in the fourth quarter of 2025. U.S. inflation ticked up to 2.7% in December of 2025, down 6.4 percentage points from its most recent peak of 9.1% in June 2022. California's headline inflation increased to 3.2% year over year as of December 2025. (DIR, BEA, BLS)
- Employment:** The U.S. unemployment rate increased slightly to 4.4% in December of 2025. California's unemployment rate increased by 0.4 percentage point to 5.5% as of December of 2025. (EDD, BLS)
- Personal Income:** U.S. personal income increased by 4.3% for the fourth quarter of 2025, compared to the same quarter previous year. Compensation of employees increased by 4.0%, while personal current taxes increased by 8.6% from the previous period, resulting in a net gain of 3.9% in disposable income. (BEA)

## Atwater

Annual Per Capita Sales Tax  
Adjusted for Inflation  
(Constant 2021 \$)

