

NOW SERVING™ Nebraska

The McDonald's System's Multi-Million Dollar Impact*

The McDonald's System plays an integral role in Nebraska's economy through its support of jobs and businesses across the state, driving economic opportunity for its independent owner/operators, McDonald's crew members, and suppliers. The McDonald's System strives to lift up the communities where it operates, by feeding and fostering communities and making delicious, feel-good moments easy for everyone.

Nebraska is home to more than 75 McDonald's restaurants, more than 15 owner/operators, and about 4,800 restaurant crew and managers.

McDonald's restaurants are open for business in about 33% of Nebraska's counties, with more than 20 restaurants in Douglas County.

Across Nebraska, about 1 in 4 owner/operators began their careers as former McDonald's employees.



A total GDP impact of about \$345 m

The McDonald's System's direct, indirect, and induced economic activity accounted for about \$345 million* in GDP contribution in Nebraska, and its direct impact of about \$135 million* is **4% of Nebraska's beef and dairy cattle farming and ranching industries.**



Supporting more than 7,000 jobs



The McDonald's System in Nebraska directly provided more than **4,800 restaurant crew, manager, and field office jobs.** In addition, the System's activity also contributed to more than **2,200 jobs** in the state stemming from supply chain activities and workers spending their wages and salaries on consumer goods and services. In total, the McDonald's System directly and indirectly contributed more than **7,000 jobs in Nebraska.***

Responsible for more than \$65 m in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in Nebraska generated more than **\$65 million*** in federal, state, and local tax revenue in Nebraska.

Each job directly created by the McDonald's System resulted in more than **\$14,000** in additional tax revenue.



*Impact estimates provided by Oxford Economics.

*Modeled tax impact including estimates for direct, indirect, and induced effects.



\$223 m



Supporting suppliers

In 2021, the McDonald's System purchased more than **\$223 million** of quality ingredients in Nebraska, including more than 85 million pounds of beef.

Representing diverse communities

20%

Nearly **20%** of the McDonald's franchise organizations in Nebraska represent as **Asian, Black or Latino**.



30%

Nearly **30%** of the McDonald's owner/operators in Nebraska represent as **Asian, Black or Latino, or female**.



15%

More than **15%** of the state's McDonald's owner/operators identify as **female**.



\$125 k



Empowering crew through education benefits

McDonald's restaurant employees can take advantage of education benefits and earn a high school diploma, take ESL classes, get tuition assistance, and receive free educational and career guidance from advisors through **Archways to Opportunity**®. The McDonald's System's signature education and career advising program, at participating restaurants. For more than seven years, Archways to Opportunity® has provided support for McDonald's diverse crew member community, including more than **\$125,000 in tuition assistance** provided to more than **60 local restaurant employees** in 2022 in Nebraska.

1,500 nights



Helping keep families together when they need it most

Through Ronald McDonald House Charities® (RMHC®) donation boxes at restaurants, McDonald's Round-Up for RMHC®, and Penny Per Happy Meal® initiatives, McDonald's, its owner/operators and customers have helped raise more than **\$175,000** across Nebraska, providing more than **1,500 overnight stays** for families who have children receiving medical care in Nebraska. In 2021 alone, RMHC® Chapters and programs in Nebraska provided support to more than **360 children and families**.

*Values reflect the 12 months ending 30 June 2022. Impact estimates provided by Oxford Economics. Most McDonald's restaurants are owned and operated by independent franchisees. At franchised restaurants, the independent franchisee is the sole and exclusive employer of all restaurant employees—the franchisee alone sets all terms and conditions of employment, establishes all employment policies and practices, and is solely responsible for all employment-related matters in the restaurant.

