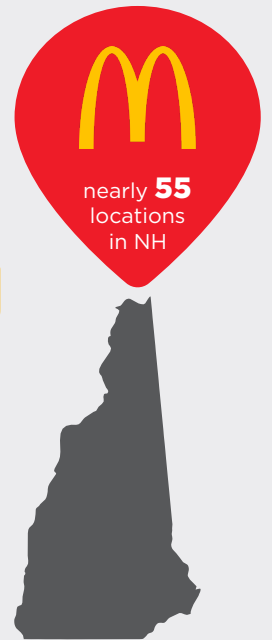


NOW SERVING™ **New Hampshire**

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

The McDonald's System plays an integral role in New Hampshire'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.



New Hampshire is home to nearly 55 McDonald's restaurants, nearly 10 owner/operators, and more than 2,100 restaurant crew and managers.

McDonald's restaurants are open for business in all of New Hampshire's counties, with nearly 15 restaurants in Hillsborough County.

Across New Hampshire, about 1 in 9 owner/operators began their careers as former McDonald's employees.

A total GDP impact of more than **\$255 m**

The McDonald's System's direct, indirect, and induced economic activity accounted for more than \$255 million* in GDP contribution in New Hampshire, and its direct impact of more than \$90 million* is **21% of New Hampshire's landscape and horticultural services industry.**



*Impact estimates provided by Oxford Economics.

Supporting more than **3,600 jobs**



The McDonald's System in New Hampshire directly provided more than **2,100 restaurant crew, manager, and field office jobs**. In addition, the System's activity also contributed to more than **1,500 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 **3,600 jobs in New Hampshire.***

Responsible for about **\$40 m** in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in New Hampshire generated about **\$40 million*** in federal, state, and local tax revenue in New Hampshire.

Each job directly created by the McDonald's System resulted in more than **\$18,800** in additional tax revenue.



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



\$2 m



Supporting suppliers

In 2021, the McDonald's System purchased about **\$2 million** of quality ingredients in New Hampshire, including more than 10 million pounds of fiber.

Representing diverse communities

15%

Nearly **15%** of the McDonald's franchise organizations in New Hampshire represent as **Asian, Black or Latino**.



20%

More than **20%** of the McDonald's owner/operators in New Hampshire represent as **Asian, Black or Latino, or female**.



10%

More than **10%** of the state's McDonald's owner/operators identify as **female**.



\$180 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 **\$180,000 in tuition assistance** provided to more than **60 local restaurant employees** in 2022 in New Hampshire.

3,500
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 about **\$375,000** across New Hampshire, providing more than **3,500 overnight stays** for families who have children receiving medical care in New Hampshire.

*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.

