

NOW SERVING™ Georgia

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

The McDonald's System plays an integral role in Georgia'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.



Georgia is home to more than 440 McDonald's restaurants, more than 70 owner/operators, and more than 22,400 restaurant crew and managers.

McDonald's restaurants are open for business in about 75% of Georgia's counties, with nearly 40 restaurants in Fulton County.

Across Georgia, about 1 in 7 owner/operators began their careers as former McDonald's employees.

A total GDP impact of nearly **\$2.3 bn**

The McDonald's System's direct, indirect, and induced economic activity accounted for nearly \$2.3 billion* in GDP contribution in Georgia, and its direct impact of more than \$620 million* is **43% of Georgia's automobile manufacturing industry.**



Supporting more than **39,300 jobs**



The McDonald's System in Georgia directly provided about **22,500 restaurant crew, manager, and field office jobs**. In addition, the System's activity also contributed to more than **16,800 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 **39,300 jobs in Georgia.***

Responsible for more than **\$395 m** in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in Georgia generated more than **\$395 million*** in federal, state, and local tax revenue in Georgia.

Each job directly created by the McDonald's System resulted in more than **\$17,600** in additional tax revenue.



*Impact estimates provided by Oxford Economics.

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



\$580 m



Supporting suppliers

The McDonald's System spent more than **\$580 million on suppliers** in Georgia across the professional services, marketing, technology, and food and packaging categories. In 2021, the McDonald's System purchased about **\$390 million** of quality ingredients in Georgia, including more than 718 million pounds of corn.

Representing diverse communities

40%

Nearly **40%** of the McDonald's franchise organizations in Georgia represent as **Asian, Black or Latino**.



50%

More than **50%** of the McDonald's owner/operators in Georgia represent as **Asian, Black or Latino, or female**.



30%

About **30%** of the state's McDonald's owner/operators identify as **female**.



\$730 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 **\$730,000 in tuition assistance** provided to more than **300 local restaurant employees** in 2022 in Georgia.

8,500 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 nearly **\$880,000** across Georgia, providing more than **8,500 overnight stays** for families who have children receiving medical care in Georgia. In 2021 alone, RMHC® Chapters and programs in Georgia provided support to more than **6,900 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.

