

# NOW SERVING™ North Carolina

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

The McDonald's System plays an integral role in North Carolina'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.

North Carolina is home to about 465 McDonald's restaurants, more than 80 owner/operators, and more than 25,800 restaurant crew and managers.

McDonald's restaurants are open for business in about 90% of North Carolina's counties, with more than 45 restaurants in Wake County.

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



### A total GDP impact of about \$2.4 bn

The McDonald's System's direct, indirect, and induced economic activity accounted for about \$2.4 billion\* in GDP contribution in North Carolina, and its direct impact of about \$730 million\* is **20% of North Carolina's hotels, motels, and accommodation industries.**



### Supporting more than 42,900 jobs



The McDonald's System in North Carolina directly provided nearly **25,900 restaurant crew, manager, and field office jobs.**

In addition, the System's activity also contributed to more than **17,000 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 **42,900 jobs in North Carolina.\***

### Responsible for more than \$430 m in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in North Carolina generated more than **\$430 million\*** in federal, state, and local tax revenue in North Carolina.

Each job directly created by the McDonald's System resulted in more than **\$16,700** in additional tax revenue.



\*Impact estimates provided by Oxford Economics.

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



# \$375 m



## Supporting suppliers

The McDonald's System spent more than **\$375 million on suppliers** in North Carolina across the professional services, marketing, technology, and food and packaging categories. In 2021, the McDonald's System purchased more than **\$120 million** of quality ingredients in North Carolina, including more than 56 million pounds of pork.

## Representing diverse communities

# 25%

More than **25%** of the McDonald's franchise organizations in North Carolina represent as **Asian, Black or Latino**.



# 40%

More than **40%** of the McDonald's owner/operators in North Carolina represent as **Asian, Black or Latino, or female**.



# 25%

About **25%** of the state's McDonald's owner/operators identify as **female**.



# \$750 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**.<sup>\*</sup> The McDonald's System's signature education and career advising program, at participating restaurants. For more than seven years, Archways to Opportunity<sup>\*</sup> has provided support for McDonald's diverse crew member community, including more than **\$750,000 in tuition assistance** provided to more than **300 local restaurant employees** in 2022 in North Carolina.

# 10,000 nights



## Helping keep families together when they need it most

Through Ronald McDonald House Charities<sup>\*</sup> (RMHC<sup>\*</sup>) donation boxes at restaurants, McDonald's Round-Up for RMHC<sup>\*</sup>, and Penny Per Happy Meal<sup>\*</sup> initiatives, McDonald's, its owner/operators and customers have helped raise about **\$1 million** across North Carolina, providing more than **10,000 overnight stays** for families who have children receiving medical care in North Carolina. In 2021 alone, RMHC<sup>\*</sup> Chapters and programs in North Carolina provided support to nearly **19,400 children and families**.

<sup>\*</sup>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.

