

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

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

Iowa is home to more than 140 McDonald's restaurants, more than 20 owner/operators, and more than 7,400 restaurant crew and managers.

McDonald's restaurants are open for business in more than 60% of Iowa's counties, with about 25 restaurants in Polk County.

Across Iowa, about 1 in 3 owner/operators began their careers as former McDonald's employees.



A total GDP impact of more than \$600 m

The McDonald's System's direct, indirect, and induced economic activity accounted for more than \$600 million* in GDP contribution in Iowa, and its direct impact of nearly \$215 million* is 40% of Iowa's grain farming industry.



Supporting more than 11,800 jobs



The McDonald's System in Iowa directly provided more than 7,400 restaurant crew, manager, and field office jobs. In addition, the System's activity also contributed to nearly 4,400 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 11,800 jobs in Iowa.*

Responsible for more than \$125 m in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in Iowa generated more than \$125 million* in federal, state, and local tax revenue in Iowa.

Each job directly created by the McDonald's System resulted in about \$17,000 in additional tax revenue.



*Impact estimates provided by Oxford Economics.

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



\$195 m



Supporting suppliers

The McDonald's System spent about **\$195 million on suppliers** in Iowa across the professional services, marketing, technology, and food and packaging categories. In 2021, the McDonald's System purchased more than **\$325 million** of quality ingredients in Iowa, including about 143 million pounds of pork.

Representing diverse communities

5%

More than **5%** of the McDonald's franchise organizations in Iowa represent as **Asian, Black or Latino**.



30%

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



25%

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



\$205 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 **\$205,000 in tuition assistance** provided to more than **90 local restaurant employees** in 2022 in Iowa.

5,000 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 **\$450,000** across Iowa, providing nearly **5,000 overnight stays** for families who have children receiving medical care in Iowa. In 2021 alone, RMHC[®] Chapters and programs in Iowa provided support to more than **5,500 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.