

NOW SERVING **New Mexico**

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

The McDonald's System plays an integral role in New Mexico'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 Mexico is home to more than 90 McDonald's restaurants, 27 owner/operators, and about 5,400 restaurant crew and managers.

McDonald's restaurants are open for business in more than 80% of New Mexico's counties, with more than 30 restaurants in Bernalillo County.

Across New Mexico, more than 1 in 5 owner/operators began their careers as former McDonald's employees.



A total GDP impact of more than **\$695 m**

The McDonald's System's direct, indirect, and induced economic activity accounted for more than \$695 million* in GDP contribution in New Mexico, and its direct impact of more than \$195 million* is **68% of the GDP generated by New Mexico's dairy cattle and milk production industry.**



Supporting more than **11,100 jobs**



The McDonald's System in New Mexico directly provided about **5,400 restaurant crew, manager, and field office jobs.**

In addition, the System's activity also contributed to more than **5,700 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 **11,100 jobs in New Mexico.***

Responsible for more than **\$130 m** in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in New Mexico generated more than **\$130 million*** in federal, state, and local tax revenue in New Mexico.

Each job directly created by the McDonald's System resulted in more than **\$25,000** in additional tax revenue.



*Impact estimates provided by Oxford Economics.

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



\$17 m



Supporting suppliers

The McDonald's System spent more than **\$17 million on suppliers** in New Mexico across the professional services, marketing, technology, and food and packaging categories.

Representing diverse communities

40%

More than **40%** of the McDonald's franchise organizations in New Mexico represent as **Asian, Black or Latino**.



70%

About **70%** of the McDonald's owner/operators in New Mexico represent as **Asian, Black or Latino, or female**.



30%

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



\$150k



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 **\$150,000 in tuition assistance** provided to nearly **80 local restaurant employees** in 2022 in New Mexico.

1,700 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 New Mexico, providing more than **1,700 overnight stays** for families who have children receiving medical care in New Mexico. In 2021 alone, RMHC[®] Chapters and programs in New Mexico provided support to about **1,000 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.

