

NOW SERVING **Wisconsin**

The McDonald's System's Billion Dollar Impact*

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

Wisconsin is home to about 295 McDonald's restaurants, more than 30 owner/operators, and more than 16,700 restaurant crew and managers.

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

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



A total GDP impact of about **\$1.2 bn**

The McDonald's System's direct, indirect, and induced economic activity accounted for about \$1.2 billion* in GDP contribution in Wisconsin, and its direct impact of about \$425 million* is **15% of Wisconsin's entire crop production.**



Supporting about **25,000 jobs**



The McDonald's System in Wisconsin directly provided more than **16,700 restaurant crew, manager, and field office jobs**. In addition, the System's activity also contributed to about **8,300 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 about **25,000 jobs in Wisconsin.***

Responsible for more than **\$240 m** in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in Wisconsin generated more than **\$240 million*** in federal, state, and local tax revenue in Wisconsin.

Each job directly created by the McDonald's System resulted in more than **\$14,400** in additional tax revenue.



*Impact estimates provided by Oxford Economics.

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



\$171 m



Supporting suppliers

The McDonald's System spent more than **\$171 million on suppliers** in Wisconsin across the professional services, marketing, technology, and food and packaging categories. In 2021, the McDonald's System purchased more than **\$155 million** of quality ingredients in Wisconsin, including more than 97 million pounds of corn.

Representing diverse communities

15%

More than **15%** of the McDonald's franchise organizations in Wisconsin represent as **Asian, Black or Latino**.



20%

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



10%

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



\$625 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 **\$625,000 in tuition assistance** provided to more than **200 local restaurant employees** in 2022 in Wisconsin.

15,000 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 more than **\$1.5 million** across Wisconsin, providing more than **15,000 overnight stays** for families who have children receiving medical care in Wisconsin. In 2021 alone, RMHC[®] Chapters and programs in Wisconsin provided support to more than **16,200 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.

