



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 nearly 170 McDonald's restaurants, more than 20 owner/operators, and more than 9,300 restaurant crew and managers.

About 85% of McDonald's restaurants in Iowa are locally owned and operated.

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



A total GDP impact of more than **\$815 m**

The McDonald's System's direct, indirect, and induced economic activity accounted for more than \$815 million* in GDP contribution in Iowa, and its direct impact of more than \$240 million* is **6% of Iowa's grain farming industry.**



Supporting nearly **14,100 jobs**



The McDonald's System in Iowa directly provided nearly **9,400 restaurant crew, manager, and field office jobs.**

In addition, the System's activity also contributed to more than **4,700 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 nearly **14,100 jobs in Iowa.***

Responsible for about **\$140 m** in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in Iowa generated about **\$140 million*** in federal, state, and local tax revenue in Iowa.

Each job directly created by the McDonald's System resulted in nearly **\$15,000** 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 an estimated more than **\$375 million** in the Iowa supply chain.* In 2023, the McDonald's System purchased nearly **\$370 million** of quality ingredients in Iowa, including nearly 410 million eggs.

Representing diverse communities

5%

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



25%

About **25%** of the McDonald's owner/operators in Iowa represent as **Asian, Black or Latino, or female**.



20%

Nearly **20%** of the state's McDonald's owner/operators are **women**.



\$220 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 eight years, Archways to Opportunity® has provided support for McDonald's diverse crew member community, including nearly **\$220,000 in tuition assistance** provided to more than **100 local restaurant employees** in 2023 in Iowa.

5,200 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 **\$520,000** across Iowa, providing about **5,200 overnight stays** for families who have children receiving medical care in Iowa. In 2023 alone, RMHC® Chapters and programs in Iowa provided support to more than **4,200 children and families**.

*Values reflect 2023 unless stated otherwise. 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.