



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 15 owner/operators, and more than 7,500 restaurant crew and managers.

More than 80% of McDonald's restaurants in Iowa are locally owned and operated.

Across Iowa, about 1 in 5 owner/operators began their careers as former McDonald's employees.



A total GDP impact of more than \$905 m

The McDonald's System's direct, indirect, and induced economic activity accounted for more than \$905 million* in GDP contribution in Iowa, and its direct impact of nearly \$232 million* is equivalent to approximately **10% of Iowa's grain farming industry**.



*Impact estimates provided by Oxford Economics.

Supporting more than 12,600 jobs



The McDonald's System in Iowa directly provided nearly **7,600 restaurant crew, manager, and field office jobs**. In addition, the System's activity also contributed to more than **5,000 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 **12,600 jobs in Iowa**.*

Responsible for more than \$116 m in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in Iowa generated more than **\$116 million*** in federal, state, and local tax revenue in Iowa.

Each job directly created by the McDonald's System resulted in more than **\$15,400** in additional tax revenue.*



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



\$472 m

Supporting suppliers

The McDonald's System spent an estimated more than **\$472 million** in the Iowa supply chain.* In 2024, the McDonald's System purchased more than **\$277 million** of quality ingredients in Iowa, including more than 561 million eggs. Cargill Inc. is among our leading suppliers in Iowa, purveyors of eggs to McDonald's restaurants.

Representing diverse communities

5%

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



25%

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



20%

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



\$242 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 nine years, Archways to Opportunity* has provided support for McDonald's diverse crew member community, including more than **\$242,000 in tuition assistance** provided to **120 local restaurant employees** in 2024 in Iowa.

4,800 families



Helping keep families together when they need it most

Through Ronald McDonald House* fundraising initiatives,† McDonald's, its owner/operators, and customers have helped raise more than **\$660,000** across Iowa. The funds raised in McDonald's restaurants directly support the Ronald McDonald House* mission to provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare. In 2024 alone, Ronald McDonald House* Chapters and programs in Iowa provided support to more than **4,800 families** who have children receiving medical care.

*Values reflect 2024 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.

†Inclusive of National Ronald McDonald House® Fundraising programs and select Ronald McDonald House® local fundraising campaigns.