

NOW SERVING **Missouri**

The McDonald's System's Billion Dollar Impact*

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



Missouri is home to more than 310 McDonald's restaurants, about 50 owner/operators, and about 16,600 restaurant crew and managers.

100% of McDonald's restaurants in Missouri are locally owned and operated.

Across Missouri, nearly 1 in 7 owner/operators began their careers as former McDonald's employees.

A total GDP impact of about **\$1.5 bn**

The McDonald's System's direct, indirect, and induced economic activity accounted for about \$1.5 billion* in GDP contribution in Missouri, and its direct impact of more than \$675 million* is **26% of Missouri's oilseed farming industry.**



Supporting nearly **24,000 jobs**



The McDonald's System in Missouri directly provided nearly **16,700 restaurant crew, manager, and field office jobs.**

In addition, the System's activity also contributed to more than **7,300 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 nearly **24,000 jobs in Missouri.***

Responsible for more than **\$385 m** in federal, state, and local taxes

The McDonald's System's direct, indirect, and induced economic activity in Missouri generated more than **\$385 million*** in federal, state, and local tax revenue in Missouri.

Each job directly created by the McDonald's System resulted in more than **\$23,200** in additional tax revenue.



*Impact estimates provided by Oxford Economics.

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



\$435 m



Supporting suppliers

The McDonald's System spent an estimated more than **\$435 million** in the Missouri supply chain.* In 2023, the McDonald's System purchased more than **\$75 million** of quality ingredients in Missouri, including nearly 17.5 million pounds of beef.

Representing diverse communities

20%

More than **20%** of the McDonald's franchise organizations in Missouri represent as **Asian, Black or Latino**.



45%

Nearly **45%** of the McDonald's owner/operators in Missouri represent as **Asian, Black or Latino, or female**.



30%

About **30%** of the state's McDonald's owner/operators are **women**.



\$600 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 more than **\$600,000 in tuition assistance** provided to more than **300 local restaurant employees** in 2023 in Missouri.

42,000 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 **\$4.2 million** across Missouri, providing more than **42,000 overnight stays** for families who have children receiving medical care in Missouri. In 2023 alone, RMHC* Chapters and programs in Missouri provided support to more than **19,300 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.

