



PRESS RELEASE

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Mobile Chamber Launches MOBILE METRICS, A Source of Comprehensive Data to Support Business and Community Growth

MOBILE, Ala. - The Mobile Chamber is excited to announce the launch of "Mobile Metrics," a new resource designed to provide essential data for businesses, investors and individuals in the Mobile area.

Available now on MobileEconomicDevelopment.com, Mobile Metrics offers easy access to a wide range of data categorized into three primary areas: economic data, workforce data and industry data.

The Mobile Metrics page is designed to serve as a central repository of information, providing vital data to support decision-making by site selectors, partners, investors, members and the general public.

The platform's three areas of focus include:

- **Economic Data:** Cost of living, port and airport statistics, housing information, tourism insights and population data.
- **Workforce Data:** Information on the local labor force, unemployment rates, demographic breakdowns, workforce pipeline and educational attainment levels.
- **Industry Data:** A comprehensive look at the area's top employers and industries.

"Our goal with Mobile Metrics is to create a one-stop shop for all data needs related to Mobile's economic landscape," said Mobile Chamber President and CEO **Bradley Byrne**. "We recognize the importance of having this information readily available, and we're committed to keeping it up-to-date and expanding our offerings to meet the needs of our business community."

The Mobile Chamber developed Mobile Metrics in response to frequent requests for this type of data. In collaboration with partners such as the U.S. Census Bureau, the Bureau of Labor Statistics, JobsEQ, Alabama Tourism and the Mobile Airport Authority, the Chamber aims to provide a valuable tool that supports growth and development throughout the region.

"Mobile Metrics is more than just a data page; it's a strategic initiative to empower our local businesses and attract new investments," explained Mobile Chamber Vice President of Economic Development **David Rodgers**. "By providing this information in an easily accessible format, we are helping to facilitate informed decisions that drive economic progress in our community."

“This platform reflects our commitment to transparency and collaboration,” said Mobile Chamber Economic Development Vice Chair **Robin Hanes**. “As we continue to build out the Mobile Metrics pages, our focus will remain on ensuring that stakeholders have the most relevant and accurate data to shape the future of Mobile.”

To explore Mobile Metrics, visit MobileEconomicDevelopment.com and click on "Mobile Metrics" in the navigation bar.

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About the Mobile Chamber

The Mobile Chamber is a private business organization with more than 1,600 members and the economic developer for the City of Mobile and Mobile County. Over the last decade, Mobile's economic development efforts have created 8,652 new jobs, retained 692 existing jobs, recruited 30 new businesses and expanded 67 area companies. Capital investments for projects have topped \$5.7 billion. These economic development achievements are supported by public and private investors through the Chamber's Partners for Growth campaign. Additional information is on the Chamber's [website](#), [Facebook](#), [Instagram](#), [LinkedIn](#), [X](#) and [YouTube](#).