



Press Release Michael Bauer International GmbH

MBI Launches Comprehensive Unemployment Rate Data to Revolutionize Location Planning for Businesses

Empowering companies with insights into regional labor markets for smarter expansion strategies

Karlsruhe, October 1st 2024: Michael Bauer International (MBI) announces the launch of its latest data product – the MBI Unemployment Rate. This cutting-edge dataset provides businesses with reliable insights into workforce availability, regional economic health, and long-term labor trends, making it a game-changer for companies planning new locations or optimizing existing operations.

Unlocking the Power of Data for Strategic Business Decisions

In today's competitive landscape, informed decision-making is key to success. The MBI Unemployment Rate delivers the precise data that companies need to make strategic location decisions. Whether a multinational corporation or a growing enterprise, businesses can now evaluate unemployment rates to identify areas rich in available labor, particularly for logistics hubs, warehouses, or other labor-intensive industries.

"High-quality data is the foundation of any successful business strategy," said Ray Roberts-York, Managing Director at MBI. "Our Unemployment Rate dataset not only highlights workforce availability but also provides insights into economic stability, operational costs, and competitive dynamics, enabling companies to make data-driven decisions with confidence."

How MBI's Unemployment Rate Data Can Transform Business Planning

MBI's Unemployment Rate data offers businesses the ability to:

- 1. Evaluate Workforce Availability:** Identify regions with high unemployment where labor is more readily available, reducing recruitment time and costs.
- 2. Analyze Economic Stability:** Understand regional economic health to inform decisions about location investments, gauging the purchasing power and long-term growth potential of a region.
- 3. Optimize Operational Costs:** Pinpoint areas where labor costs are lower, thanks to reduced wage pressure, while also benefiting from potential government incentives.

4. Strategic Forecasting: Leverage forecasting capabilities to anticipate future shifts in the labor market and stay ahead of the competition.

Drive Business Growth with MBI's Unemployment Rate Data

MBI's Unemployment Rate data is designed to empower businesses with the insights they need to make informed, strategic decisions. Whether optimizing costs, expanding operations, or planning long-term growth, MBI's comprehensive data provide the clarity needed to navigate regional labor dynamics effectively.

The unemployment rate data is provided in a structured and easy-to-use format. MBI delivers the modeled unemployment rate, along with a future prognosis, in an Excel sheet, enabling businesses to seamlessly integrate this data into their existing analytical tools and processes. This ensures flexibility in working with the data for further analysis, scenario planning, or internal reporting. With both current and forecasted unemployment rates, businesses gain a clear and actionable view of regional labor market trends, allowing for more precise and informed decision-making.

For more information on the MBI Unemployment Rate and how it can support your business, please visit www.mbi-geodata.com.

About Michael Bauer International GmbH

Being a specialist for small-scale data for Geomarketing, Michael Bauer International has grown to one of the largest global data providers for over ten years. MBI unites passion and scientific know-how to provide globally consistent and comparable geographic, market and risk data.

Today MBI is not only recognized as a key data source but is also the preferred data provider for the largest leading GIS software and technology companies globally. For a vast variety of companies, MBI's data is the foundation for location-based questions related to company locations as well as branch and distribution networks. MBI mobile data offers valuable insights into the global consumer behavior and their customer journey. Companies from all industries are supplied with up-to-date data for market analyses and visualization by MBI, to take informed and data-based decisions.

With CONIAS Risk Intelligence, we provide in-depth and data-driven information about the current and emerging dynamics of political conflicts worldwide. We support internationally operating companies and organizations in identifying political risks to location, logistics and investment security at an early stage and in developing targeted adaptation strategies.

MBI is one of the first global HERE Technologies Distributors as well as **“Global HERE Distributor of the Year 2023”**. HERE is the leading provider in the development of digital maps and location-based services.

Both Michael Bauer Research GmbH and Michael Bauer Micromarketing GmbH are part of the Michael Bauer Group.

For more information, please visit www.mbi-geodata.com.

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