

Chamber of Commerce News

© ACCE / SBN - All rights reserved

Good News for Chamber Members

National study:
Consumers 63% more likely to buy from chamber members.

WASHINGTON — A national study by The Schapiro Group, an Atlanta-based market research firm, reveals a number of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are their members. For example:

- ▶ When consumers know that a business is a member of the local chamber, they are **44%** more likely to think favorably about it.
- ▶ Consumers who are told that a business is a chamber member are **51%** more likely to be highly aware of it and **57%** more likely to think positively of its local reputation.
- ▶ Consumers are **63%** more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.

The study also has good news for businesses that sell to other businesses.

- ▶ When business decision-makers believe that a business is a chamber member, they are **37%** more likely to think favorably of the business, **51%** more likely to be highly aware of it, **58%** more likely to think positively of its local reputation, and **59%** more likely to buy goods and services from it.

Supporting the previous findings, the study also reveals a positive perception for the local chamber itself:

- ▶ Regarding the chamber's impact on the local economy, **82%** of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

The results of the Schapiro study are clear: Positive perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce.

Survey sponsors



Survey coordinated by



This document is the copyrighted property of American Chamber of Commerce Executives (ACCE) and Small Business Network, Inc. (SBN), all rights reserved. Distribution of this document is permitted by permission and only as delivered by one of the copyright owners without modification. For more information, including the full survey, or any other information concerning this document, call 800-394-2223.

Survey conducted by

