The Real Value of Joining the Chamber of Commerce

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.