

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.