



# Value of Chamber Membership outlined in National study

## Study commissioned by the American Chamber of Commerce Executives

### Sun Prairie Chamber of Commerce

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### Study and data Information Sources/

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### National Study:

- **Consumers 63% more likely to buy from Chamber Members**

A national study by The Schapiro Group, an Atlanta-based market research firm, revealed a number of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are their members. The Group surveyed 2,000 adults nationwide.

For example:

- When consumers know 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 that business' local reputation

Industry notes:

*Restaurant chains:* when consumers are aware of chamber membership, they are **50%** more likely to eat at the franchise more often

*Insurance companies:*

When chamber membership is known, consumers are **43%** more likely to consider buying insurance from it

*Small businesses:*

When consumers are aware of chamber membership, there is a **63%** increase in the likelihood that consumers will patronize the business in the future.

*Business to Business:*

When business decision-makers believe a business is a chamber member, they are **37%** more likely to think favorably of the business and **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.

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

View the complete study at:

[www.acce.org/uploadedFiles/Research\\_and\\_Benchmarking/Schapiro%20Group%20ACCE%20Report.pdf](http://www.acce.org/uploadedFiles/Research_and_Benchmarking/Schapiro%20Group%20ACCE%20Report.pdf)