

BUSINESS STUDY:

CONSUMERS 80% MORE LIKELY TO BUY FROM CHAMBER MEMBERS

A 2012 national survey of 2,000 adults by the Schapiro Group*, an Atlanta-based market research firm, reveals that a business that is a member of a local chamber of commerce is enjoying increasing favorability. For example:

- When consumers know that a business is a member of the local chamber, they are **49% more likely to think favorably about it.** (Up from 44% in a 2007 study.)
- When consumers perceive that a business is a chamber member, there is a **73% increase in consumer awareness and a 68% increase in local reputation.** (Up from 51% and 57% respectively in 2007.)
- Consumers are **80% more likely to patronize a business** in the future that they believe is a member of the local chamber of commerce. (Up from 63% in 2007.)

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, **favorability increases by 42%** (37% in 2007), **perceived awareness and reputation grows to 78% and 65%**, respectively, (51% and 58% in 2007), plus the **likelihood of future patronage increases by 74%** (59% in 2007).

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, **86% of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.** (Up from 82% in 2007.)

The results of the Schapiro study are clear: **Positive perception increases among consumers and business owners when a business is known as a member of the local chamber of commerce, and now we know that positive perception is growing.**



OUR MISSION: To provide leadership, services, and advocacy to our members to enhance and promote the sustainable growth and prosperity of Oberlin.

**Contributors & sponsors of the national study include ACCE, Insperty, Small Business Network, Inc., MARKET ST., and W.A.C.E. See study results at [SHAPIRO NATIONAL SURVEY](#)*