

# Breaking News for Chamber Members

## Schapiro: "Credibility continues to grow for local chambers"

**National study:  
Consumers are 80%  
more likely to buy from  
chamber members**

WASHINGTON – A national survey of 2,000 adults reveals that a business that is a member of a local chamber of commerce is enjoying increasing favorability. In the second such survey in five years, The Schapiro Group, an Atlanta-based market research firm, found positive attitudes among adults in 2012 have actually increased over the very favorable findings of the first study in 2007. For example:

- When consumers know that a business is a member of the local chamber, there is now a **49%** increase in favorability toward that business (up from 44% in the 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 (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 (63% in 2007).

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

- When business decision makers believe 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 (82% in 2007).

The results of the 2007 and 2012 Schapiro studies 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.** See vertical results on the other side.



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# IMPACT ON VERTICAL MARKETS

## Restaurant Franchises

When consumers know that a national restaurant franchise is a member of the chamber of commerce, they are:

- **68% more likely** to eat at the franchise in the next few months.
- **15% more likely** to report knowing a lot about the franchise.
- **58% more likely** to eat at the franchise more often.
- **37% more likely** to think favorably of the franchise.

Even when consumers do not eat at the franchise often, if they are aware that the franchise is a member of the chamber, they're **33% more likely** to have a favorable opinion of the franchise.

When consumers hold a less favorable opinion of a restaurant franchise, but are aware that the franchise is a member of the chamber, they're **65% more likely** to eat there in the coming months.



## Insurance Companies

When consumers know that an insurance company is a member of the chamber of commerce, they are:

- **29% more likely** to report knowing a lot about the company.
- **36% more likely** to think favorably of the company.
- **36% more likely** to consider buying insurance from it.

If consumers hold a less favorable opinion of the insurance company, but are aware that the company is a member of the chamber, they're **25% more likely** to consider doing business with that company.

Among those who haven't purchased insurance from a particular company in the past, chamber membership **increases that likelihood by 37%**.

## Automobile Industry

When consumers know that an auto company is a member of the chamber of commerce, they are:

- **21% more likely** to have a favorable opinion of that company.
- **31% more likely** to consider purchasing their next car from that company.

If a consumer has ever considered buying a car from a particular auto company, chamber membership **increases the likelihood of a future purchase by 44%**.

## About the Sponsors and Contributors



Established in 1914, ACCE is the only national association serving the professional development needs of executives and managers of chambers of commerce throughout the U.S. and Canada.

Representing more than 7,300 chamber employees, ACCE enhances the knowledge, leadership skills, and management effectiveness of chamber professionals and their staffs through its education, research, publications, certification, trends analysis, benchmarking, and promotion of best practices.



The Western Association of Chamber Executives (WACE) is a premier organization for education and professional development for more than 800 chamber executives and staff in 15 Western states and Canada.



Combining incisive research with strategic acumen, The Schapiro Group, Inc. develops strategies for decision-makers in business, governments, and nonprofits. As a partner in strategy it helps clients achieve their goals.

For close to three decades, The Schapiro Group has used objective research to develop strategies that yield a clear and profound view of each client's environment, challenges, and opportunities.



Funding for both the 2007 and 2012 Schapiro Chamber Studies has been provided by Insperity, a perennial supporter of thought-leadership and research projects such as these.

Insperity has been a trusted advisor to America's best businesses for more than 25 years, providing an array of human resources and business solutions designed to help business succeed so communities can prosper.



Jim Blasingame, founder and president of Small Business Network, Inc., is one of the world's foremost thought-leaders on small business and entrepreneurship. Jim has been a chamber member and supporter since 1977 and the ACCE recognized his efforts on behalf of chambers with the coveted Champion of the Chamber Award in 2009. His third book is titled, *The Age of the Customer*®.



In its fifteen-year history, Market Street Services has worked with chamber of commerce and other partners in over 150 communities in 32 states across the country. Founded in 1997 as an alternative to traditional community and economic development firms, Market Street bring original insights and clarity to the evaluation and revitalization of the places where people live, work, and grow.