

# CHAMBER MEMBERSHIP CREDIBILITY

A national survey recently revealed that businesses benefit from chamber of commerce membership because of a boost in credibility and consumer confidence.

The Schapiro Group, an Atlanta-based market research firm, found strong association between positive attitudes towards businesses and their membership in the local chamber.

## How Effective Business Strategies Communicate Specific Traits about a Company

Consumers say that being active in the local chamber is **23% more effective** than a general statement for communicating that a company uses good practices.

### SPECIFIC COMPANY TRAITS

	GOOD BUSINESS PRACTICES	REPUTABLE	CARES ABOUT CUSTOMERS	COMMUNITY INVOLVEMENT
Being active in the local chamber of commerce	23% more effective	24% more effective	17% more effective	21% more effective
Sponsoring events around the community	12% more effective	equally effective	16% more effective	29% more effective
Encouraging employees to volunteer	17% more effective	equally effective	15% more effective	20% more effective
Giving out scholarships to local students	equally effective	equally effective	19% more effective	38% more effective
Encouraging employees to donate to a charity	15% more effective	18% more effective	16% more effective	16% more effective

\*As compared to making a general statement with each business strategy.

Consumers are **73% more likely to be highly aware of business** if they are a member of the chamber and **68% more likely to think positively of its local reputation.**



### What Chamber Membership Shows Customers

Seven out of ten consumers believe that being actively involved in the chamber is an effective strategy for enhancing a business' reputation and for demonstrating that it uses good business practices.

### The Impacts of Chamber Membership on Small Businesses

If consumers know that a small business is a member of the chamber of commerce, the company enjoys a 49% increase in its consumer favorability rating.

	% INCREASE IN FAVORABILITY	% INCREASE IN AWARENESS	% INCREASE IN REPUTATION	% INCREASE IN FUTURE PATRONAGE
CONSUMERS	49%	73%	48%	80%
BUSINESS DECISION-MAKERS	42%	78%	65%	74%

