

JUST THE FACTS

IN ECONOMIC DOWNTIMES, CHAMBER MEMBERSHIP IS CRITICAL FOR SMALL BUSINESSES

Small businesses may be suffering along with the economy, but chamber membership is more important than ever, particularly now. According to the Schapiro Study*, people who were told that a particular small business was a member of its local chamber were 44 percent more likely to rate it favorably than study respondents who were not told of the chamber affiliation. Respondents were also 63 percent more likely to want to purchase goods or services from a small business that is a chamber member. Here's the data:

	% Increase in Consumer Favorability	% Increase in Consumer Awareness	% Increase in Local Reputation	% Increase in Likelihood of Future Patronage*
Overall	44%	51%	57%	63%
Region				
Northeast	44%	54%	34%	66%
Midwest	28%	55%	53%	49%
South	45%	43%	82%	82%
West	51%	47%	54%	56%
Age				
18-29	—	53%	62%	56%
30-39	34%	—	54%	—
40-49	54%	63%	54%	68%
50-59	44%	54%	67%	86%
60+	43%	52%	50%	61%
Income				
Less than \$20,000	—	—	89%	—
\$20,000 to \$40,000	54%	55%	59%	64%
\$40,000 to \$60,000	33%	40%	58%	55%
\$60,000 to \$80,000	45%	50%	61%	86%
\$80,000 to \$100,000	—	69%	50%	—
More than \$100,000	49%	75%	44%	77%
Gender				
Male	49%	53%	53%	69%
Female	36%	51%	61%	63%
Leadership				
Business Decision-Makers	37%	51%	58%	59%

Notes: "—" indicates no impact
*Includes purchases of both goods and services



What Do People Believe About Chambers?

The Schapiro Study also showed that people think more favorably about a company's products, services and reputation when they are told that the business is affiliated with a chamber. Those interviewed for the study stated that they hold the following beliefs about chambers:

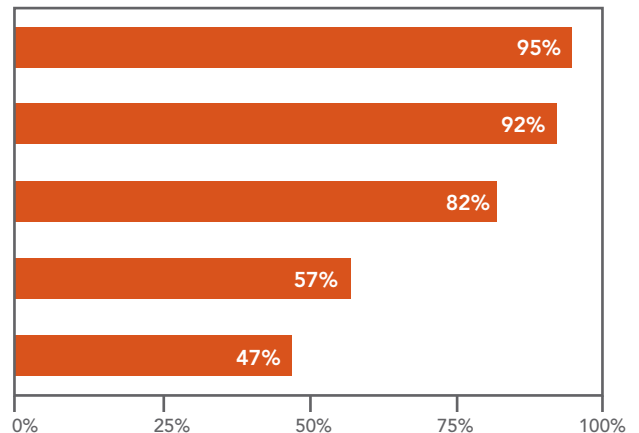
Fact: ...is made of local businesses and is financed in large part by membership dues.

Fact: ...functions as a storehouse of information on current business trends and public policies.

Fact: ...creates jobs and promotes local economic development.

Myth: ...gives small loans to local businesses and other community organizations.

Myth: ...is a government agency, funded by the city government.



*The Schapiro Study was commissioned by the American Chamber of Commerce Executives (ACCE), IBM, Administraff, Small Business Network, Inc., and Market Street Services in 2007. View the full report on ACCE's website, www.acce.org.