Local Chambers of Commerce





VALUE

Most US adults agree that local chambers of commerce...

Strongly/somewhat agree

81% Are a trusted resource/ partner for businesses 76% 0 Are stewards of a strong local economy

77%

Are a collective voice of businesses in their community

74%

Create jobs and promote local community development

72%

Play a key role in addressing community challenges

Most business owners* recognize the value of their local chamber of commerce.

65%

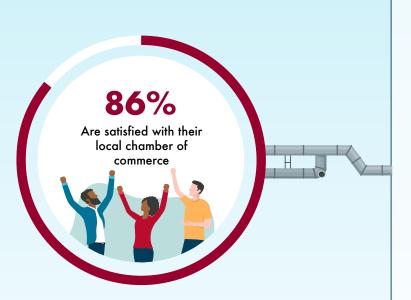
Say it advocates for policies that are in the best interest of their business

62%

Say it supports the growth and prosperity of their business

*Employed US adults who are a CEO, owner, or partner of their business

Most US adults who are familiar with their local chamber of commerce are satisfied with their local chamber.



Many US adults feel that their local chamber has at least some impact on a variety of aspects.

% At least some impact

Creating a network for business owners

Growing the local economy

90%

91% Growing businesses

locally

Addressing challenges within their community

IMPACT

US adults say that being active in a local chamber of commerce is an effective strategy for businesses to...



% Very/somewhat effective

61%

Demonstrate that they are reputable 60%

Suggest they are involved in their local community

57%

Show they use good business practices







Top three most important roles the local chamber can play in the coming years:

US adults say that knowing a local business is a member of the local chamber of commerce would make them more likely to...

50%

Purchase goods or services from the business

64% among those who are familiar with their local chamber of commerce

48%



Recommend the business to someone else

63% among those who are familiar with their local chamber of commerce



Research Method

This survey was conducted online within the United States between September 5-9, 2024 among 2,075 adults (aged 18 and over) including 141 respondents who are business owners (i.e., employed with a title of CEO, partner or owner) by The Harris Poll on behalf of the Association of Chamber of Commerce Executives (ACCE) via its Harris On Demand omnibus product.

Data were weighted where necessary by age, gender, race/ethnicity, region, education, marital status, household size, household income, [employment], and political party affiliation, to bring them in line with their actual proportions in the population.

Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within + 2.5 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest.

All sample surveys and polls, whether or not they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.