

Understanding Perceptions About 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

77%

Are a collective voice of
businesses in their community

76%

Are stewards of a
strong local economy

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

86%

Are satisfied with their
local chamber of
commerce

92%

Creating a network
for business owners

91%

Growing businesses
locally

90%

Growing the local
economy

88%

Addressing challenges
within their community

IMPACT

3 in 5

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

1

Growing the
local economy

2

Growing
businesses locally

3

Creating
jobs

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

48%

Recommend the business
to someone else

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

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.

