



PUBLIC OPINION POLL

# The Impact and Value of Chambers of Commerce

FLORIDA ASSOCIATION OF CHAMBER PROFESSIONALS

DECEMBER 17, 2024

# Background

- Prior research by The Schapiro Group, Inc. (2007, 2012)
- New research refreshes and expands into community impact
- Survey was fielded online by The Harris Poll between September 5-9, 2024 among 2,075 U.S. adults
- Quantifies perceptions in terms of knowledge, attitudes and consumer outcomes

# Presentation Overview

## Overall Research Findings

*Region-specific with national comparisons*

- Knowledge
- Attitudes
- Consumer Outcomes

## Subgroup Analyses

*National data*

- Business owners
- Urbanicity
- Gender
- Race/ethnicity
- Age/generation
- Voter registration status
- Chamber familiarity

# OVERALL FINDINGS

REGIONAL

# Regional Breakdown

New England

Mid Atlantic

East North Central

West North Central

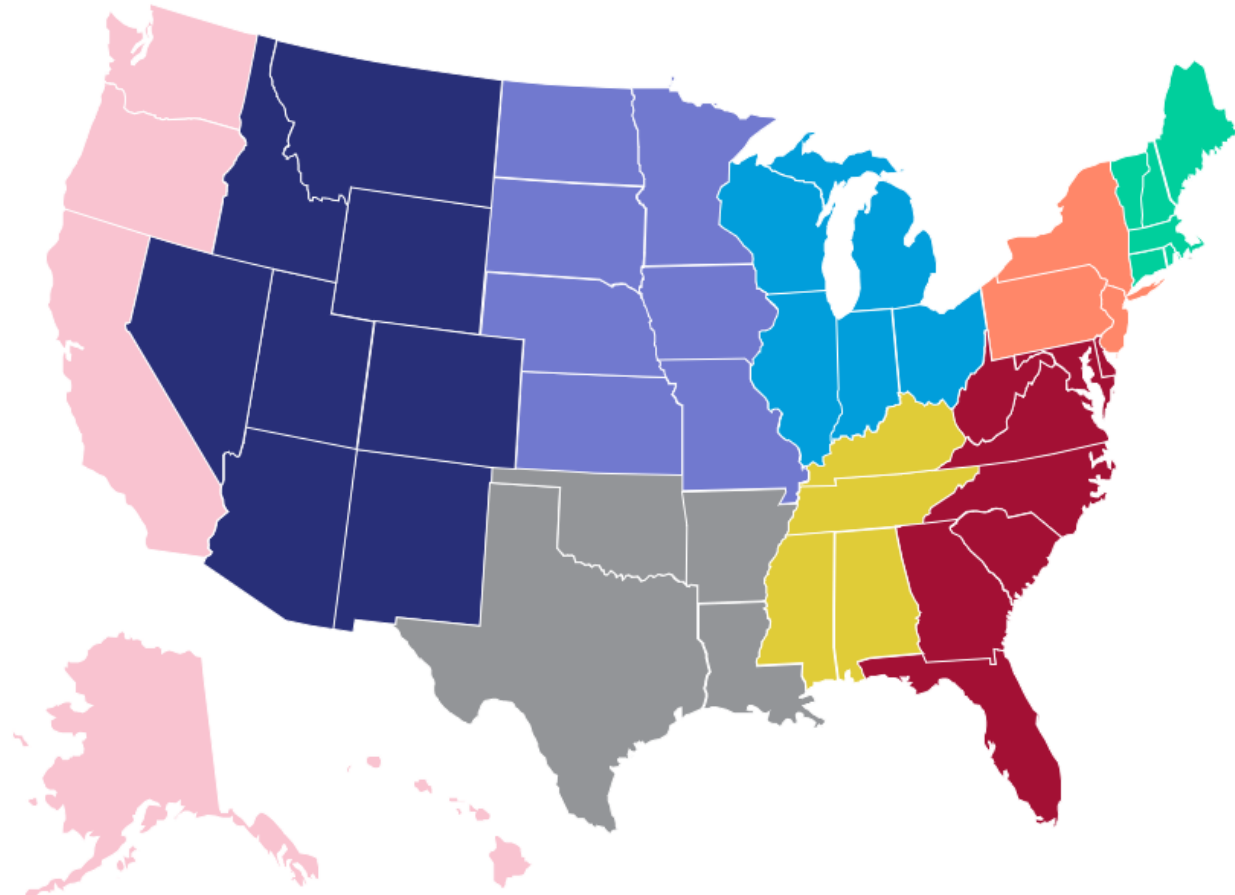
South Atlantic

East South Central

West South Central

Mountain

Pacific



# South Atlantic Region

**Delaware**

**District of Columbia**

**Florida**

**Georgia**

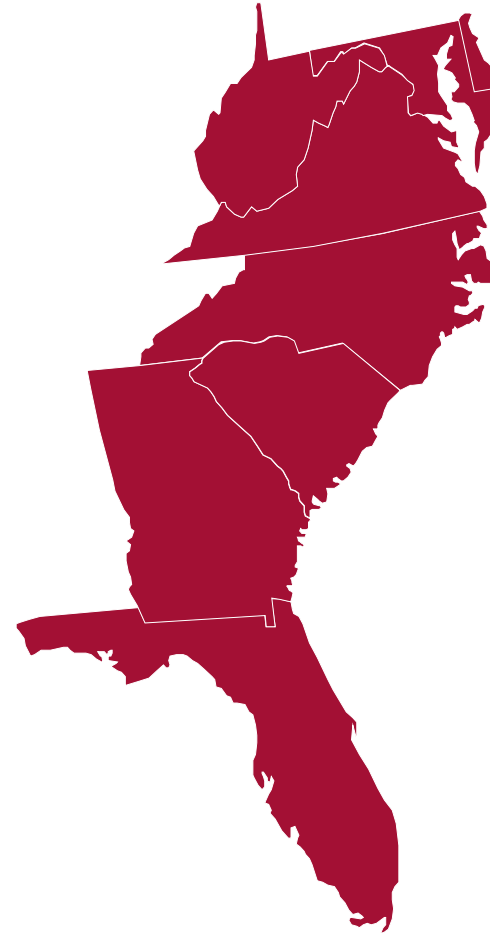
**Maryland**

**North Carolina**

**South Carolina**

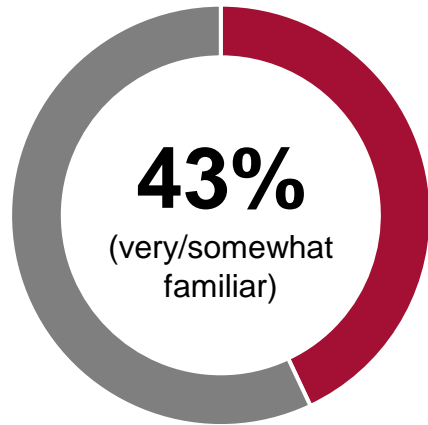
**Virginia**

**West Virginia**



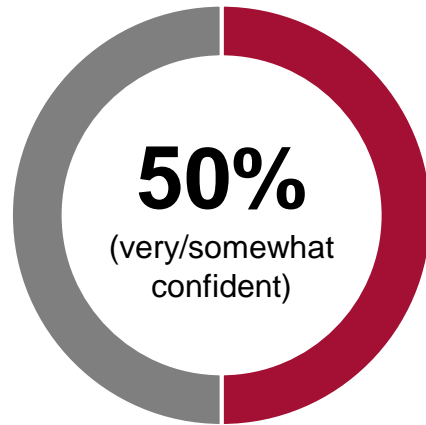
# Knowledge

How familiar are you with your local chamber of commerce?



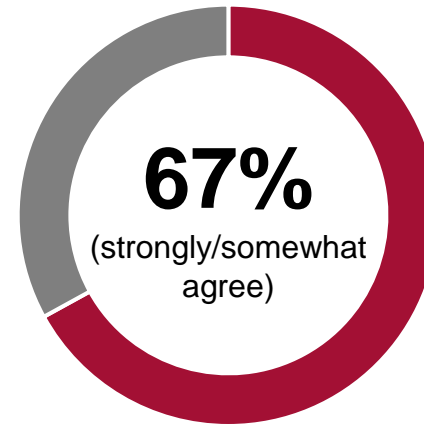
vs. 44%  
of U.S. adults

How confident are you that you'd be able to explain to others what a chamber of commerce is?



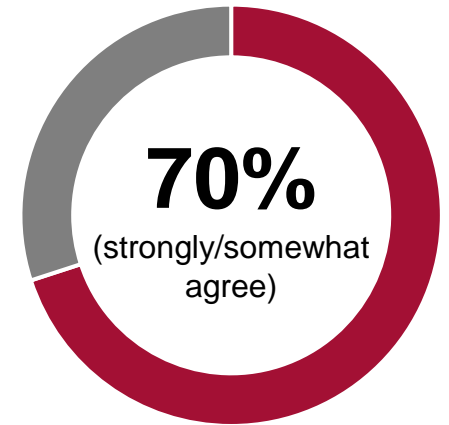
vs. 50%  
of U.S. adults

I don't fully understand what local chambers of commerce do in their communities.



vs. 62%  
of U.S. adults

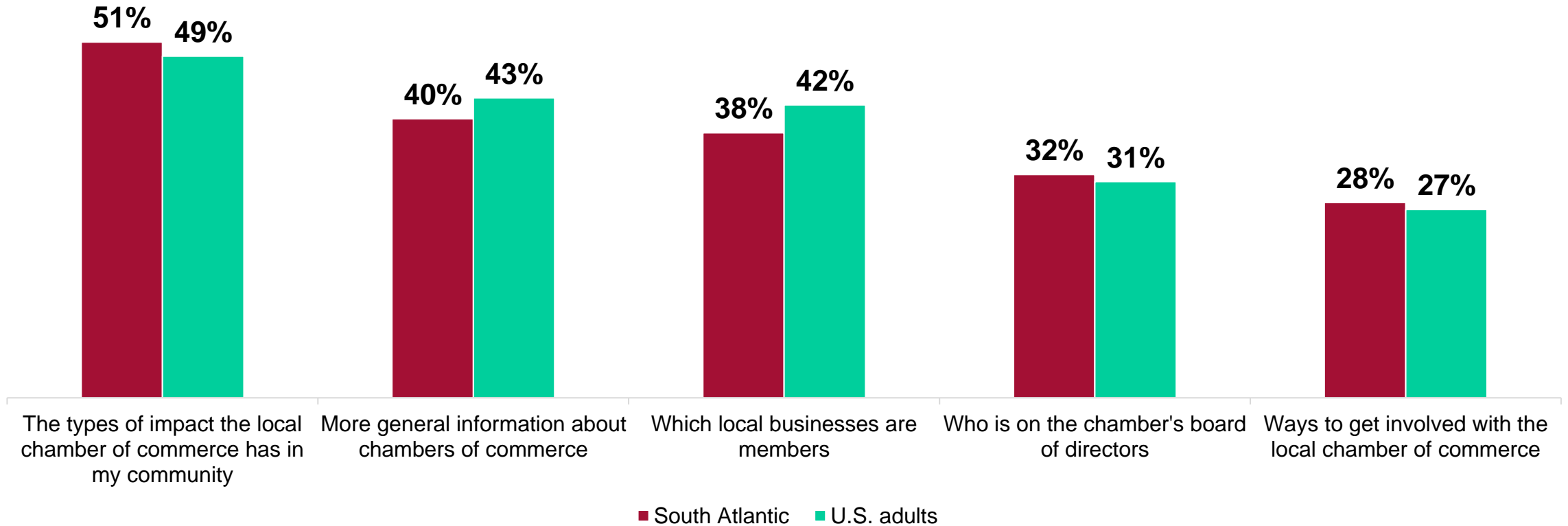
I wish I knew more about what local chambers of commerce do in their communities.



vs. 70%  
of U.S. adults

# Knowledge

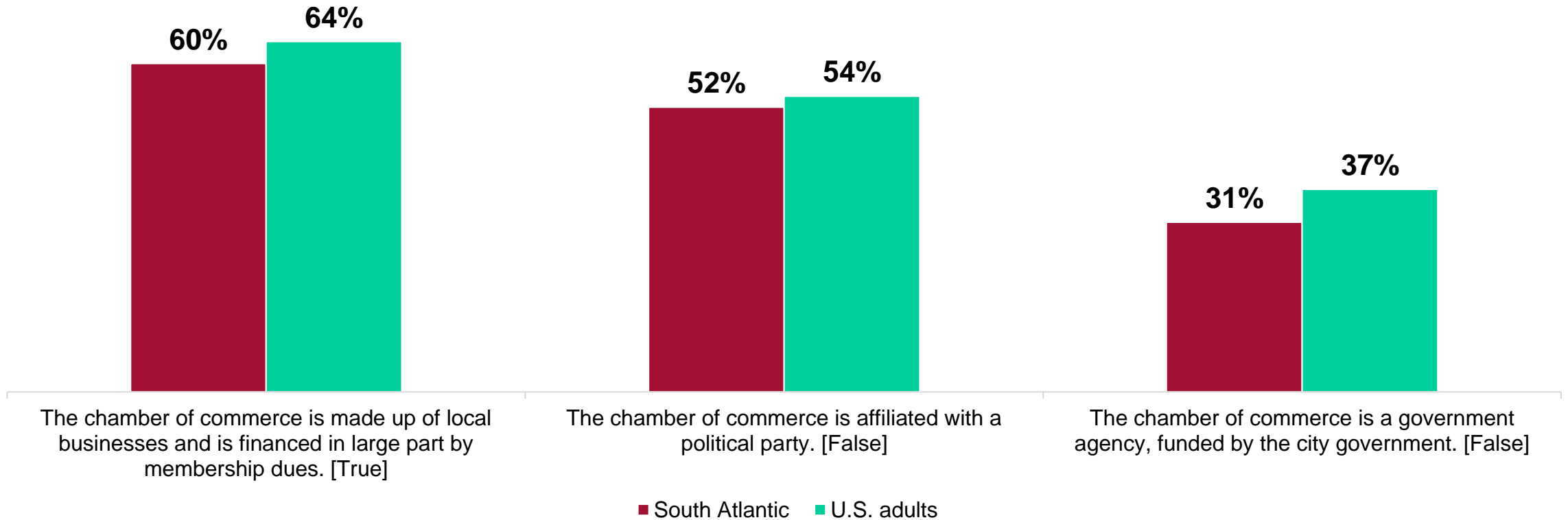
What do you wish you knew more about your local chamber of commerce?  
Please select all that apply.





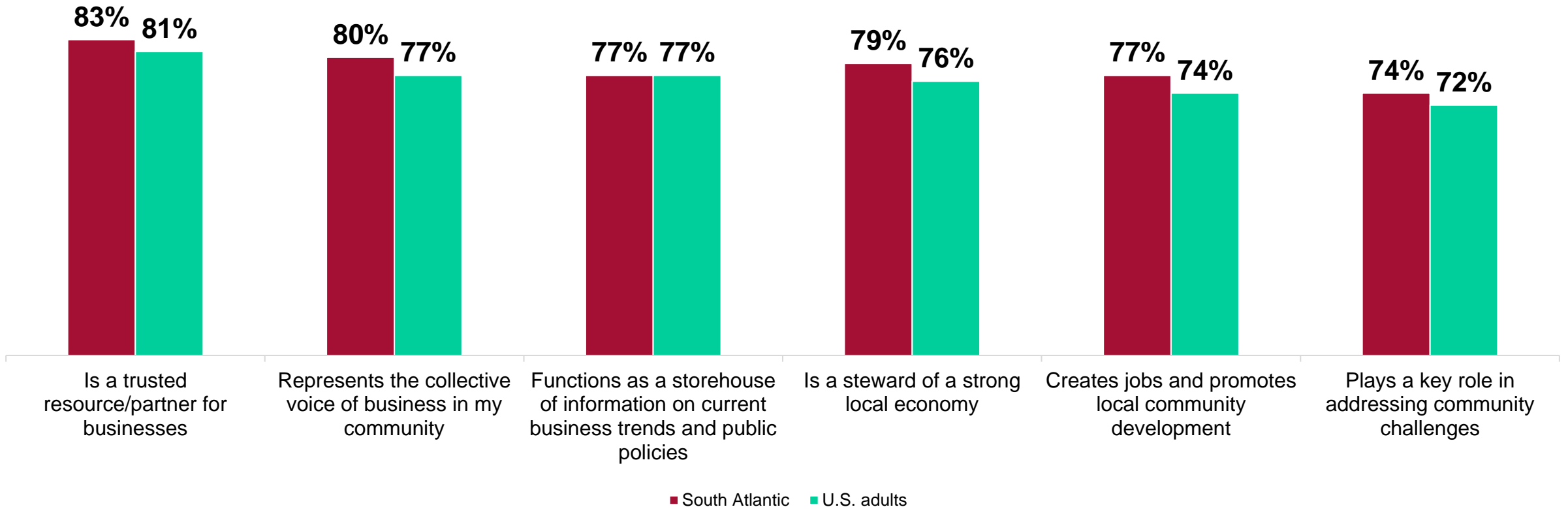
# Knowledge

As far as you know, are each of the following statements true, false, or are you not sure?  
(% Answered correctly)

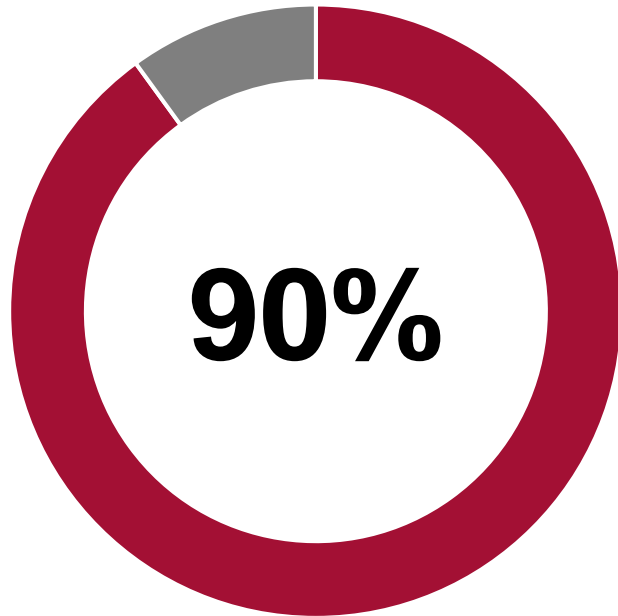


# Attitudes

The local chamber of commerce...  
(% Strongly/somewhat agree)



# Attitudes

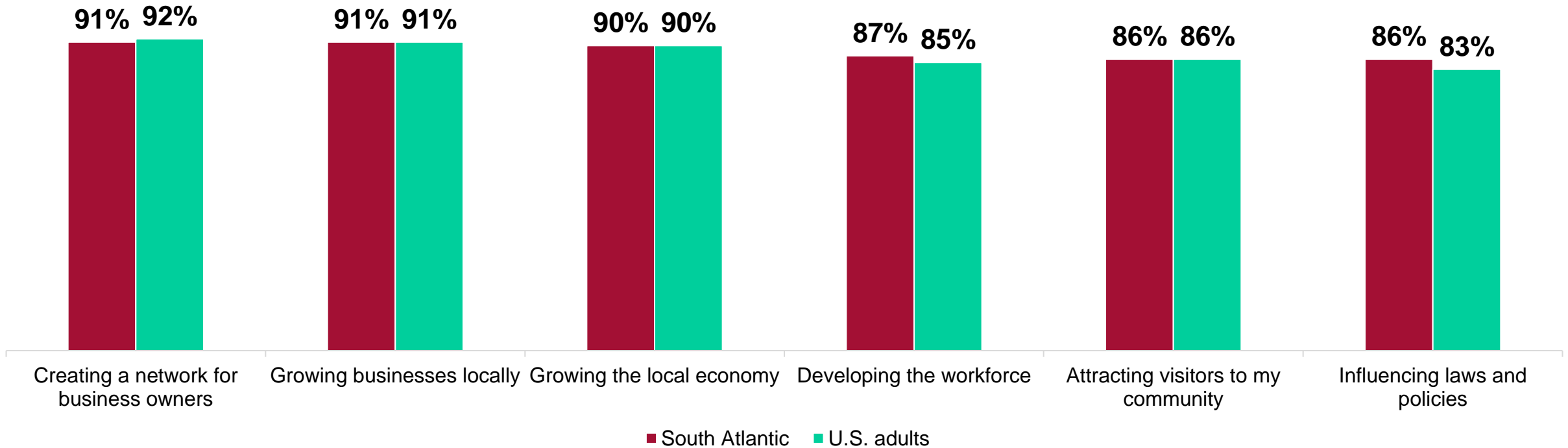


of adults in the South Atlantic region who are familiar with their local chamber of commerce report satisfaction, including **30%** who are very satisfied

*vs. 86% of U.S. adults, 27% of whom are very satisfied*

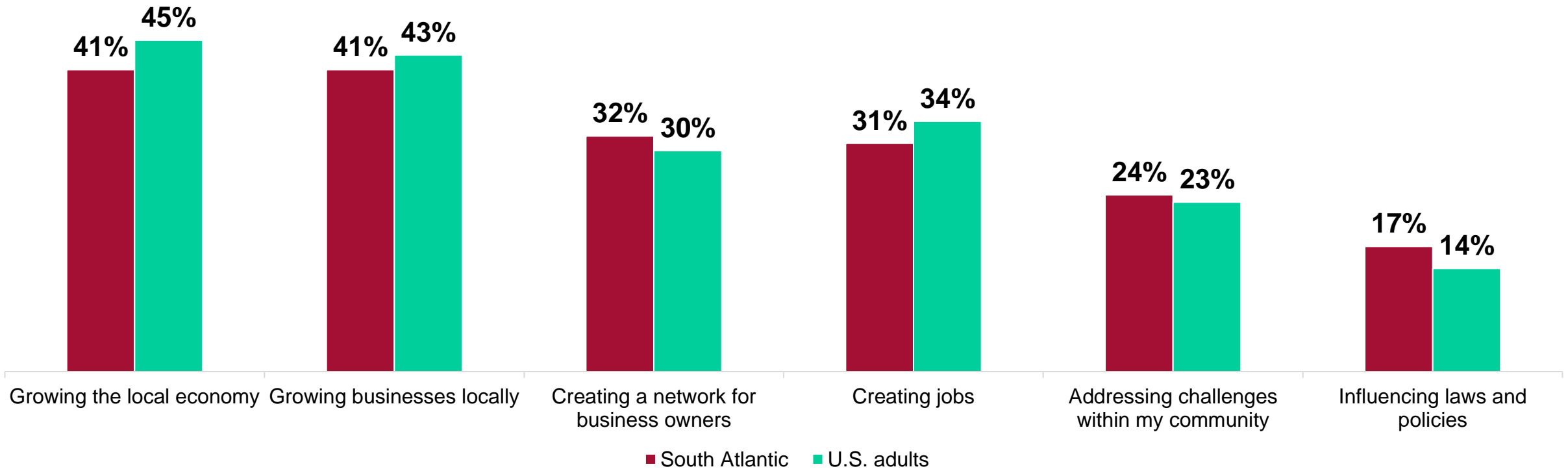
# Attitudes

The local chamber of commerce has an impact on...  
(% A great deal/a lot of/some impact)



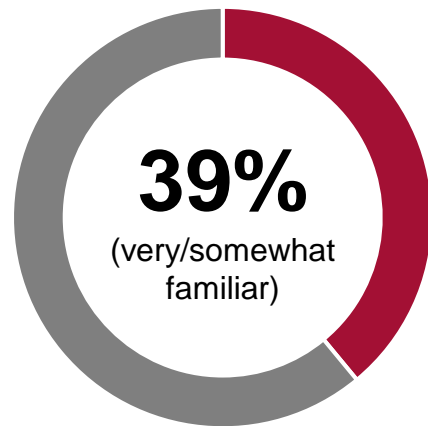
# Attitudes

The most important roles the local chamber can play in the coming years are (select up to 3)...



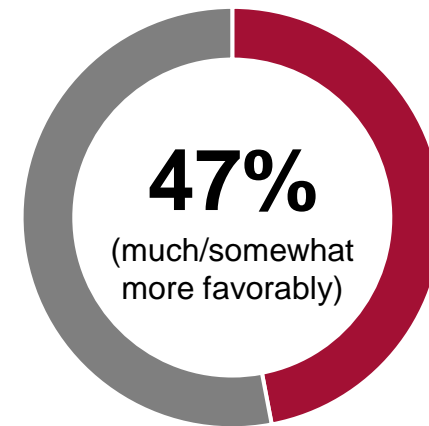
# Consumer Outcomes

How familiar are you with which businesses in your community are members of your local chamber of commerce?



vs. 40%  
of U.S. adults

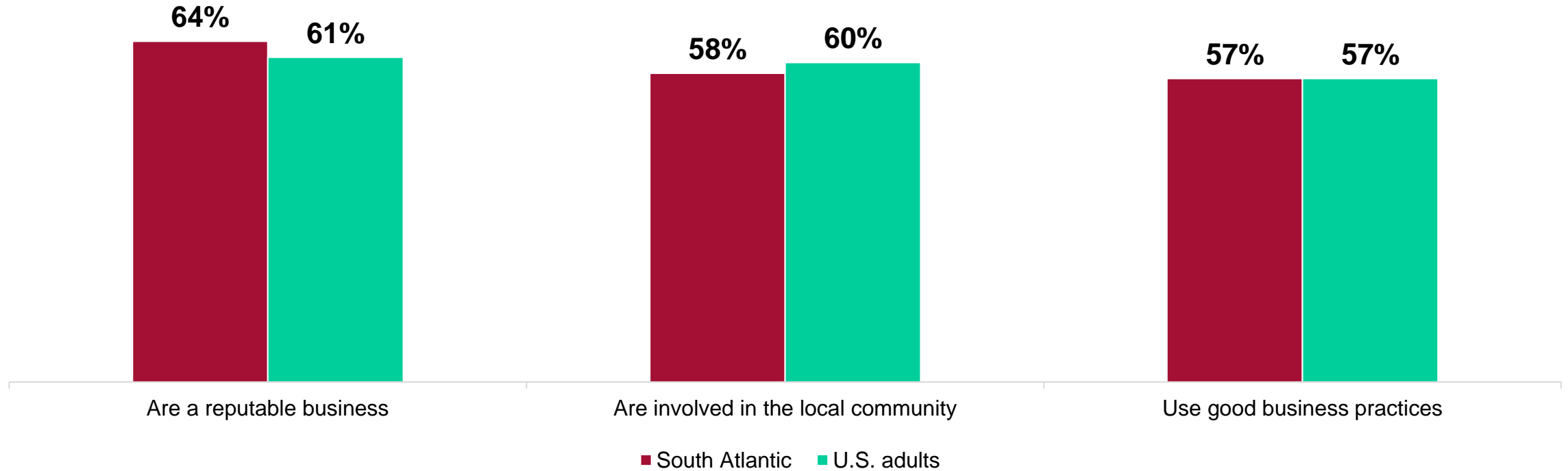
If you knew that a local business was a member of the local chamber of commerce, would it make you view the business more or less favorably?



vs. 47%  
of U.S. adults

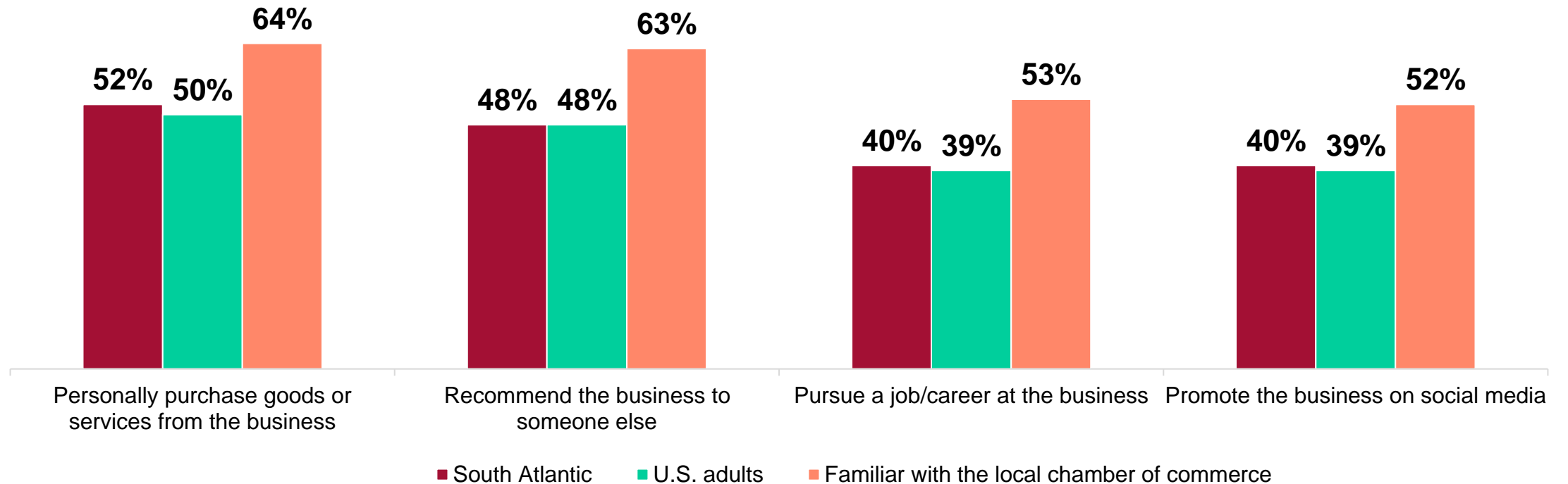
# Consumer Outcomes

Effectiveness of Companies Being Active in the Local Chamber of Commerce in Demonstrating That They...  
(% Very/somewhat effective)



# Consumer Outcomes

If you knew that a local business was a member of the local chamber of commerce, would it make you more or less likely to do each of the following?  
(Much/somewhat more likely)





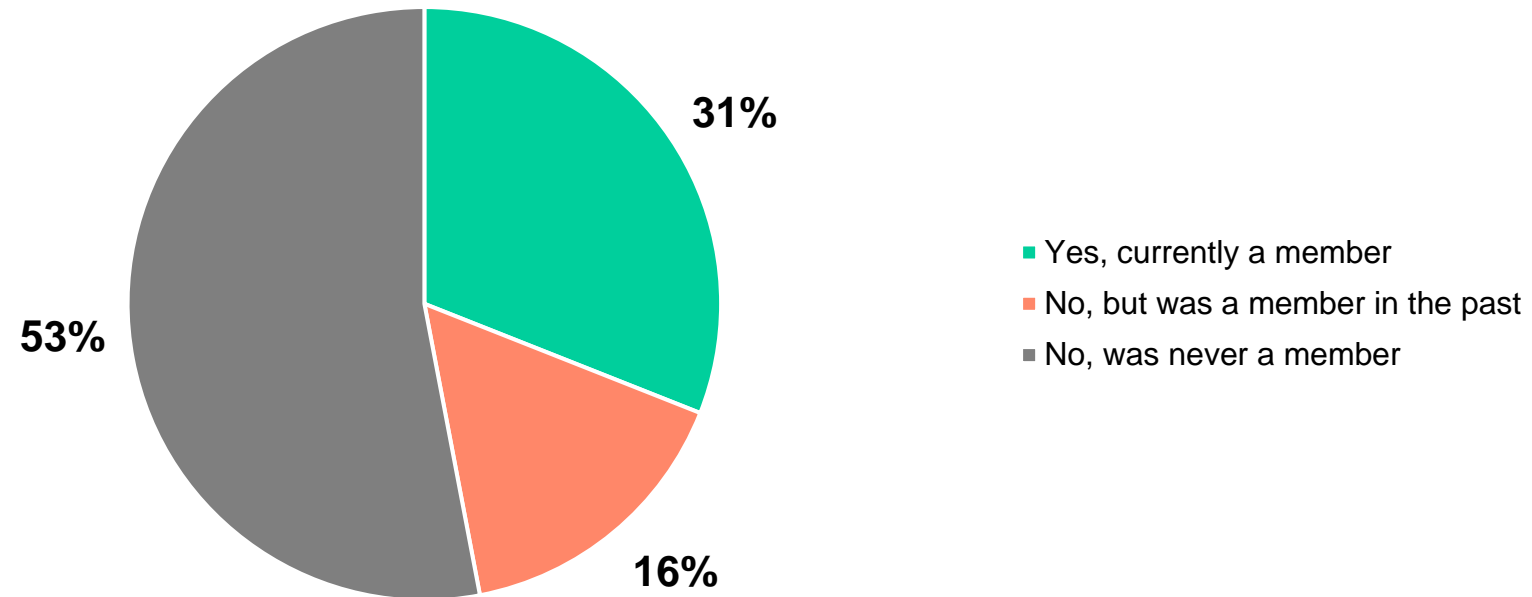
The background features a dark blue gradient with a faint, light blue graphic of a bar chart. The chart has several vertical bars of varying heights, and a thin, curved line arches over the top of the bars, suggesting a trend or data analysis.

# SUBGROUP ANALYSES

NATIONAL

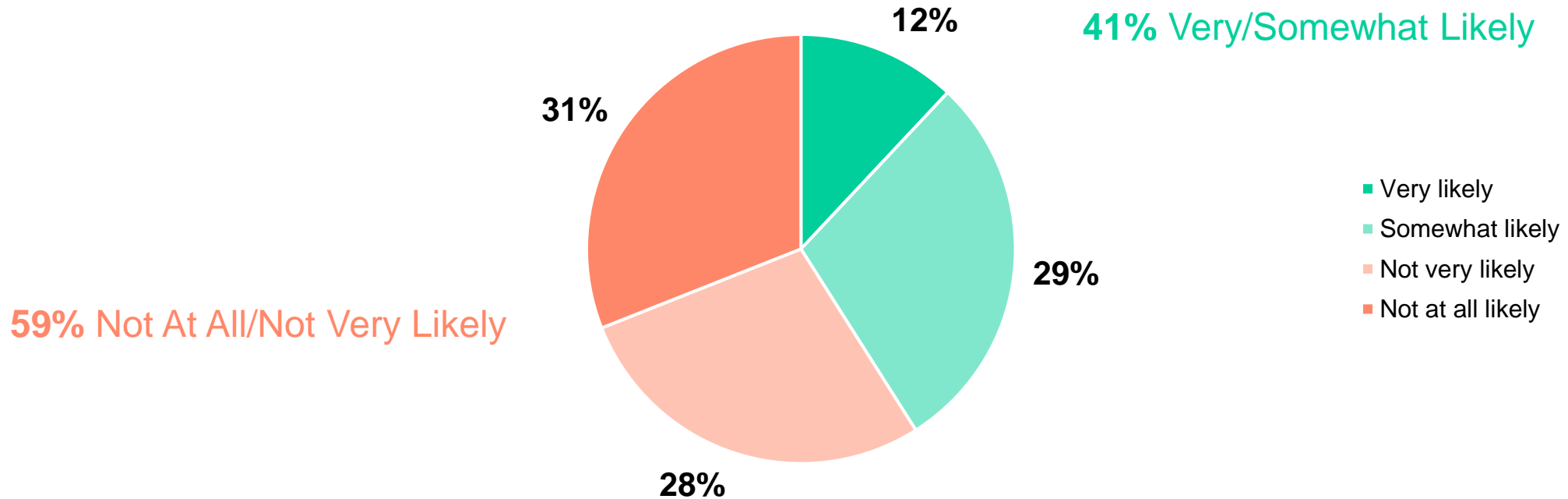
# Business Owners

Is your business currently a member of your local chamber of commerce?



# Business Owners

How likely are you to become a member of your local chamber of commerce in the future?  
(Among those not currently members)\*



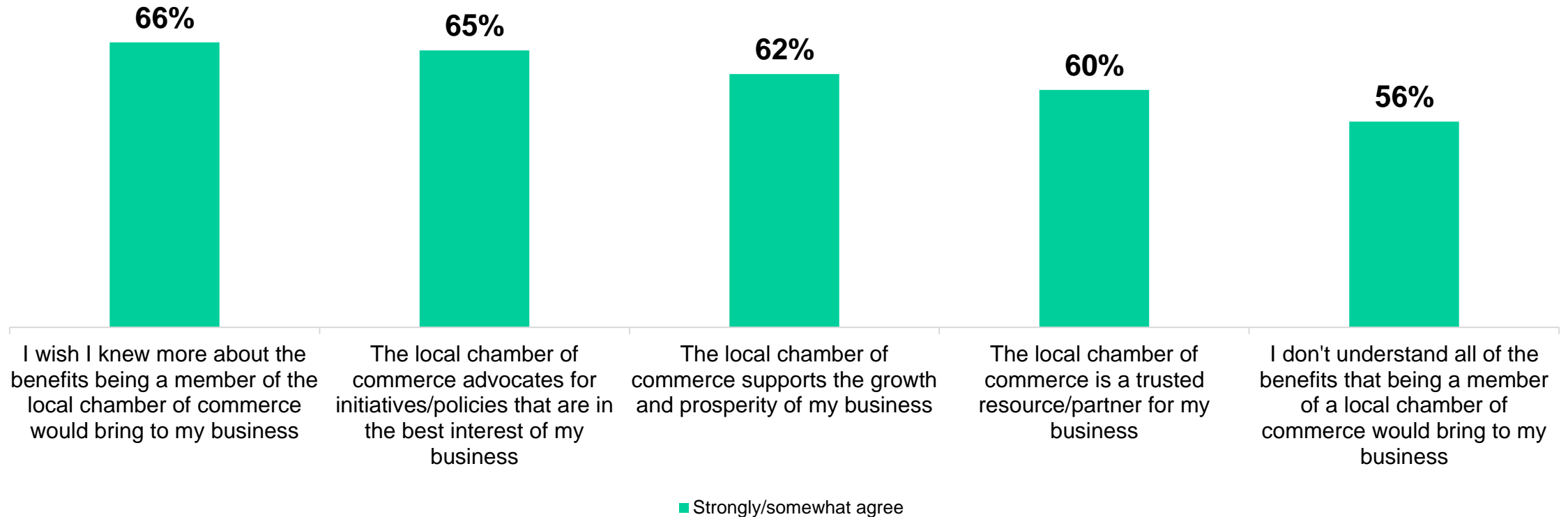
# Business Owners

## Motivators for Local Chamber of Commerce Membership



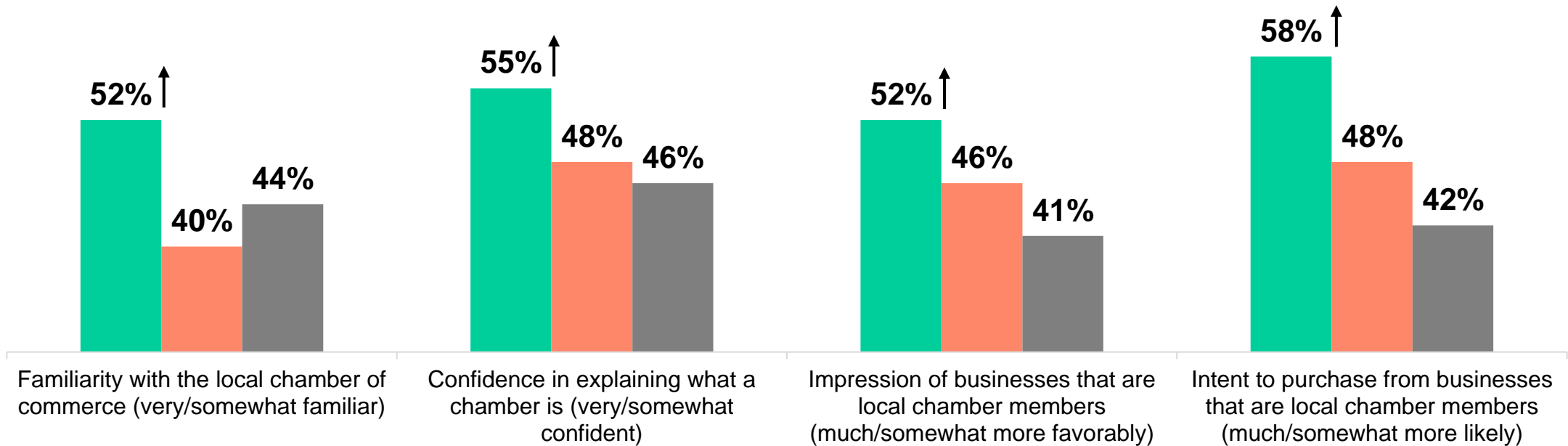
# Business Owners

As a business owner, how much do you agree or disagree with each of the following statements?



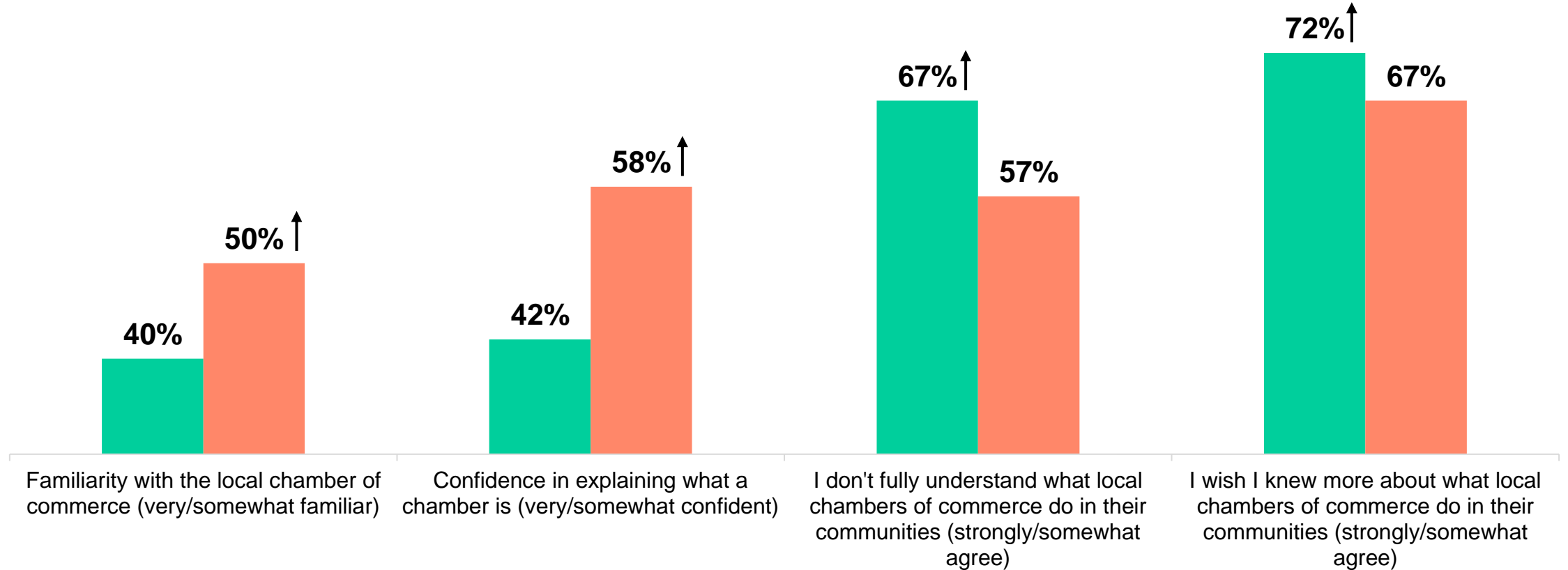
# Urbanicity

■ Urban ■ Suburban ■ Rural



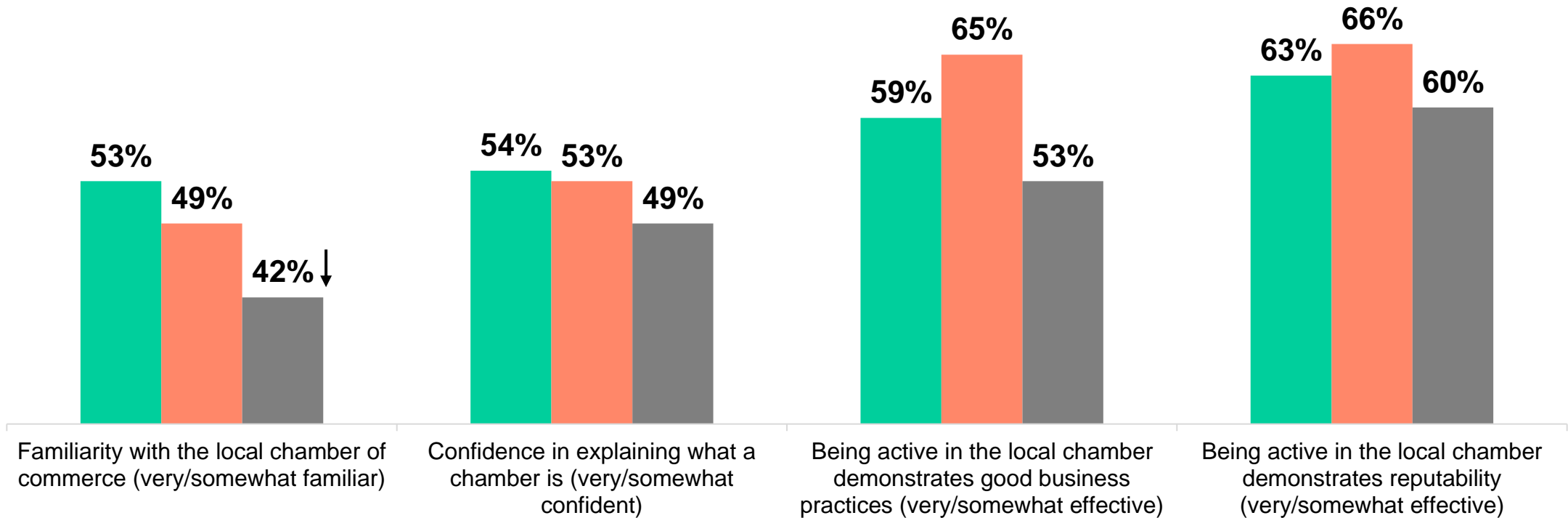
# Gender

■ Women ■ Men



# Race/Ethnicity

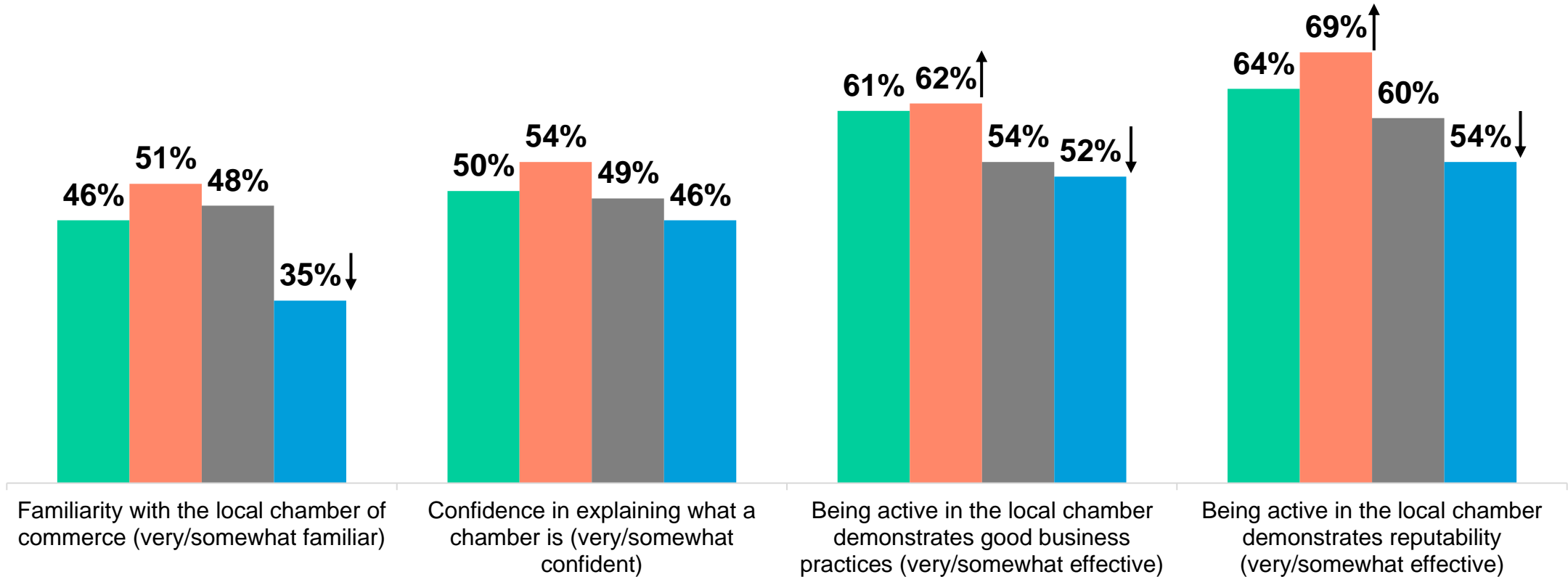
■ Hispanic ■ Black ■ White





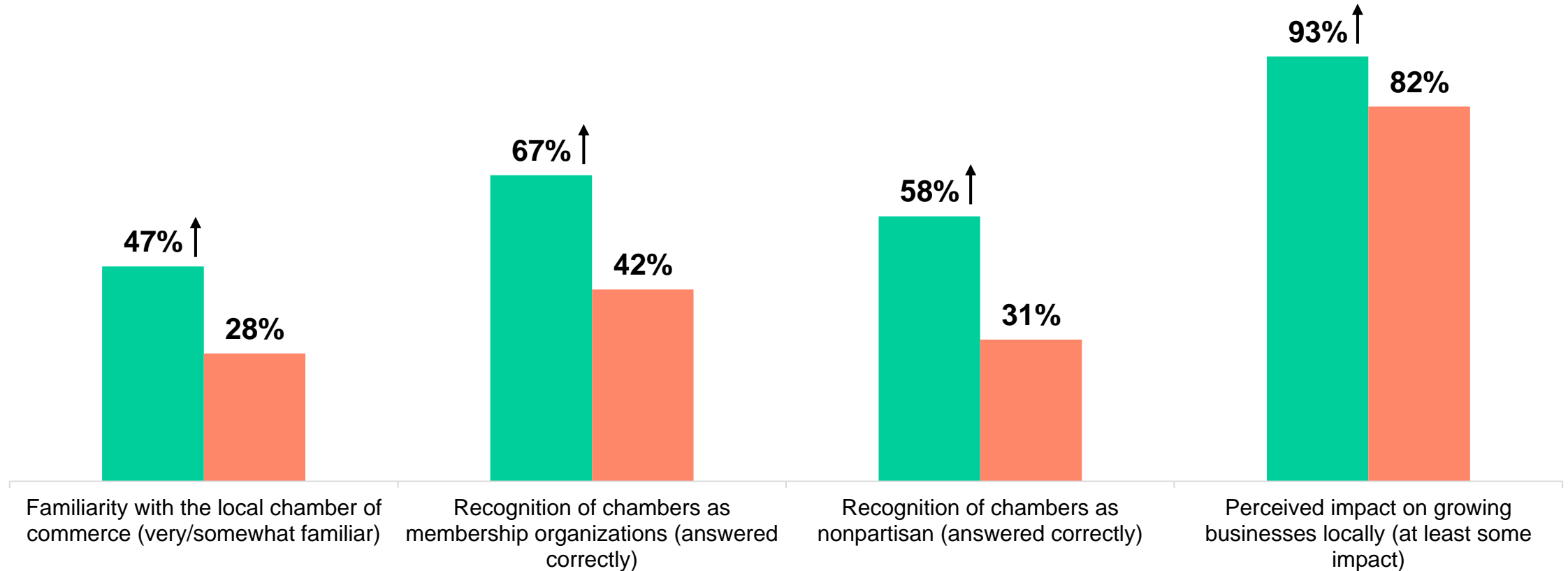
# Generation

■ Gen Z ■ Millennials ■ Gen X ■ Boomers and Older

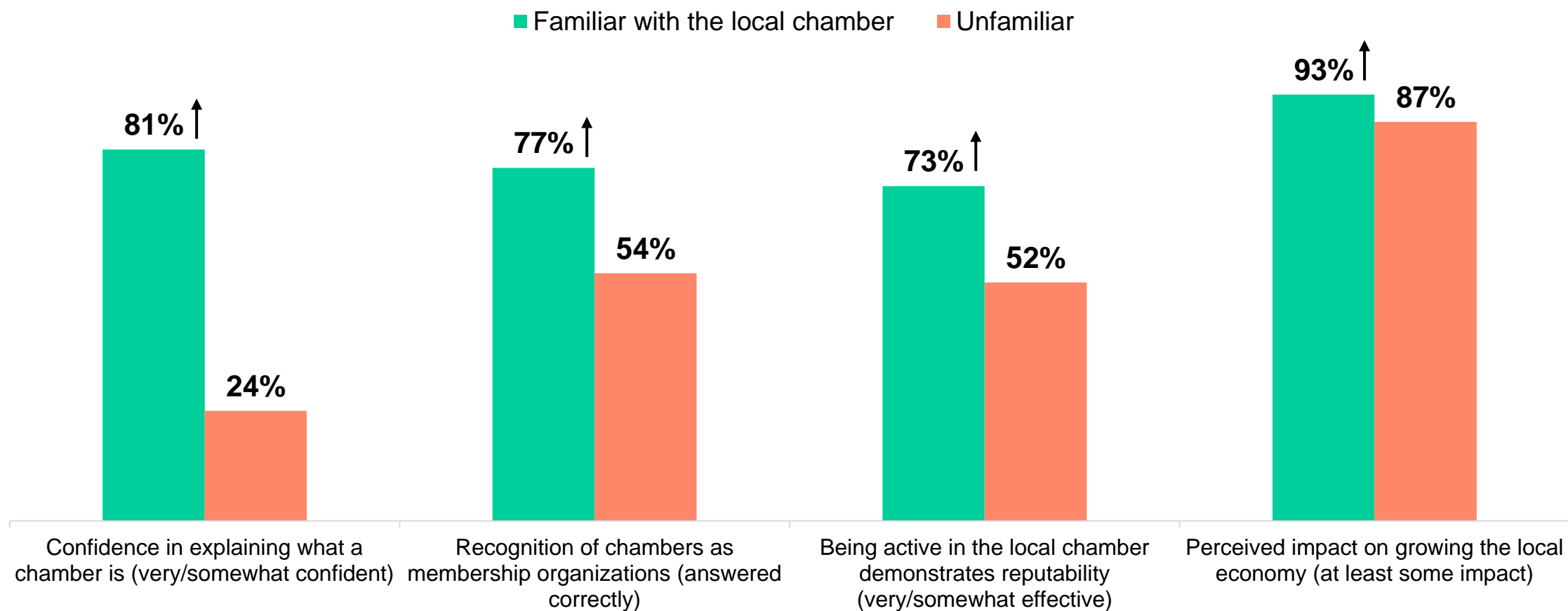


# Voter Registration Status

■ Registered ■ Not Registered/Not Sure



# Chamber Familiarity




# Implications

- Educate stakeholders about your chamber
- Focus on community impact
- Publicize your chamber membership
- Communicate membership benefits
- Connect with new, diverse audiences

[acce.org/poll](https://acce.org/poll)

# ACCE Members: Exclusive Asset Library

ACCE Public Opinion Poll 2024  
Fact Sheet



**What is the public opinion poll about?**  
This nationwide poll is ACCE's landmark research capturing public perceptions of chambers of commerce. The study measures US adults' knowledge of chambers, attitudes about their local chamber, the perceived value chambers bring to their communities and the impact of chamber membership on consumer outcomes. It also highlights unique variations in the data by subgroup, including business owners, geographic region, urbanicity, gender, race/ethnicity and generations.

**How was the research conducted?**  
The survey was conducted online within the United States between September 5-9, 2024 among 2,075 adults by The Harris Poll on behalf of ACCE. For more information, reference the [full methodology](#).

**What can I do with the findings?**  
This research is intended to support to continued success of chambers of commerce and reinforce their roles as catalytic leaders. Chambers can leverage the findings with key stakeholders and to influence its strategy. Ideas on [how to apply the data](#) are included on the following page.  
Shareable content for your communication channels and your local/state media outlets are available to download at [acce.org/pol](#).

**How do I attribute the research?**  
Wherever practical, reference the [full methodology](#) when sharing aspects of the research. At minimum, use the following attribution statement: "Harris Poll survey; fielded Sept. 5-9, 2024 among 2,075 US adults."


**Where can I find more information and resources?**  
Visit [acce.org/pol](#) to learn more and download resources.

**I have additional questions. Who can I contact?**  
Questions may be directed to Jen Pruden ([jpruden@acce.org](mailto:jpruden@acce.org)).

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

Chamber Fact Sheet

FOR IMMEDIATE RELEASE  
November 14, 2024



Contact:  
**[NAME]**  
**[TITLE, CHAMBER NAME]**  
**[PHONE NUMBER]**  
**[EMAIL ADDRESS]**

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**PUBLIC OPINION POLL AFFIRMS PIVOTAL ROLE OF CHAMBERS OF COMMERCE**  
U.S. adults recognize the wide-sweeping impact of their local chamber, ACCE/Harris Poll finds

**[CITY, STATE]** (November 14, 2024) — Results from a nationwide public opinion poll indicate chambers of commerce are vital to the prosperity of their communities. The Harris Poll survey, conducted on behalf of the Association of Chamber of Commerce Executives (ACCE), finds 81% of U.S. adults agree that their local chamber of commerce is a trusted resource and partner for businesses. Nine in 10 feel that their chamber has an impact on growing the local economy (90%) and addressing challenges within the community (88%).

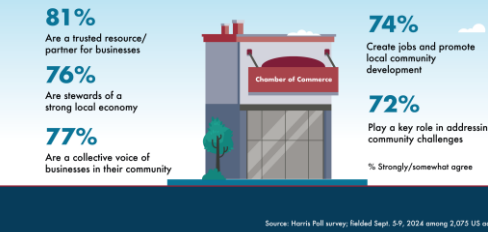
"The poll's findings assert the crucial role chambers of commerce play for businesses, economies and communities," said Sharee Anne Kelly, ACCE president & CEO. "Chambers are trusted and innovative organizations. As a result, we are seeing tremendous momentum to bring even more bold leadership and lasting impact on the communities we serve."

Key findings of the poll include:

- **Chambers are Trusted:** 81% of U.S. adults agree that their local chamber is a trusted resource and partner for businesses. 90% feel that their local chamber makes an impact on growing the local economy.
- **Chamber Membership Strengthens a Business's Reputation:** 64% of adults who are familiar with their local chamber are more likely to purchase goods and services from a business that they know is a member of their local chamber. 63% are more likely to recommend that business to someone else.
- **Chambers Serve Businesses and Communities:** 76% of U.S. adults agree that local chambers are stewards of a strong local economy. 74% believe chambers work to create jobs and promote local community development. 72% believe chambers play a key role in addressing community challenges.

Press Release Template

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



**81%**  
Are a trusted resource/  
partner for businesses

**74%**  
Create jobs and promote  
local community  
development

**76%**  
Are stewards of a  
strong local economy

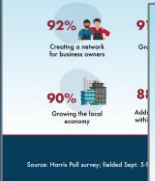
**77%**  
Are a collective voice of  
businesses in their community

**72%**  
Play a key role in addressing  
community challenges

% Strongly/somewhat agree

Source: Harris Poll survey; fielded Sept. 5-9, 2024 among 2,075 US adults

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

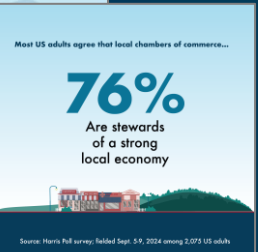


**92%**  
Creating a network  
for business owners

**90%**  
Growing the local  
economy

Source: Harris Poll survey; fielded Sept. 5-9, 2024 among 2,075 US adults

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



**76%**  
Are stewards  
of a strong  
local economy

Source: Harris Poll survey; fielded Sept. 5-9, 2024 among 2,075 US adults

Social Media Graphics

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

- 1 Growing the local economy
- 2 Growing businesses locally
- 3 Creating jobs

Source: Harris Poll survey; fielded Sept. 5-9, 2024 among 2,075 US adults



**Questions?**

# Get in touch.

**Jen Pruden**

Communications Manager, Resources & Benchmarking, ACCE

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703-998-3533

[acce.org/poll](http://acce.org/poll)

@ACCEHQ





# 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.