

FOR IMMEDIATE RELEASE

November 14, 2024

Jen Pruden
Communications Manager, Resources &
Benchmarking, ACCE
(703) 998-3533
jpruden@acce.org

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 survey finds

(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. Around nine in 10 feel that their local chamber has an impact on growing the local economy (90%) and addressing challenges within their community (88%).

“The poll’s findings assert the crucial role chambers of commerce play for businesses, economies and communities,” said Sheree 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 has 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% of these adults 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 local chambers create jobs and promote local community development. 72% believe local chambers play a key role in addressing community challenges.
- **Business Owners See the Value:** 65% of business owners see their local chamber as an advocate for initiatives and policies that are in the best interest of their business. 62% believe the chamber supports the growth and prosperity of their business.
- **People Want to Learn More About Their Local Chamber:** 70% of U.S. adults wished they knew more about the work their local chamber does in the community. Specifically, they

are most commonly interested in learning more about the type of impact local chambers have in their community (49%), more general information about chambers of commerce (43%), and which local businesses are members (42%).

METHODOLOGY

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.

Additional insights can be found at acce.org/poll. Questions about the study may be directed to Jen Pruden (jpruden@acce.org), communications manager, resources and benchmarking, at ACCE.

ABOUT ACCE

ACCE is the professional society supporting the individuals who lead local, regional, statewide and international chambers of commerce and related business and economic development organizations. Its membership includes more than 1,600 business/civic organizations worldwide, representing more than 9,000 professionals. The association provides members with information resources, thought leadership, education programs, original research, benchmarking and access to a network of peers.

###