

2016 CHAMBER OF COMMERCE SURVEY RESULTS

Chamber of Commerce leaders are often **moving onward & upward**, embracing the ever-changing needs of their organization. ChamberMaster surveyed 521 Chamber executives across the U.S. and Canada to find out what's happening now and what's on the **horizon** for the future.

Membership Size

90%

of Chambers report an **INCREASE** or **NO CHANGE** in membership size.

Under 100 Members - **7%**

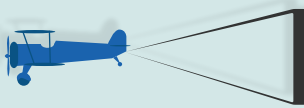
101-300 Members - **38%**

301-600 Members - **26%**

601-1,200 Members - **18%**

1,201-2,000 Members - **7%**

2,001+ Members - **4%**



When Chambers Increased Dues:

2015: 30%

2013-2014: 22%

2011-2012: 18%

Before 2011: 25%



Membership Dues Models

52%

Tiered



Traditional

43%



Only **10%**
of Chambers are planning
to **change their membership model**
in the next 24 months.



Ambassador Group Names

MEMBERSHIP
COMMITTEE



CHAMBER AMBASSADORS



DIPLOMATS

2/3

of Chambers have an **ambassador group** or are considering starting one.

The most popular ambassador group names are

"Chamber Ambassadors," "Diplomats," and "Membership Committee."

Young Professionals Group Names



35%

of Chambers have a **young professionals group** & **12%** are considering starting a program.

YOUNG

EMERGING

PROFESSIONALS

GENERATION

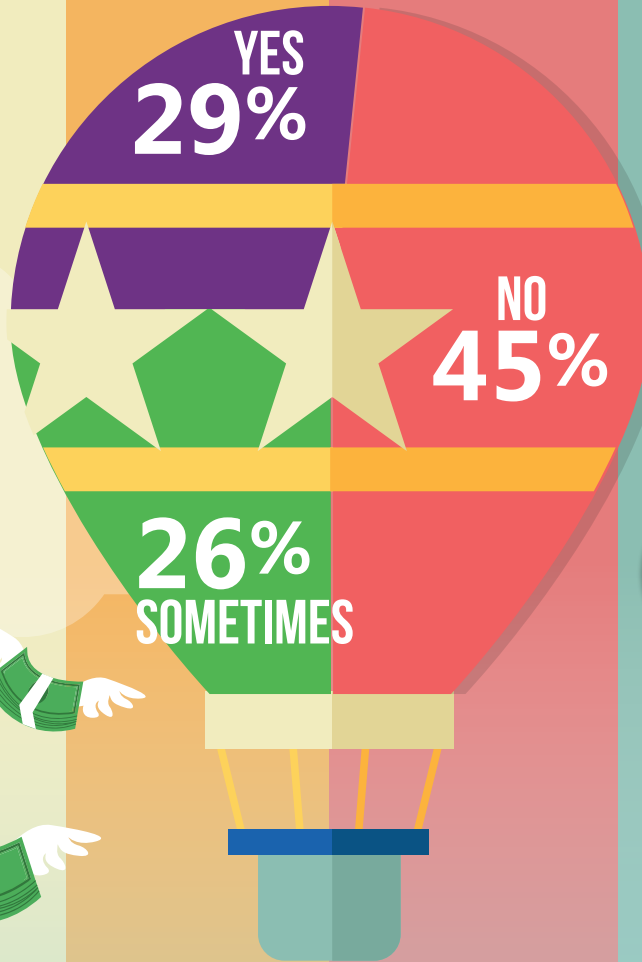
LEADERS

Young Professionals Group names often contain the words "young," "emerging," "professionals," "generation," and "leaders."





To Charge for Event No-Shows



\$\$\$

The debate about **charging for event no-shows** continues.



Online Member Directories



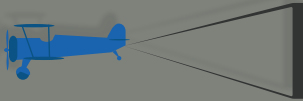
32%
Online Only

60%
Online & Printed
Nearly all Chambers have
a **member directory** online.

5%
Printed Only



3%
None



Social Media to Connect With Members



97%
Facebook



64%
Twitter



26%
YouTube

25%
Instagram



9%
Pinterest

44%
LinkedIn



chambermaster

membership, marketing & website solutions



1 800.825.9171



www.chambermaster.com



sales@growthzone.com