

New Mexico True Certified Annual Partner Survey (2021)

1. Business Information

Please provide basic information for your business.

* 1. What is the name of your business?

* 2. What is the 5 digit zipcode that your business is primarily based in?

* 3. What is your email address?

* 4. What is the type of your business?

- Accessories & Jewelry
- Agricultural & Ranch Products
- Animal & Pet Products
- Beer, Wine, & Spirits
- Books & Magazines
- Building Materials
- Cards, Stationary, & Pens
- Clothing & Apparel
- Cycles & Automotive
- Food & Beverage
- Furniture
- Garden Landscaping
- Hobby & Art supplies
- Home Décor
- Housewares
- Luggage, Backpacks, & Bags
- Personal Care & Cosmetics
- Photography
- Pottery & Ceramics
- Signs & Graphics
- Toys, Games, & Educational Materials
- Visual Arts
- Other (please specify)

* 5. What date was your business established? (mm/yyyy)

* 6. How long have you been a New Mexico True Certified Partner?

Years

Months

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2. Business Performance

Please provide financial information about your business performance for the 2021 calendar year.

* 7. What was your total (gross) revenue for 2021? *(Please provide best estimate if actual figures are unavailable)*

- \$25,000 or less
- \$25,001-\$50,000
- \$50,001-\$100,000
- \$100,001-\$500,000
- \$500,001-\$1,000,000
- \$100,000,001-\$5,000,000
- \$5,000,001-\$10,000,000
- More than \$10,000,000

* 8. At the end of 2019, was your business operating at a...

- Profit
- Loss
- Break-Even
- Not yet established

* 9. At the end of 2021, was your business operating at a...

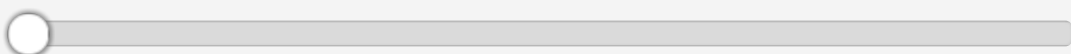
- Profit
- Loss
- Break-Even

* 10. How did your revenue change in 2021 compared to the previous year (2020)?

- Increased
- Stayed the same
- Decreased

* 11. (Your best estimate) What percentage of your products carry the New Mexico True Certified logo?

0 100



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3. Business Size

Please provide information on the comparative size of your business.

* 12. As of December 31, 2019, how many employees did your business have?

Full-Time (36 hours/week
or more)

Part-Time (0-35
hours/week)

* 13. As of December 31st, 2021, how many employees did your business have?

Full-Time (36 hours/week
or more)

Part-Time (0-35
hours/week)

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4. Marketing (Organic/Social Media)

Please provide information on your unpaid marketing efforts in 2021.

* 14. What social media platforms do you use to promote your business? (*Select all that apply.*)

Facebook

Twitter

Instagram

TikTok

YouTube

Other (please specify)

None of the above

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5. Marketing (Organic/Social Media)

Please provide information on your unpaid marketing efforts in 2021.

* 15. On what types of unpaid advertising did you utilize the NM True Certified Logo (or wording)? (*Select all that apply.*)

- Website - my own
- Google listing
- E-commerce website (i.e. Etsy, Amazon)
- Email signature
- Social media hashtags

Other (please specify)

* 16. Who handles social media or other unpaid/organic digital marketing for the business?

- Specialized position for digital marketing
- Employee with majority of responsibilities not social media
- Owner/Manager
- Other (please specify)

* 17. Have you hired outside help for social media marketing? (Freelance/contract work, not employee)

- Yes
- No

* 18. What were your total impressions (how many people saw your promotions) in 2021? (*Please answer separately for each platform; if you did not use the platform, please enter 0.*)

Facebook

Twitter

Instagram

Tik Tok

YouTube

* 19. What is the total amount of followers for your business profile? (*Please answer separately for each platform; if you did not use the platform, please enter 0.*)

Facebook

Twitter

Instagram

Tik Tok

YouTube

* 20. What was the average engagement (likes, shares, comments, etc.) rate in 2021? (*Please answer separately for each platform; if you did not use the platform, please enter 0.*)

Facebook

Twitter

Instagram

Tik Tok

YouTube

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6. Marketing (Paid)

Please provide information on your paid marketing efforts in 2021.

* 21. Did you pay for any advertising in 2021?

Yes

No

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7. Marketing (Paid)

Please provide information on your paid marketing efforts in 2021.

* 22. What was the total amount spent in 2021?

- \$5,000 or less
- \$5,001-\$10,000
- \$10,001-\$15,000
- \$15,001-\$20,000
- \$25,001-\$50,000
- \$50,001-\$75,000
- \$75,001-\$100,000
- More than \$100,001

* 23. What type of advertising did you purchase? (*Select all that apply.*)

- Print publications (newspaper, magazines)
- Billboard
- Signage (in-store, farmers market, event, banners)
- Television media (local broadcast, digital - Hulu, Apple)
- Social media (YouTube, Facebook, Instagram)
- Business cards, flyers, or other printed material
- Radio (local/terrestrial or digital/Pandora or Spotify)

Other (please specify)

* 24. What are your outcome expectations when purchasing advertising? (*Select all that apply.*)

- Increase in online traffic
- Increase in sales
- Increase in in-store traffic
- Increase in brand awareness

Other (please specify)

25. Overall, did your paid marketing efforts meet your expectations? Please rate on scale of 1-5. (1 - did not meet expectations, 5 - exceeded expectations)

1

2

3

4

5

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8. COVID-19 Business Effect

Please answer a few questions on how the Coronavirus Pandemic affected business operations

* 26. At any point during the pandemic, did you temporarily close?

- Yes
 No

27. If you answered yes, for how many months were you closed?

- Less than 1 month
 1-2 months
 3-4 months
 4-6 months
 7+ months

28. If you answered yes to question 25, why did your business close? *(Select all that apply.)*

- Government mandate
 Change in demand for product/service
 Employee/worker availability
 Health/safety
 Personal/family obligations
 Supply-chain disruptions

Other (please specify)

* 29. How did the COVID-19 pandemic effect your sales?

- Increased sales
 Decreased sales
 No change, sales stayed the same

* 30. How has the pandemic affected the availability of goods and services in your supply chain?

- Greater availability
- Moderately more available
- No effect
- Moderately less available
- Largely less available
- None of the above

* 31. In 2022, what challenges do you expect your business to face due to COVID-19? *(Select all that apply.)*

- Government mandated restrictions or closures
- Weak demand
- Employee/worker availability
- Personal or family obligations
- Supply-chain disruptions
- Limited credit availability
- Fewer events/opportunities for in-person sales
- None of the above

Other (please specify)

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9. Feedback

Please provide any feedback about the NMTC program or the New Mexico Tourism Department (NMTD).

32. What about the NMTC program has helped you to best grow your sales?

33. What other suggestions do you have for improving the program, adding value, and helping increase sales?

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10. Business Demographics

Please provide information on your business ownership and demographics, only if you feel comfortable doing so.

34. Does your business fall into one or more of the following categories? (*Select all that apply.*)

- Black Owned Business
- Woman Owned Business
- Indigenous Owned Business
- Hispanic Owned Business
- LGBTQIA+ Owned Business
- White, non-Hispanic Owned Business
- Other (please specify)