

BESPOKE SURVEYS

Chipotle Vol 27

1500+ US Consumers Balanced to Census



CHECK BREAKDOWN: CMG

INDUSTRY TRENDS

ENGAGEMENT TRENDS: POSITIVE

Self-reported engagement is trending flat to slightly better compared to our January update. In terms of mix, orders in the restaurant are the most popular, while orders through third party delivery apps are off from the highs. In-person visits improved q/q.

CUSTOMER SATISFACTION: POSITIVE

Consumer satisfaction with Chipotle remains elevated and in-line with historical readings.

SECTOR TRENDS: SLIGHTLY SOFTENED Q/Q

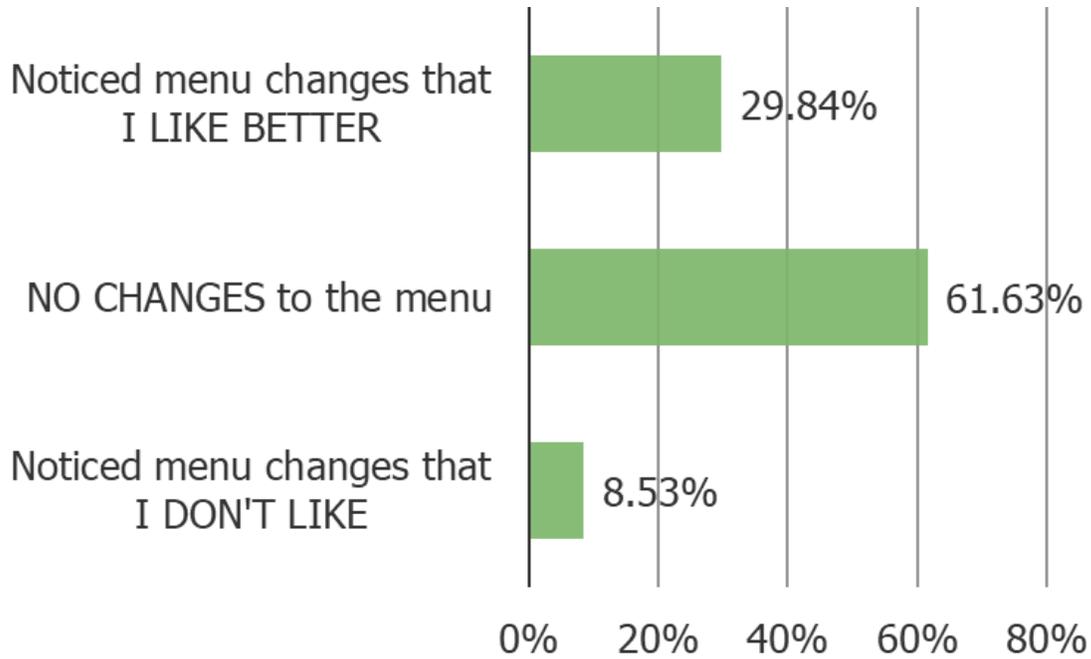
Consumer frequency of visiting fast casual/fast food restaurants is slightly improved q/q.

CMG

CHIPOTLE: MENU ITEMS

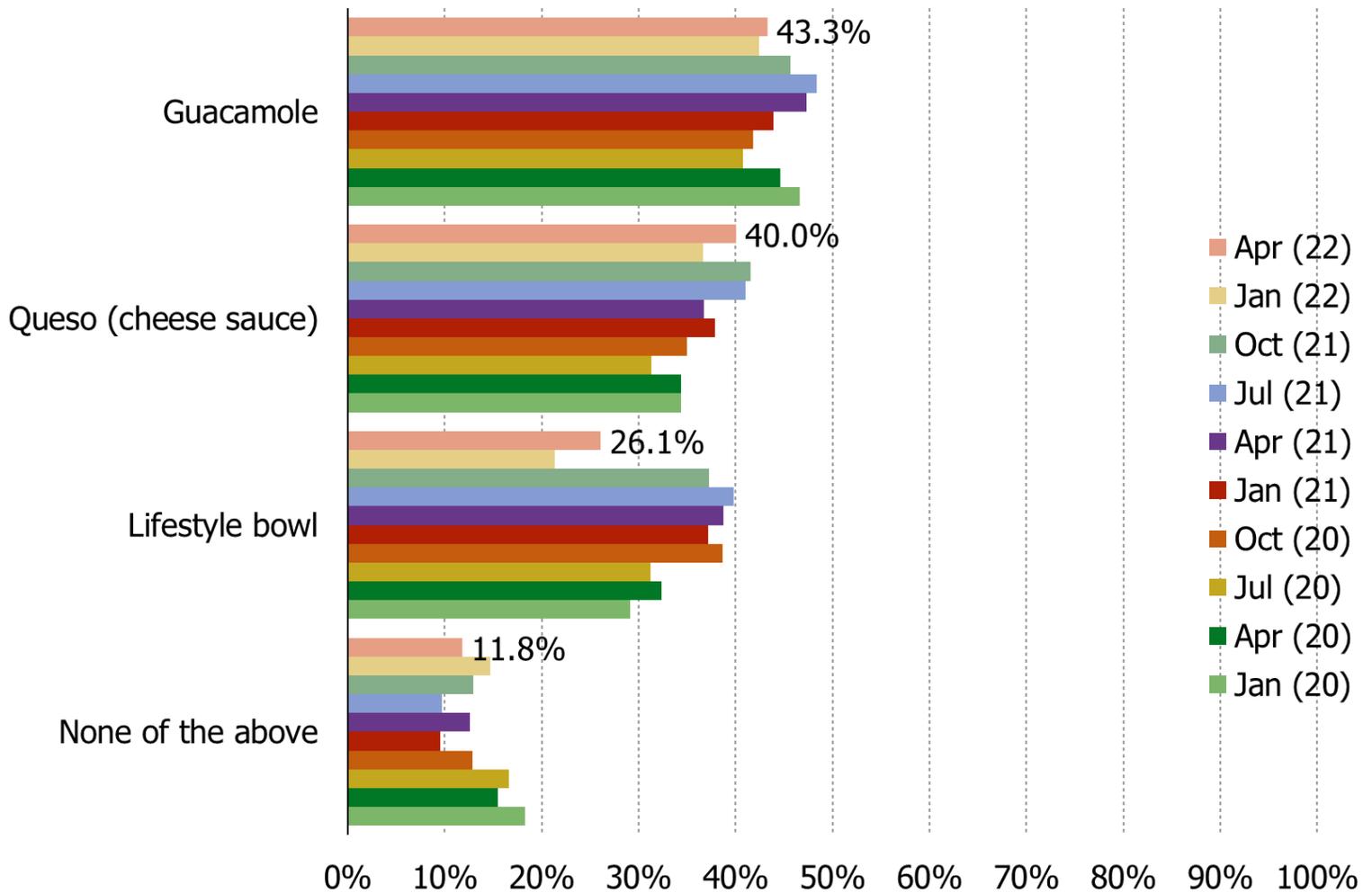
HAVE YOU NOTICED ANY MENU CHANGES RECENTLY AT CHIPOTLE?

Posed to Chipotle customers who use it regularly or occasionally.



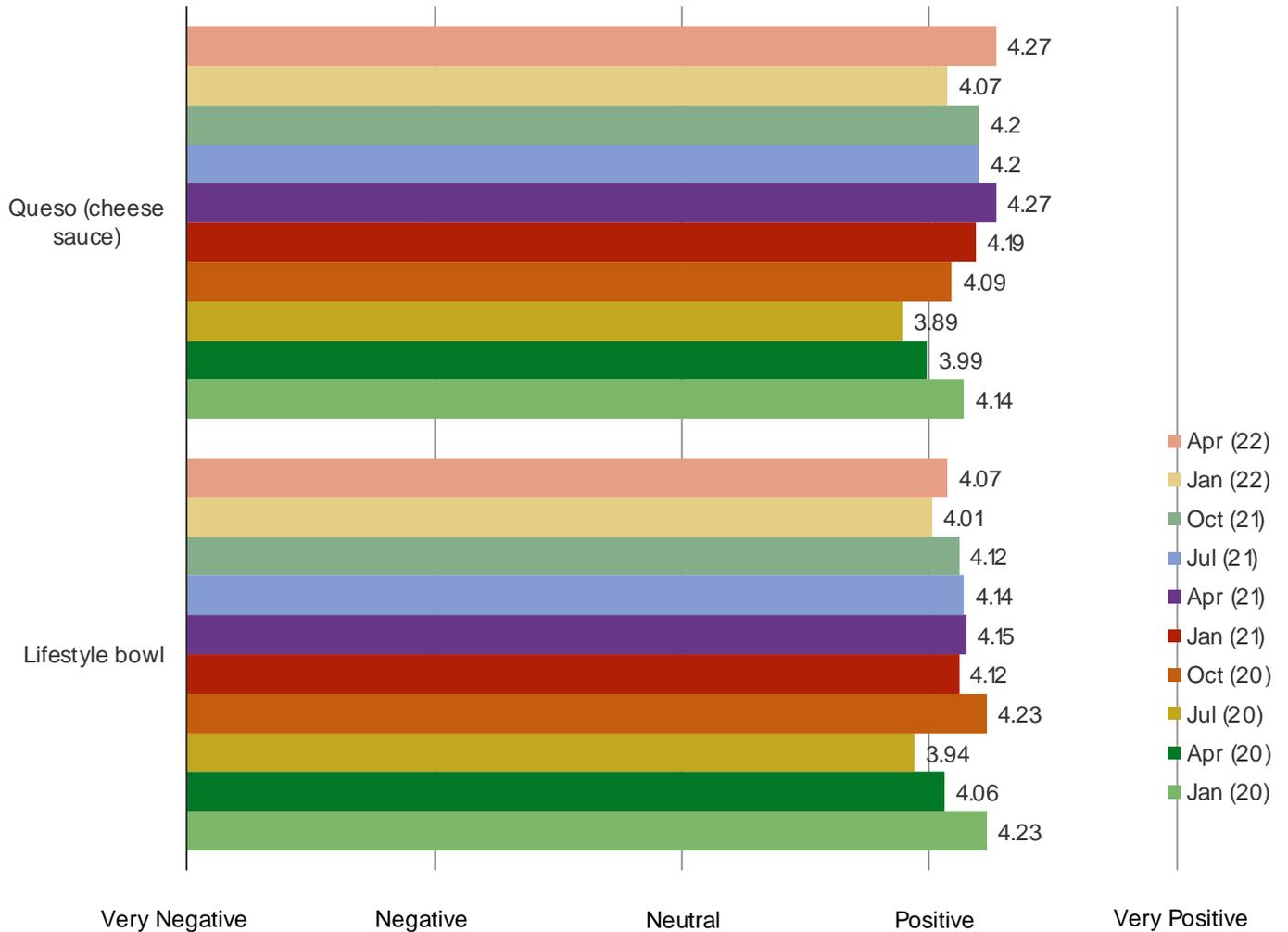
WHEN YOU MOST RECENTLY HAD CHIPOTLE, DID YOU ORDER ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to Chipotle customers.



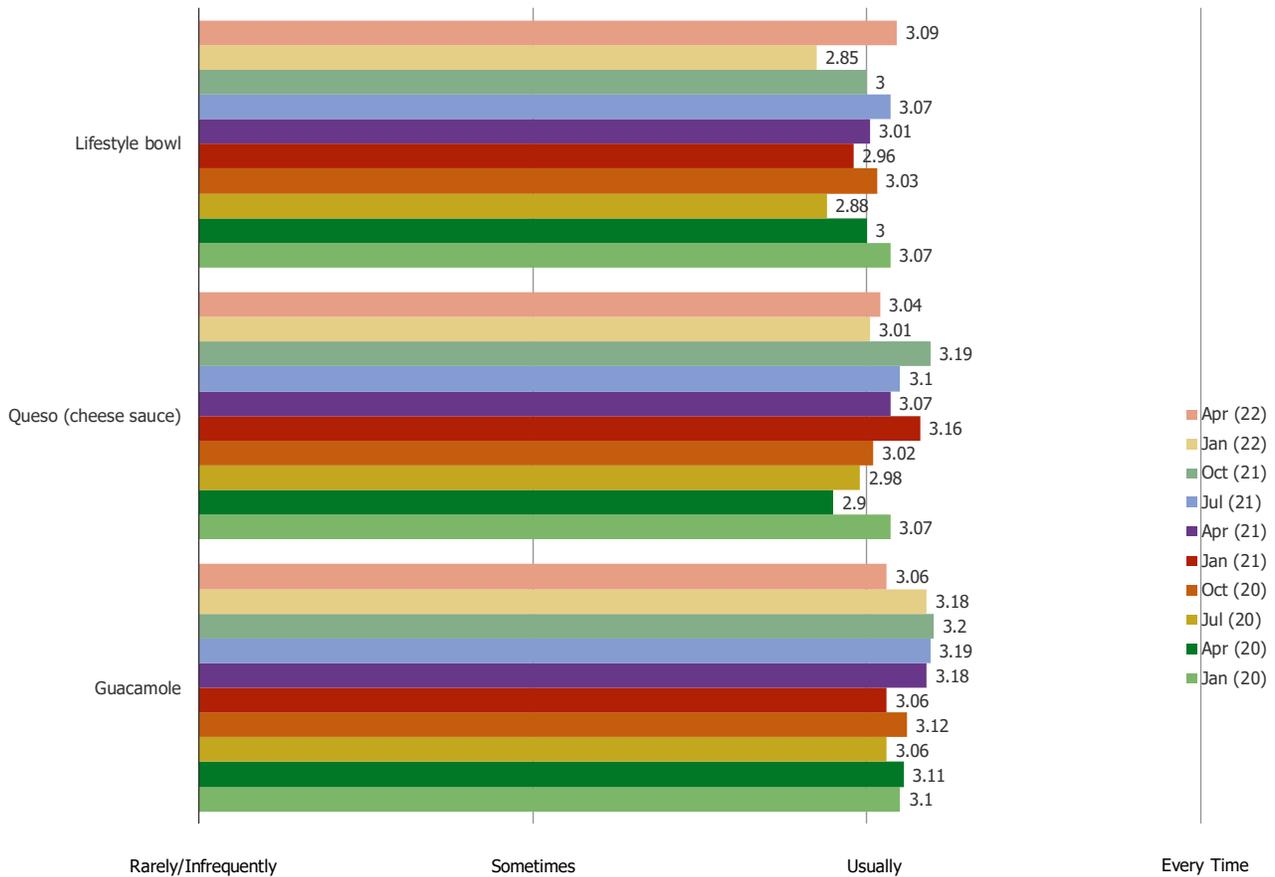
WHAT IS YOUR OPINION OF...

Posed to Chipotle customers who have eaten these items.



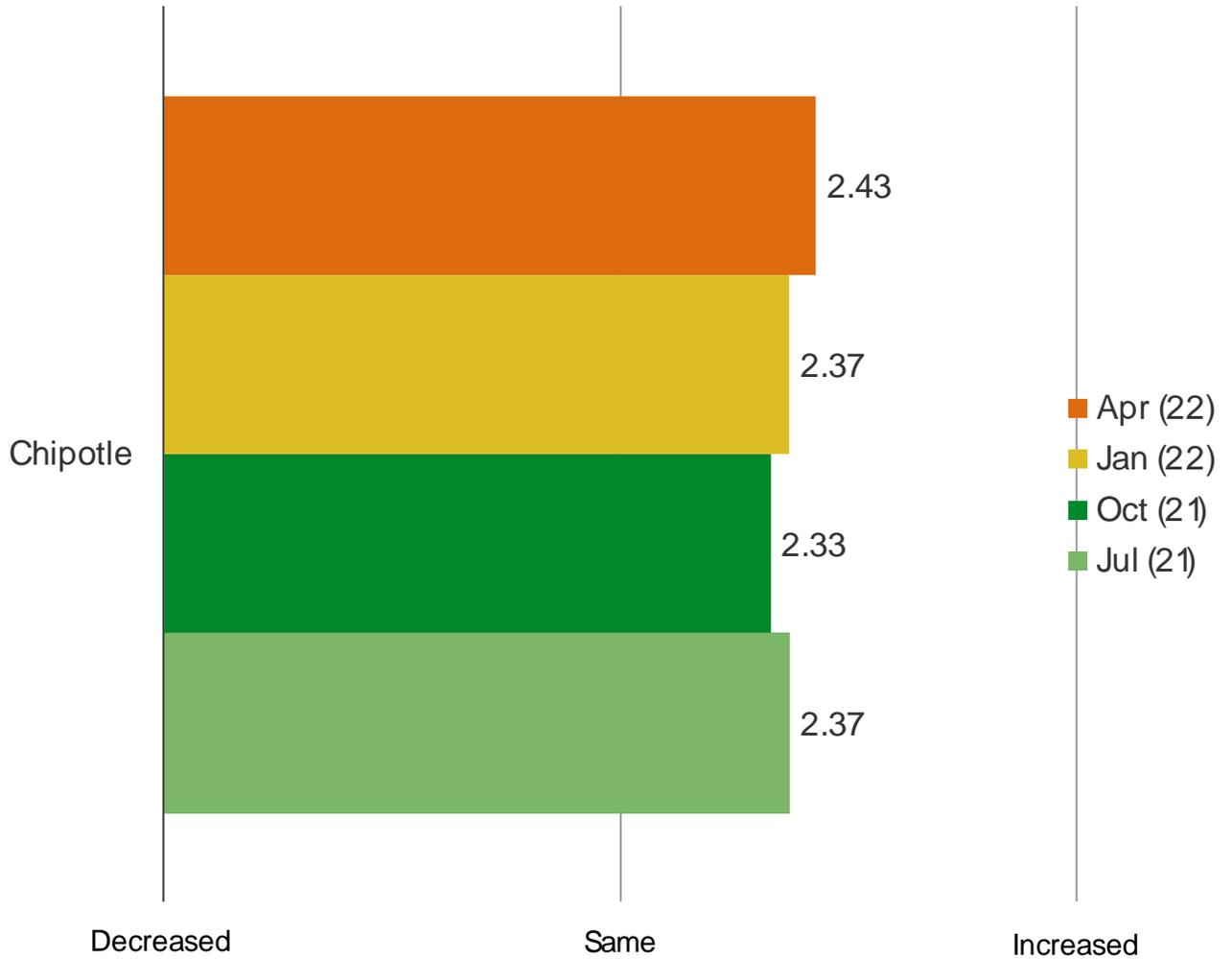
HOW OFTEN DO YOU ADD THIS TO YOUR ORDER WHEN YOU EAT CHIPOTLE?

Posed to Chipotle customers who have eaten these items.



HAVE YOU NOTICED ANY CHANGES TO MENU PRICES AT CHIPOTLE RECENTLY?

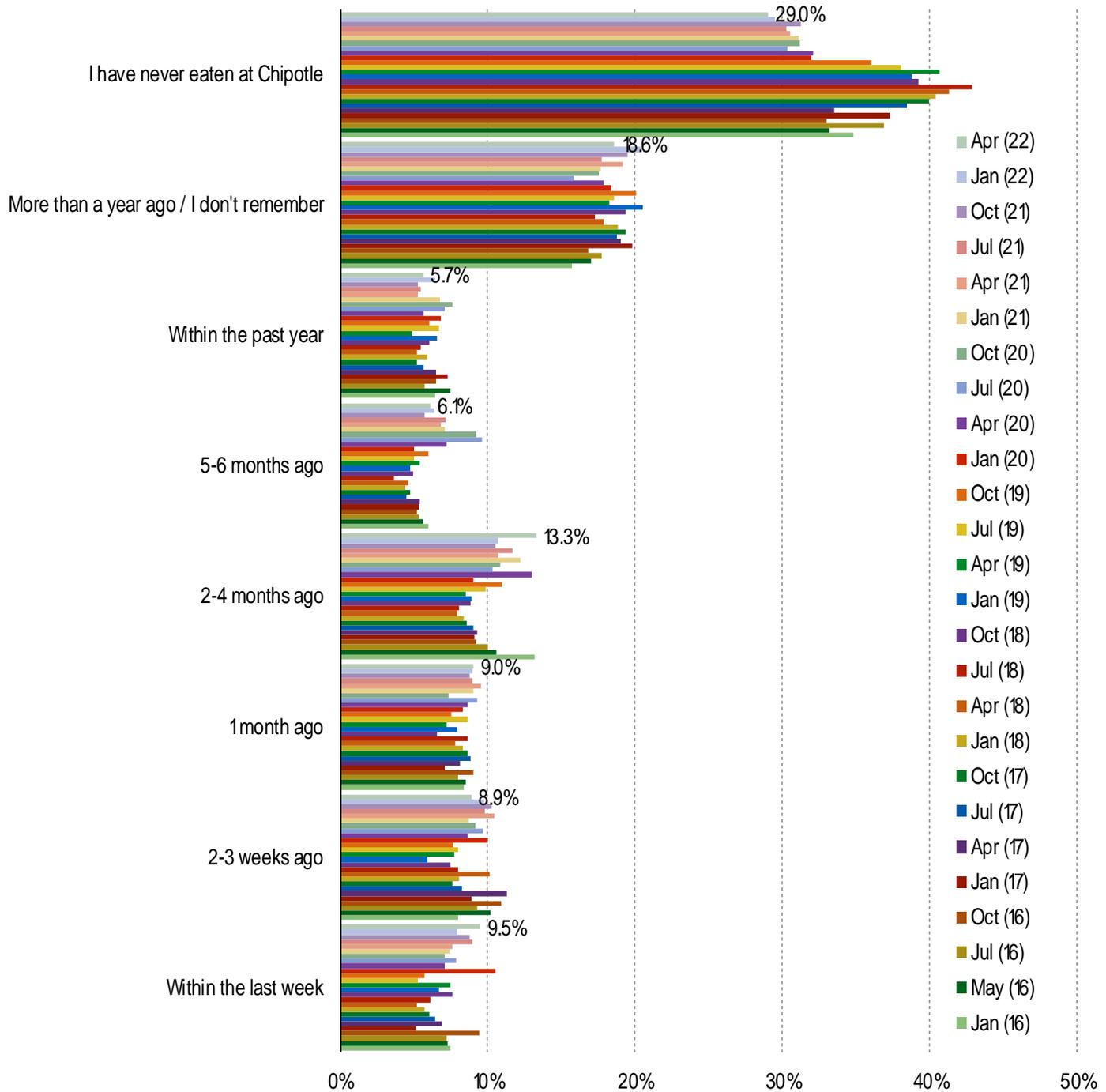
Posed to Chipotle customers who use it regularly or occasionally.



CHIPOTLE: TRAFFIC TRENDS AND ENGAGEMENT

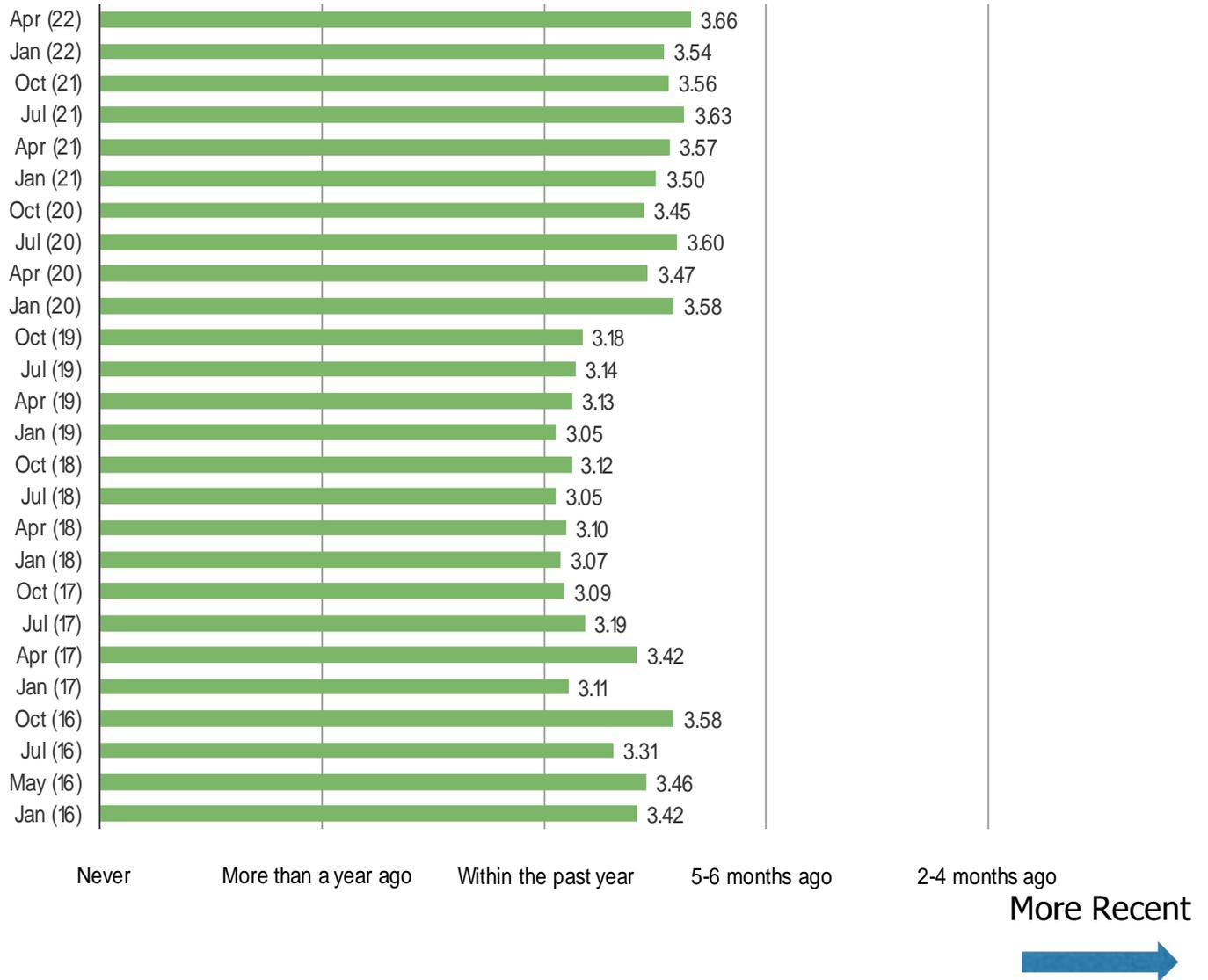
WHEN IS THE LAST TIME YOU ATE CHIPOTLE?

Posed to all respondents.



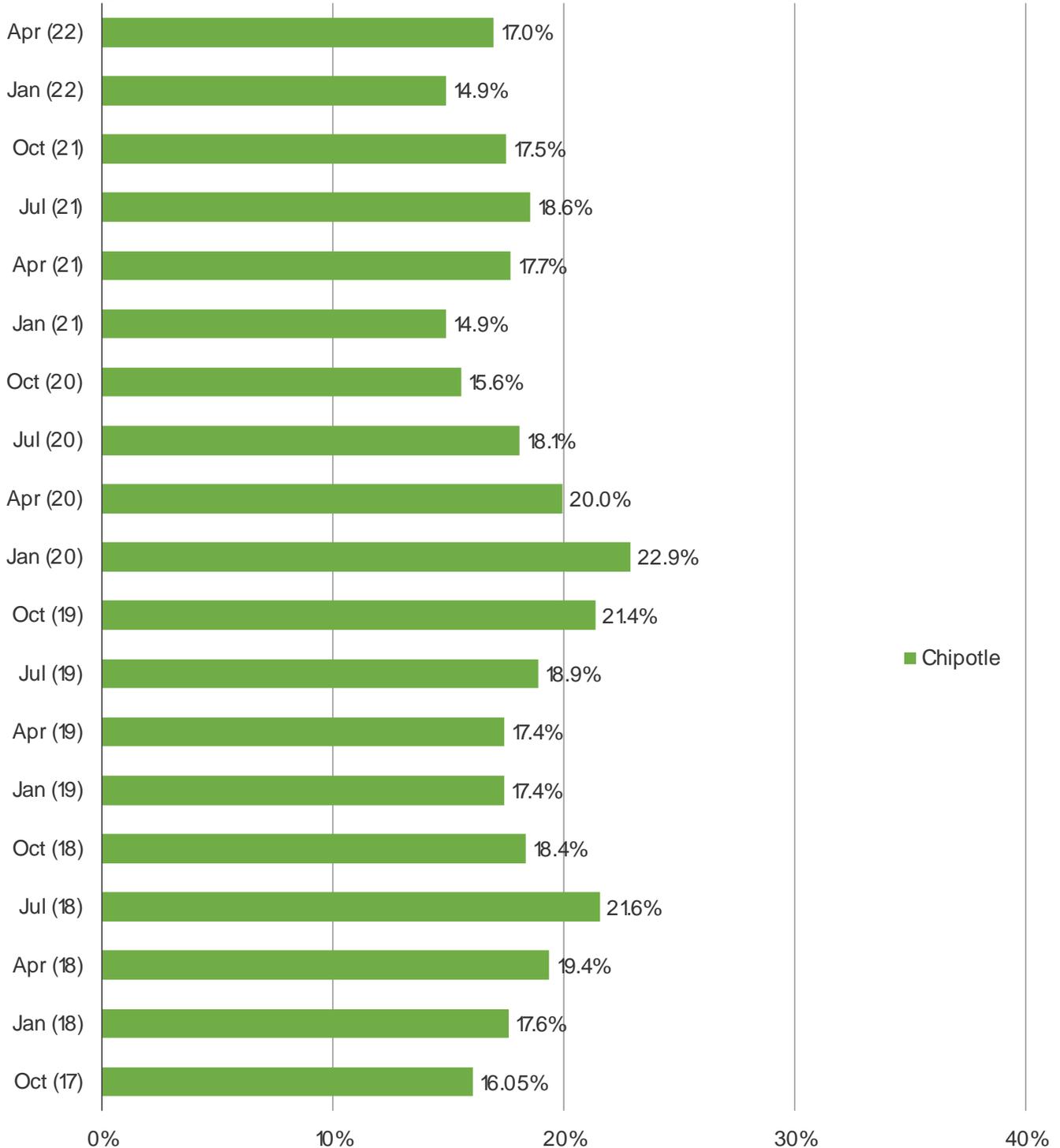
WHEN IS THE LAST TIME YOU ATE CHIPOTLE? (WEIGHTED AVERAGE)

Posed to all respondents.



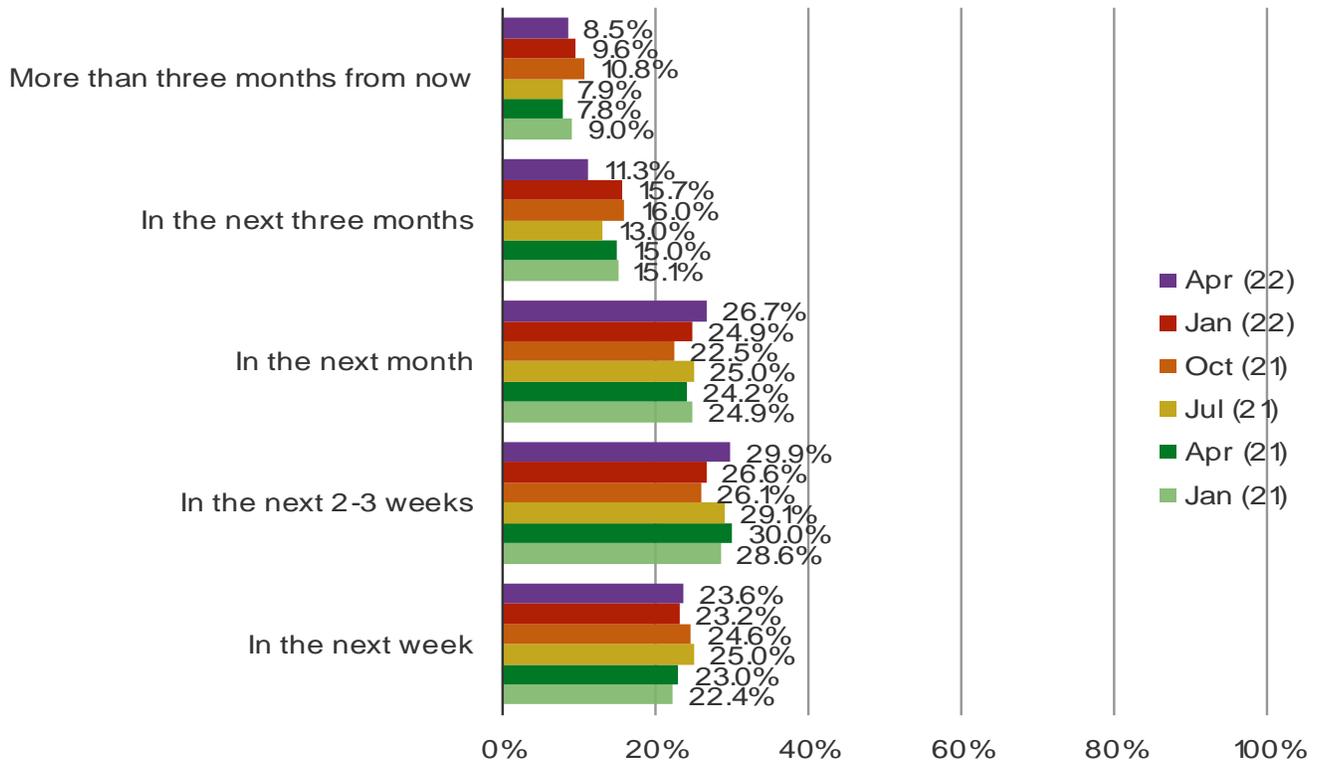
DO YOU USE CHIPOTLE REGULARLY OR OCCASIONALLY FOR IN-RESTAURANT DINING OR TAKEOUT/DELIVERY?

Posed to all respondents.



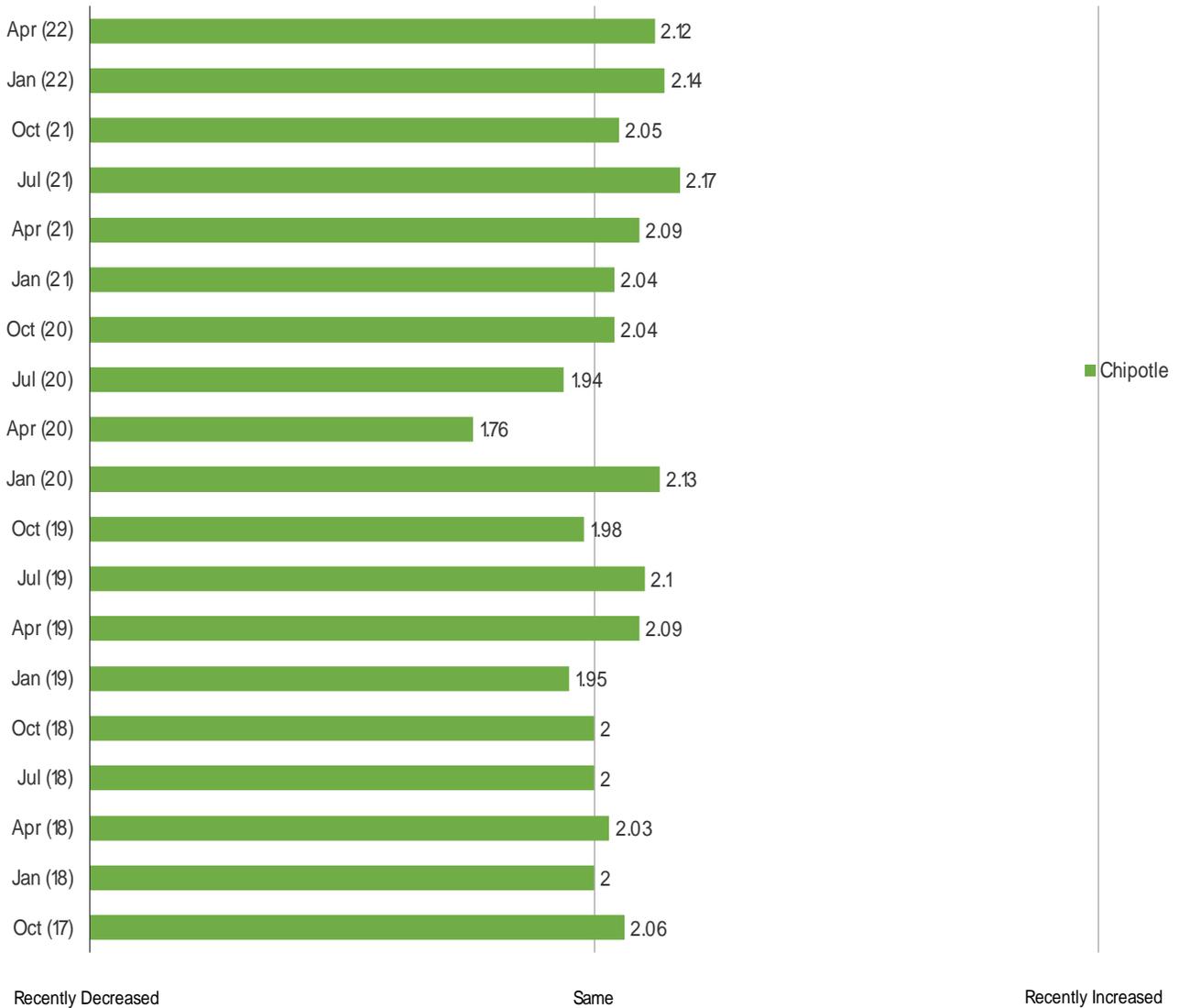
WHEN DO YOU THINK YOU WILL GET CHIPOTLE NEXT?

Posed to Chipotle customers that visited in the past year.



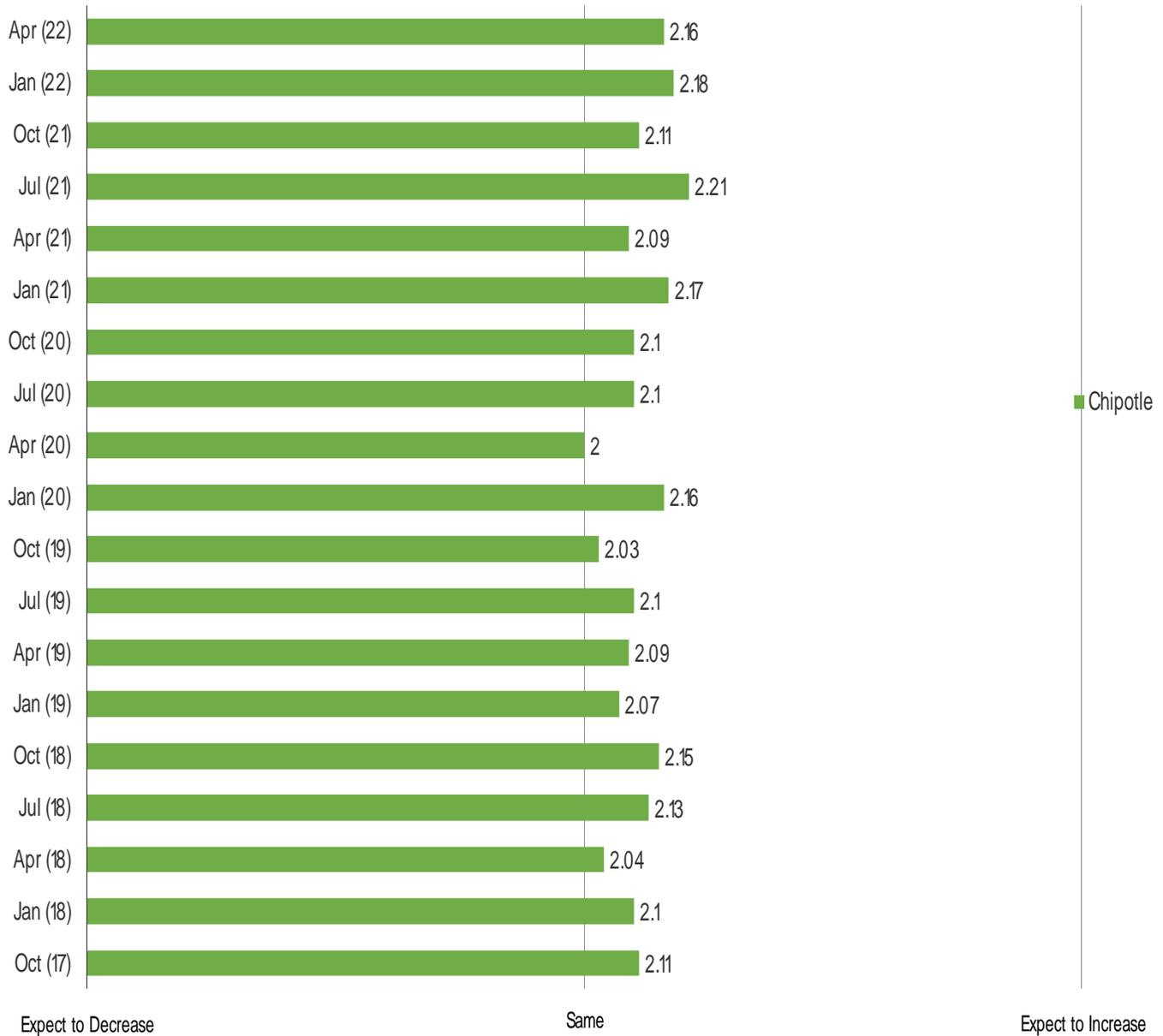
HAVE YOU CHANGED HOW OFTEN YOU TAKEOUT OR DINE HERE?

Posed to Chipotle customers who said they regularly or occasionally use Chipotle.



GOING FORWARD, DO YOU EXPECT TO CHANGE HOW OFTEN YOU TAKEOUT OR DINE HERE?

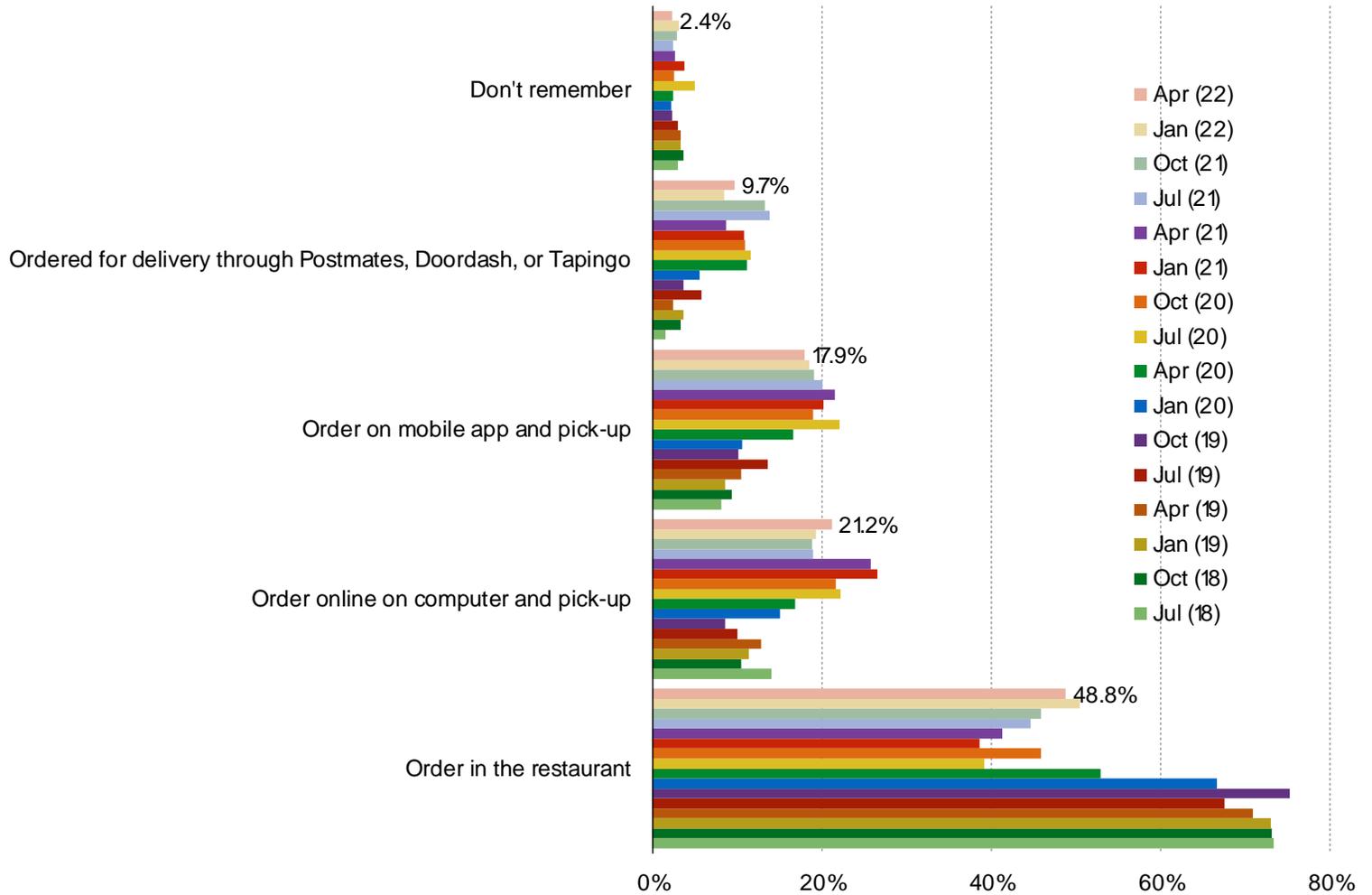
Posed to Chipotle customers who said they regularly or occasionally use Chipotle.



CHIPOTLE: ORDERING METHODS

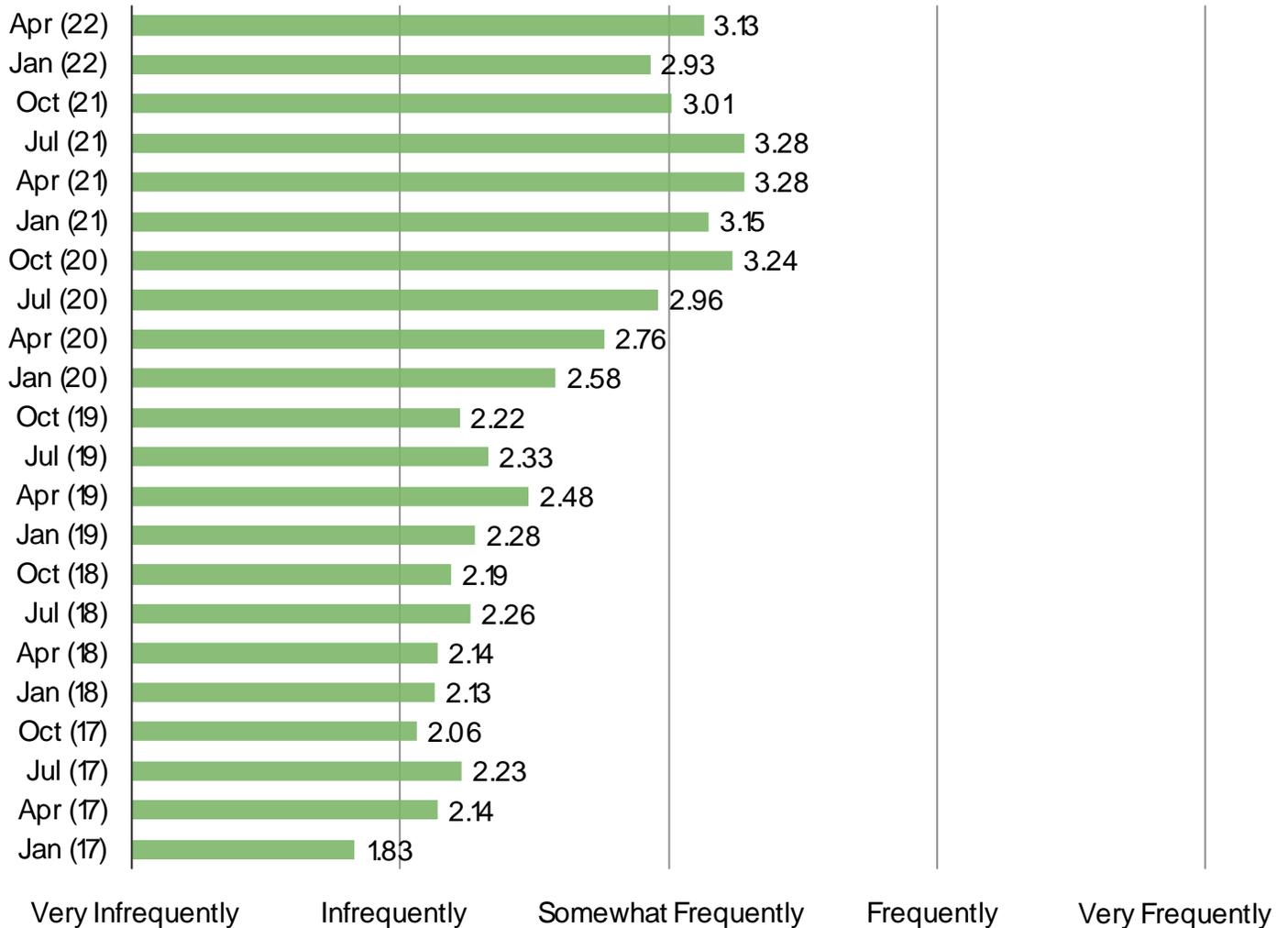
THINKING ABOUT THE LAST TIME YOU HAD CHIPOTLE, DID YOU...

Posed to Chipotle customers that visited in the past year.



HOW OFTEN DO YOU ORDER CHIPOTLE ONLINE OR THROUGH THE CHIPOTLE MOBILE APP?

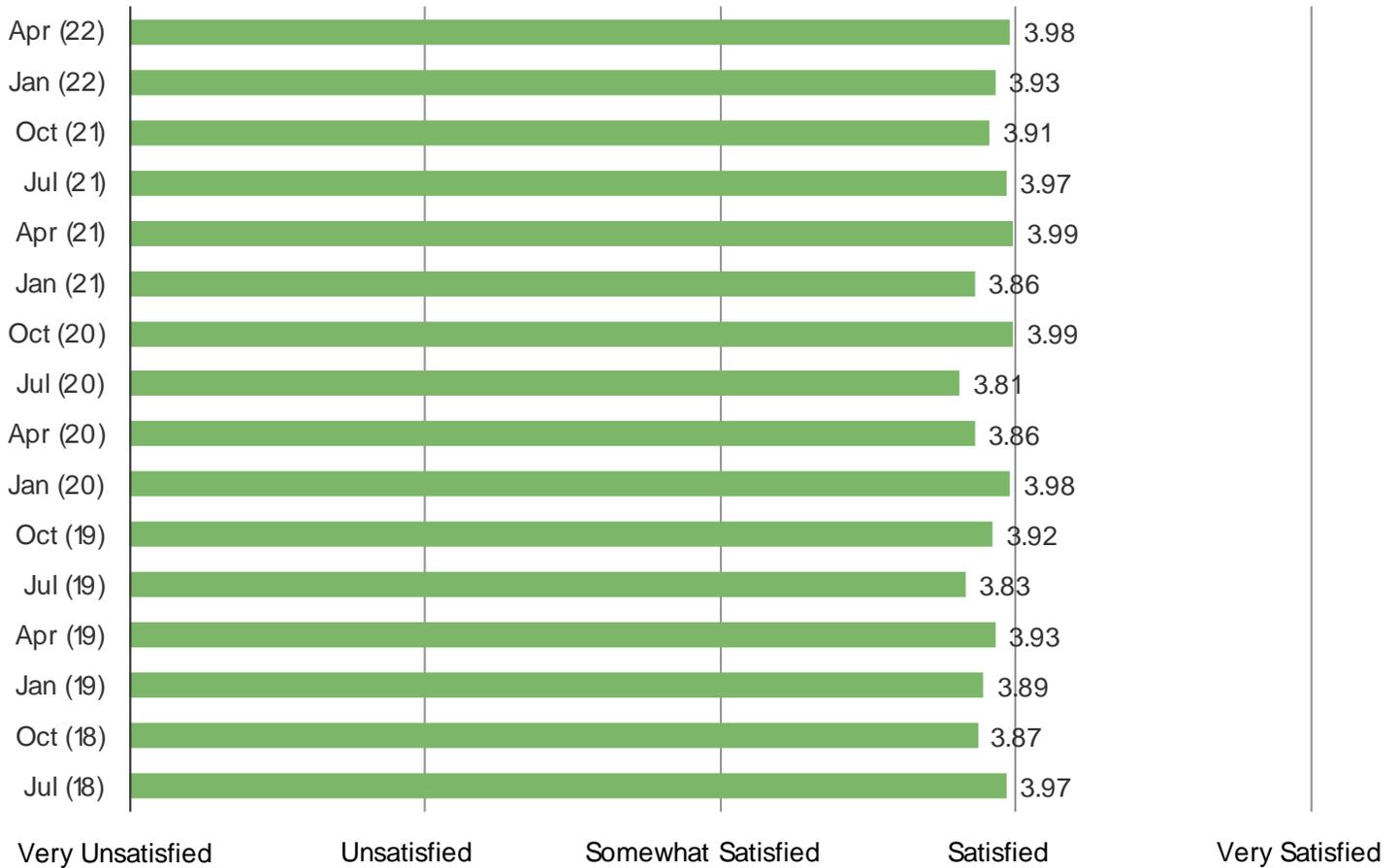
Posed to Chipotle customers that visited in the past year.



CHIPOTLE: SATISFACTION AND CATALYSTS

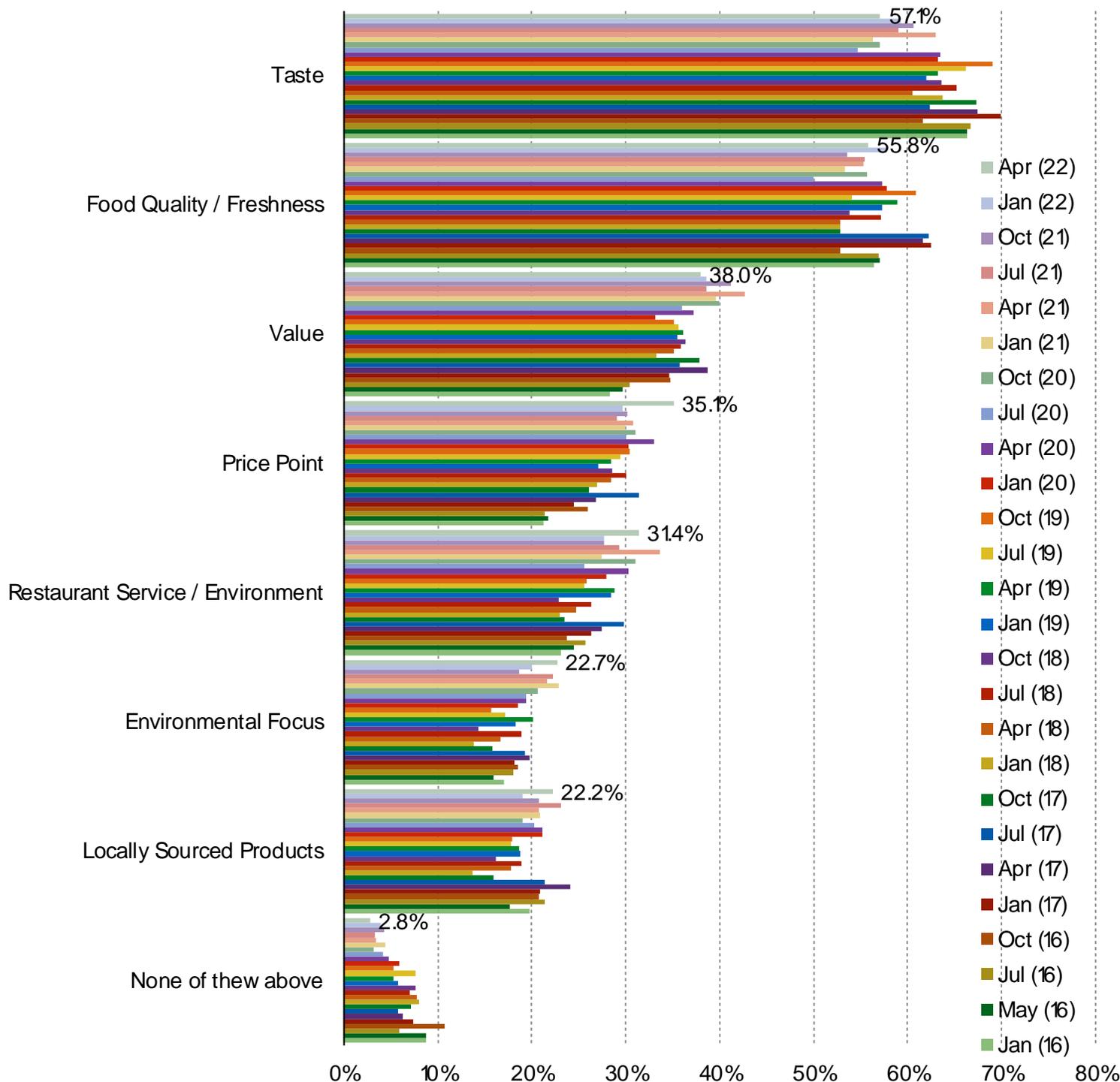
THINKING ABOUT THE LAST TIME YOU HAD CHIPOTLE, HOW SATISFIED WERE YOU WITH THE OVERALL EXPERIENCE AT CHIPOTLE?

Posed to Chipotle customers.



WHAT ARE THE MAIN REASONS THAT CHARACTERIZE WHY YOU WOULD USUALLY GO TO CHIPOTLE?

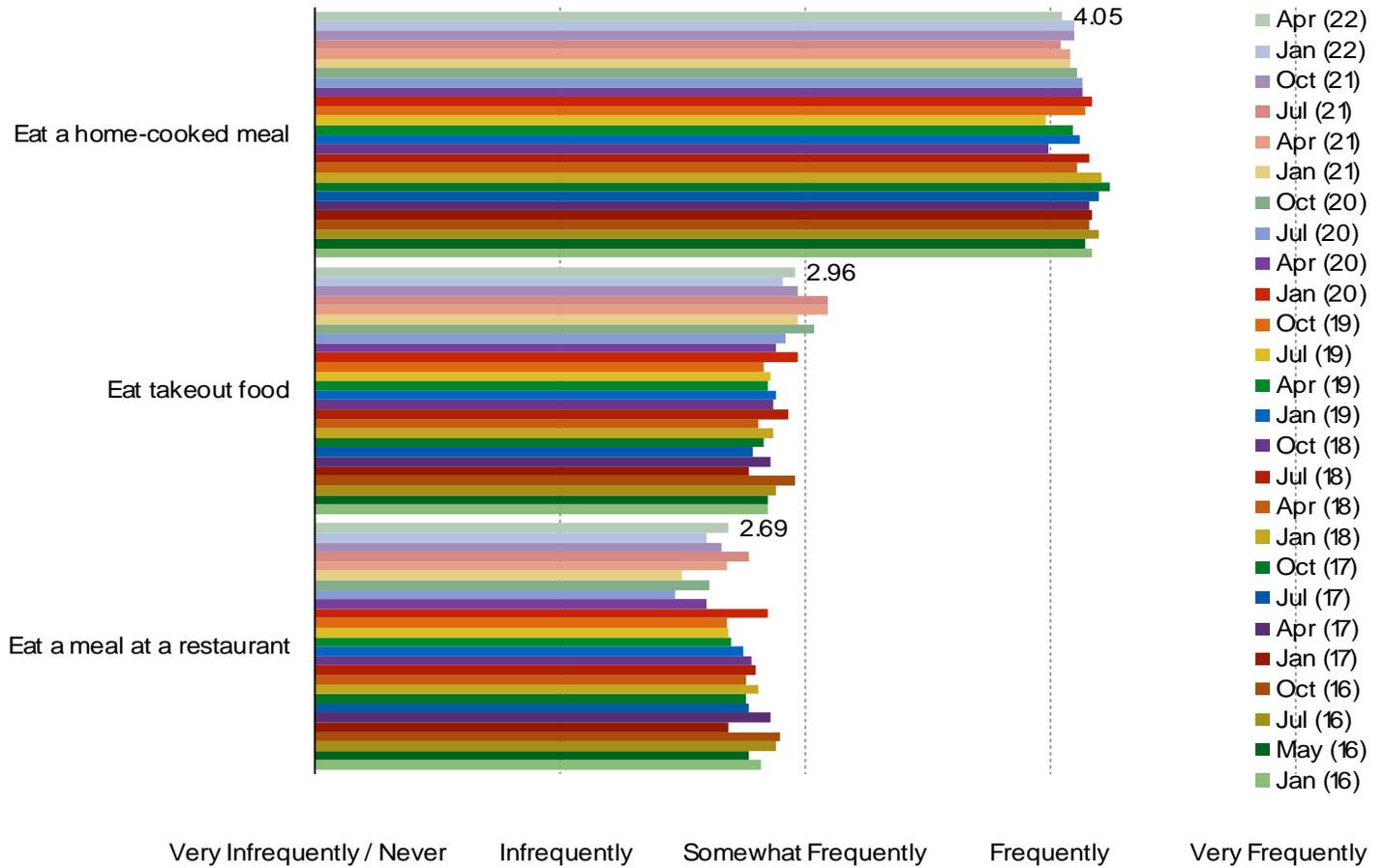
Posed to respondents who have eaten Chipotle in the past year.



SECULAR TRENDS IN CASUAL DINING

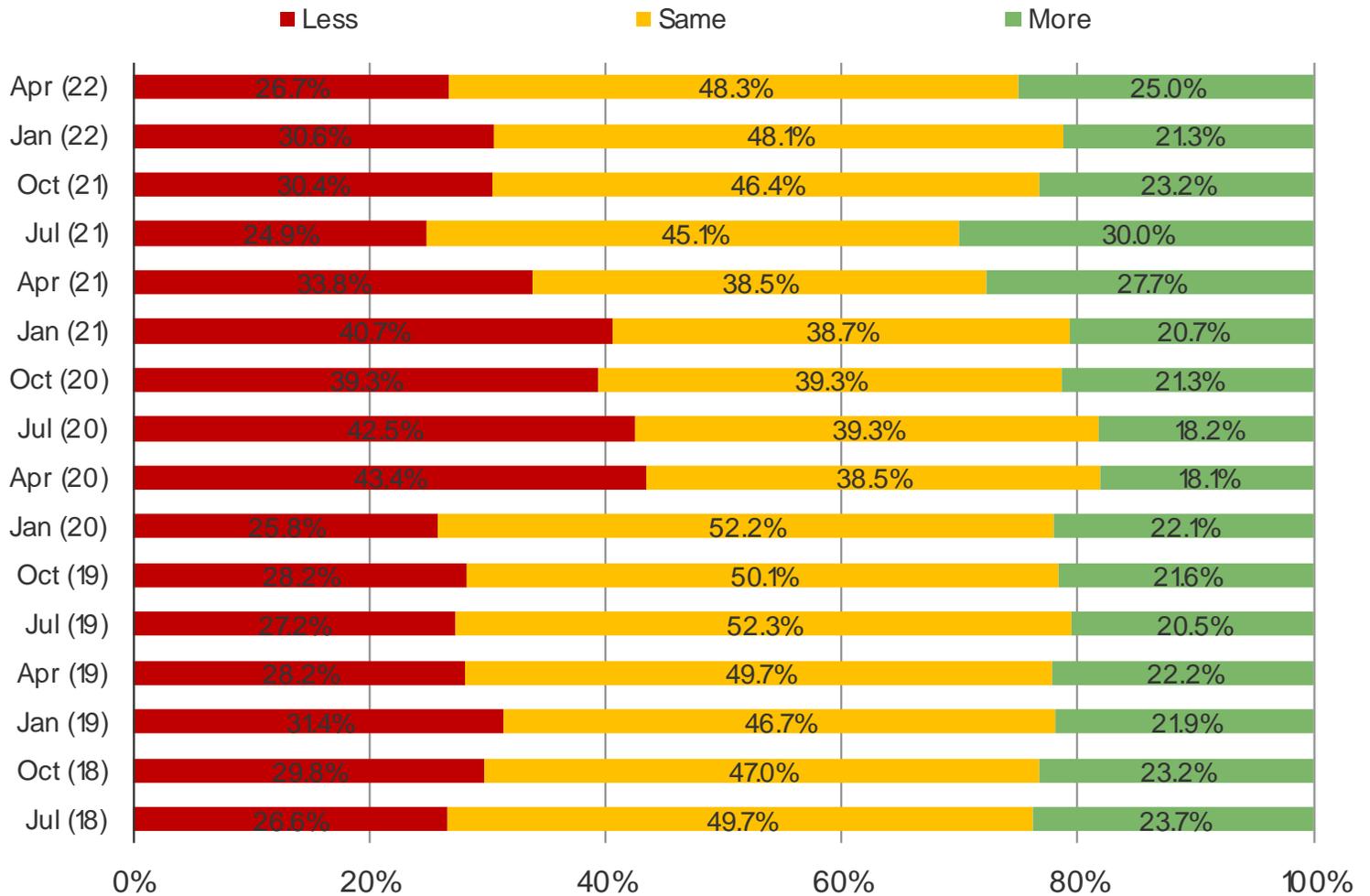
IN A TYPICAL WEEK, HOW OFTEN DO YOU DO THE FOLLOWING?

Posed to all respondents.



COMPARED TO A YEAR AGO, ARE YOU EATING AT FAST CASUAL / FAST FOOD RESTAURANTS MORE OR LESS?

Posed to all respondents.



HOW OFTEN DO YOU VISIT FAST FOOD / FAST CASUAL DINING RESTAURANTS

Posed to all respondents.

