

BESPOKE SURVEYS

Chipotle Vol 28

1500+ US Consumers Balanced to Census



CHECK BREAKDOWN: CMG

INDUSTRY TRENDS

ENGAGEMENT TRENDS

Self-reported engagement is tracking slightly lower sequentially but about flat to the start of the year. In terms of mix, mobile orders have been softening, while in-person orders have been increasing.

CUSTOMER SATISFACTION:

Consumer satisfaction with Chipotle has been holding consistent (and remains in-line with historical waves).

SECTOR TRENDS:

Consumer frequency of visiting fast casual/fast food restaurants is tracking lower relative to our April update.

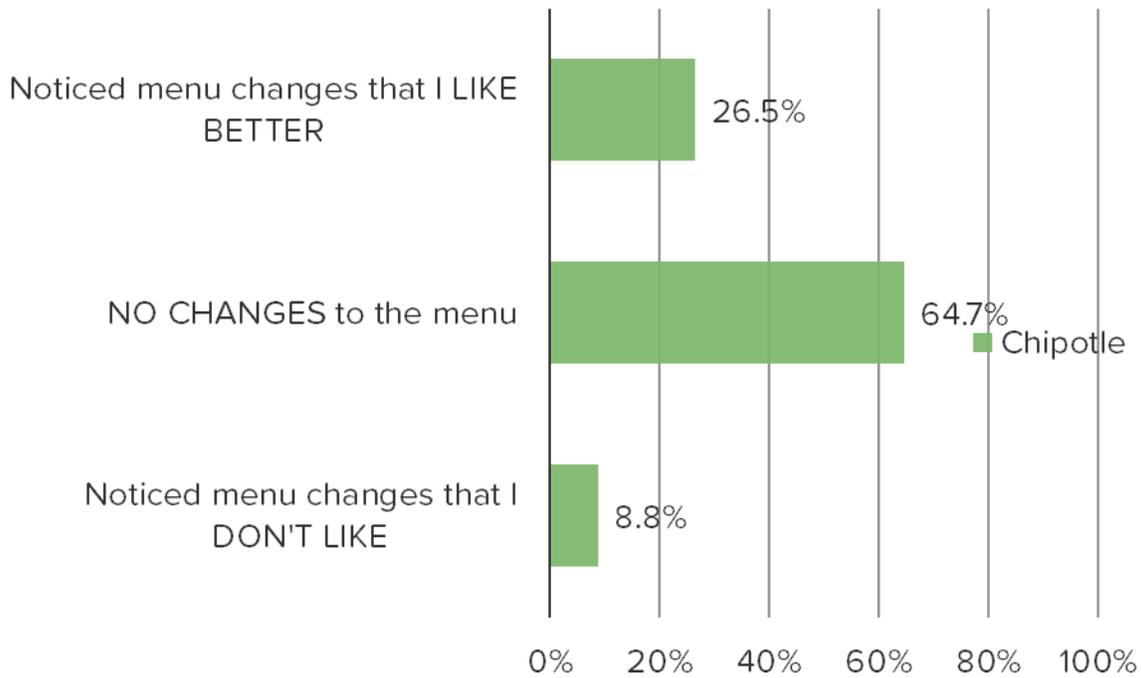
CMG

CHIPOTLE: MENU ITEMS

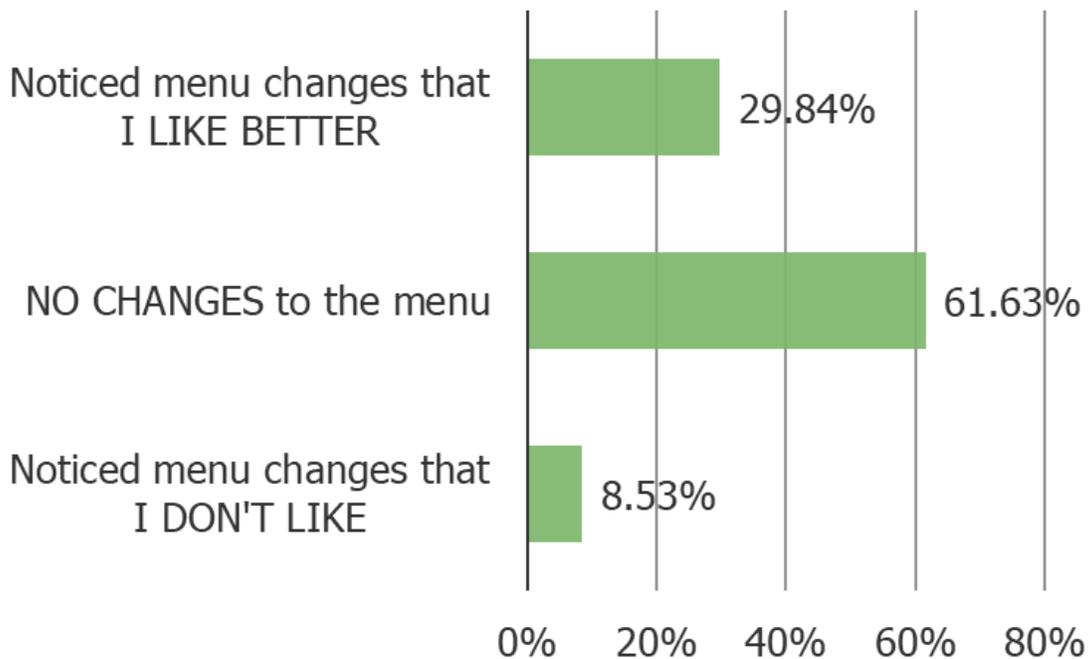
HAVE YOU NOTICED ANY MENU CHANGES RECENTLY AT CHIPOTLE?

Posed to Chipotle customers who use it regularly or occasionally.

July 2022

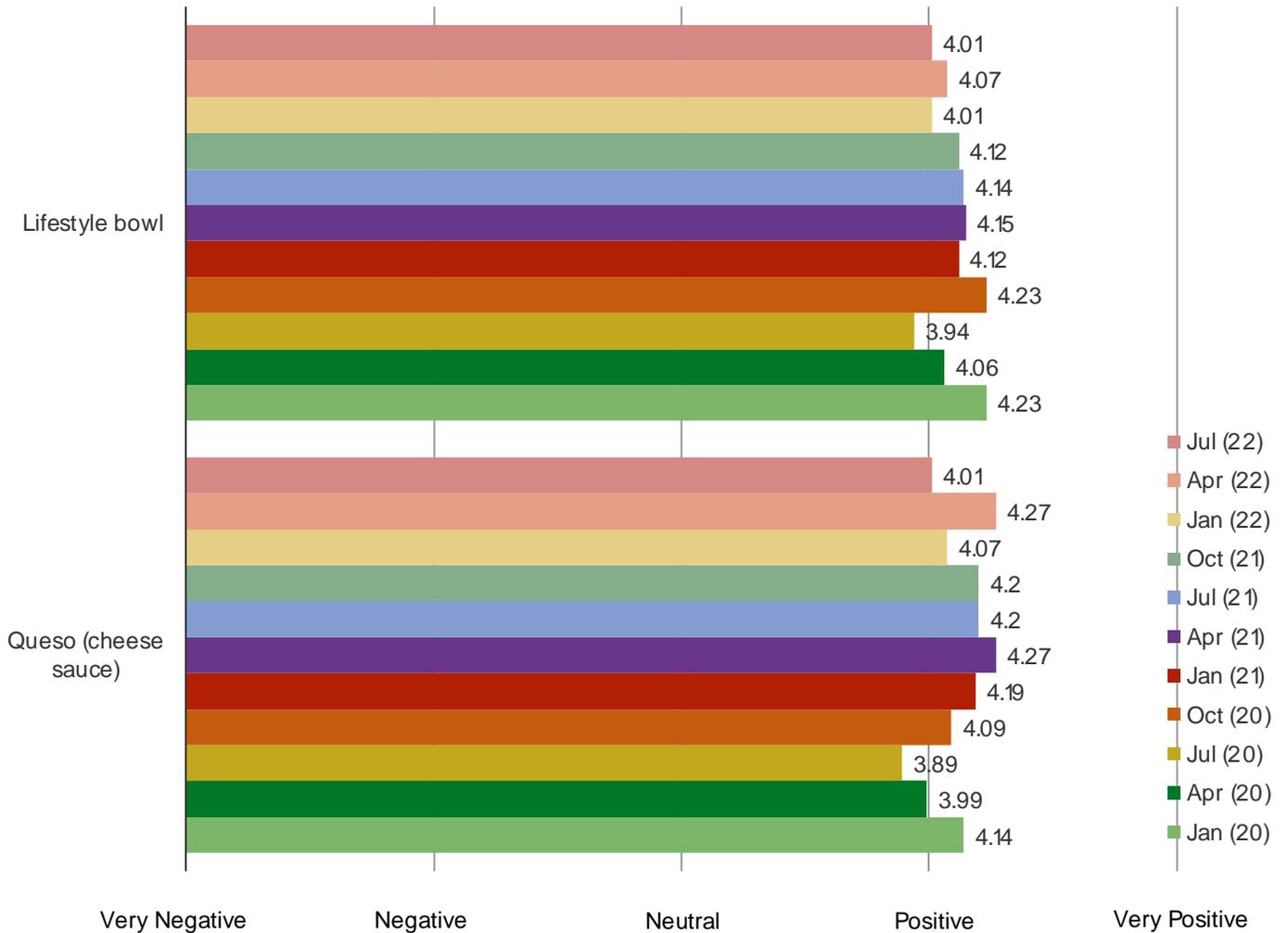


April 2022



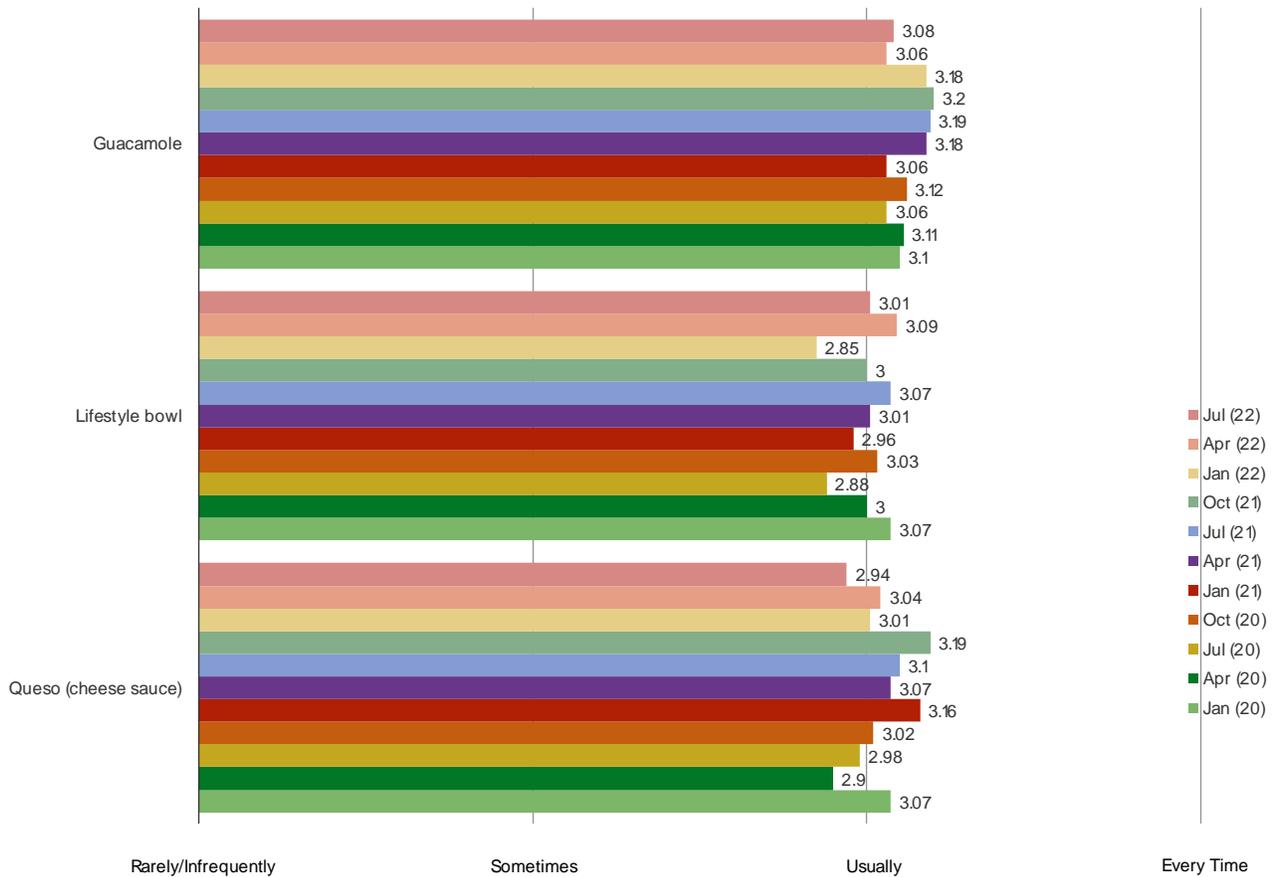
WHAT IS YOUR OPINION OF...

Posed to Chipotle customers who have eaten these items.



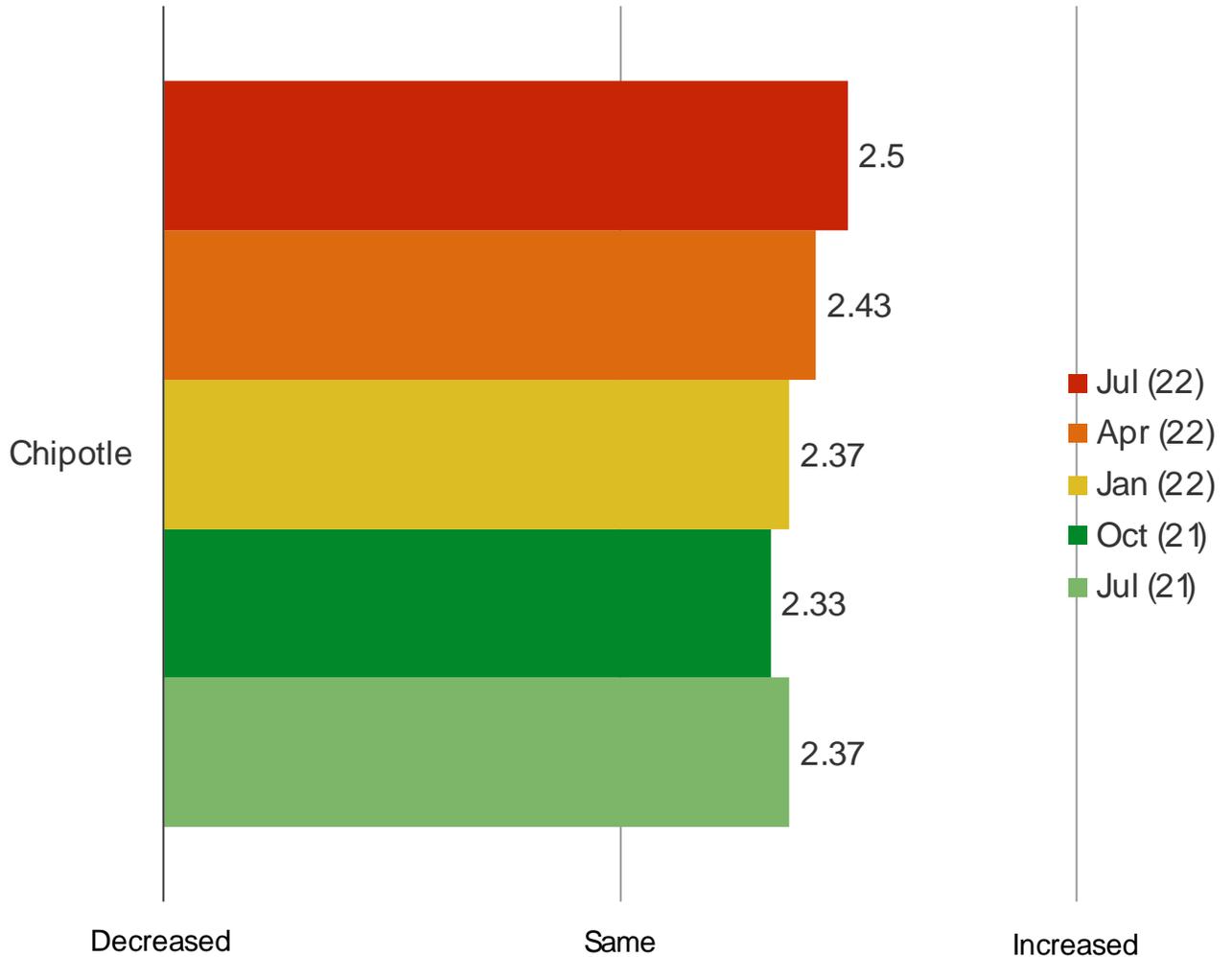
HOW OFTEN DO YOU ADD THIS TO YOUR ORDER WHEN YOU EAT CHIPOTLE?

Posed to Chipotle customers who have eaten these items.



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

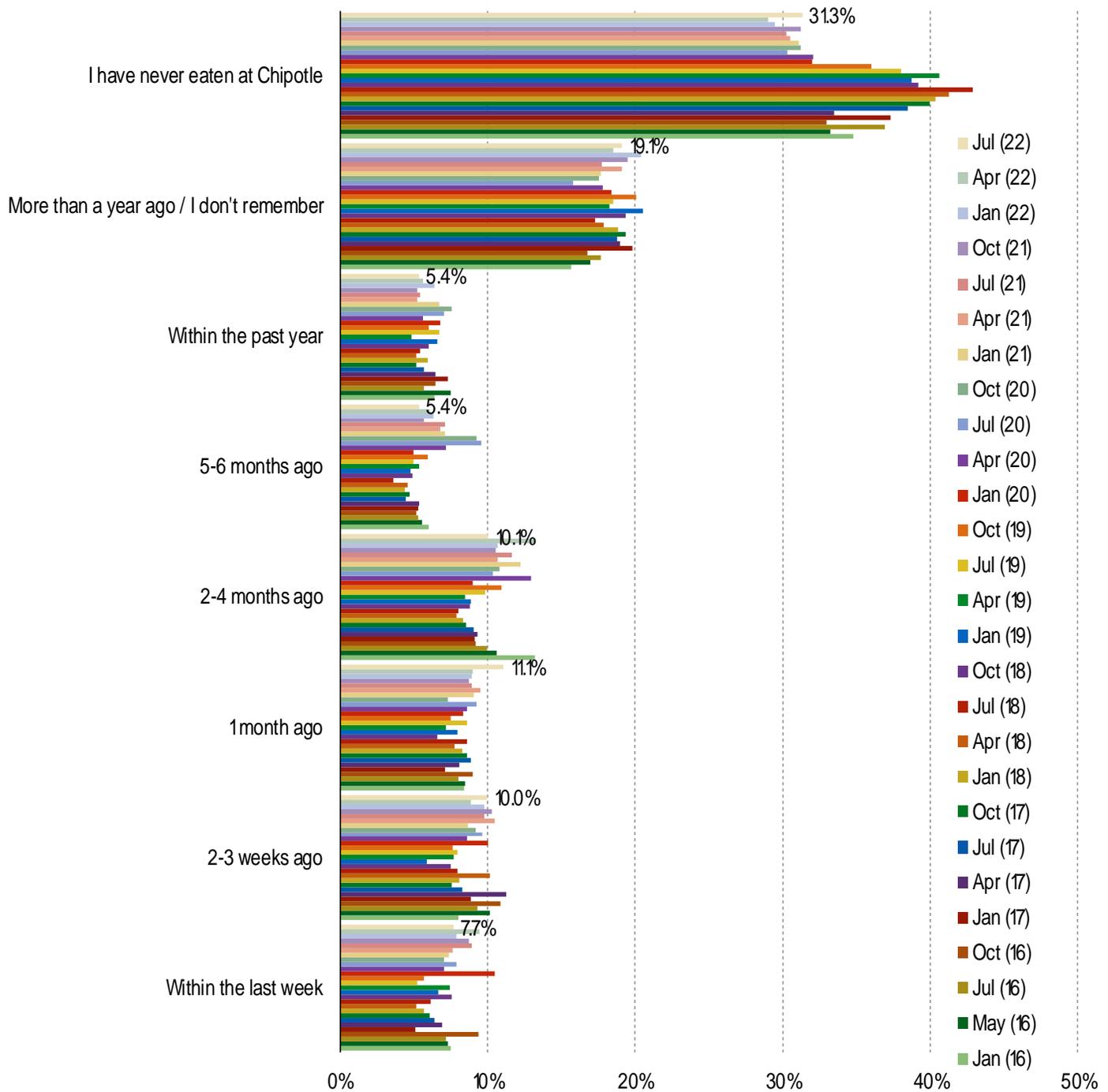
Posed to Chipotle customers who use it regularly or occasionally.



CHIPOTLE: TRAFFIC TRENDS AND ENGAGEMENT

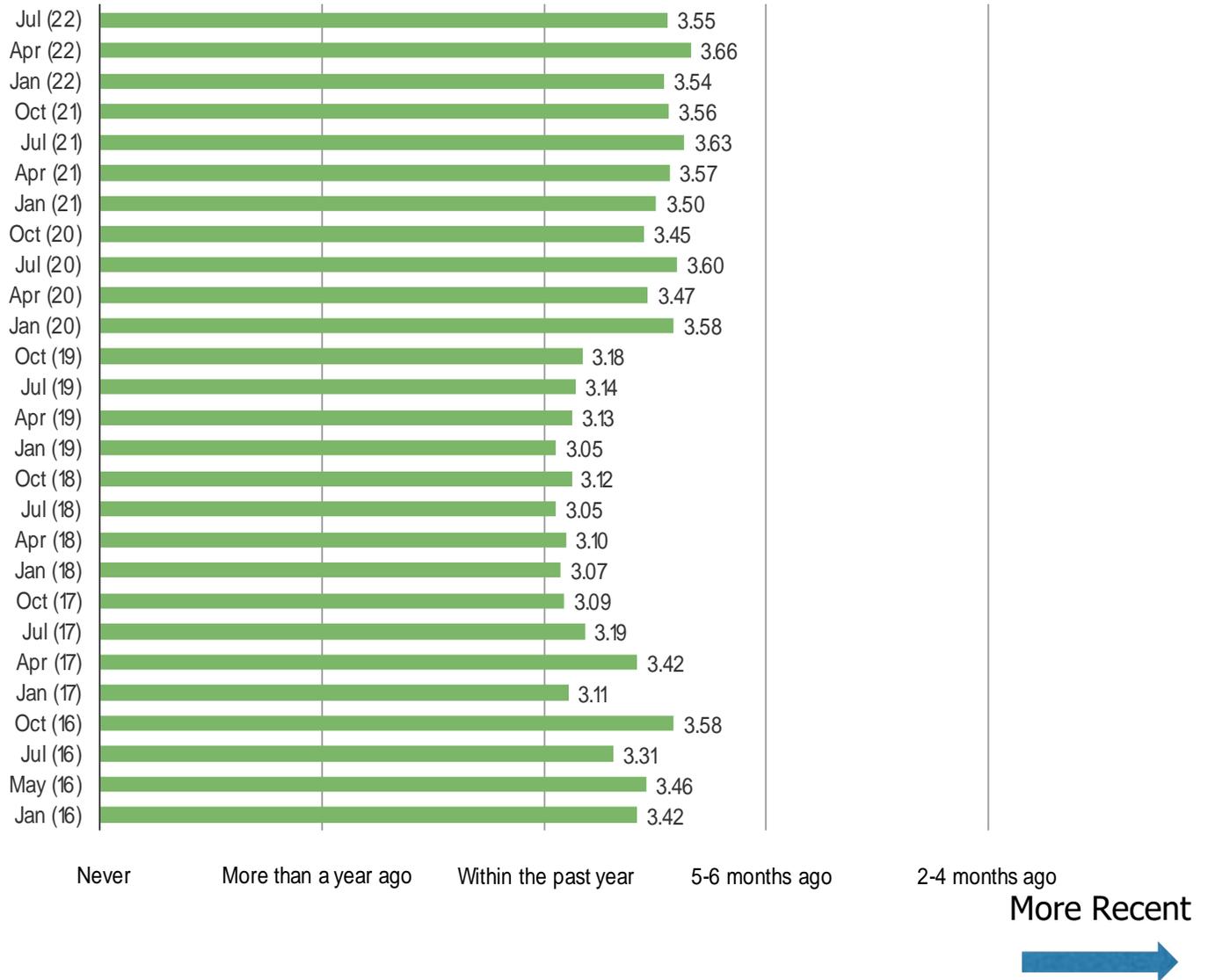
WHEN IS THE LAST TIME YOU ATE CHIPOTLE?

Posed to all respondents.



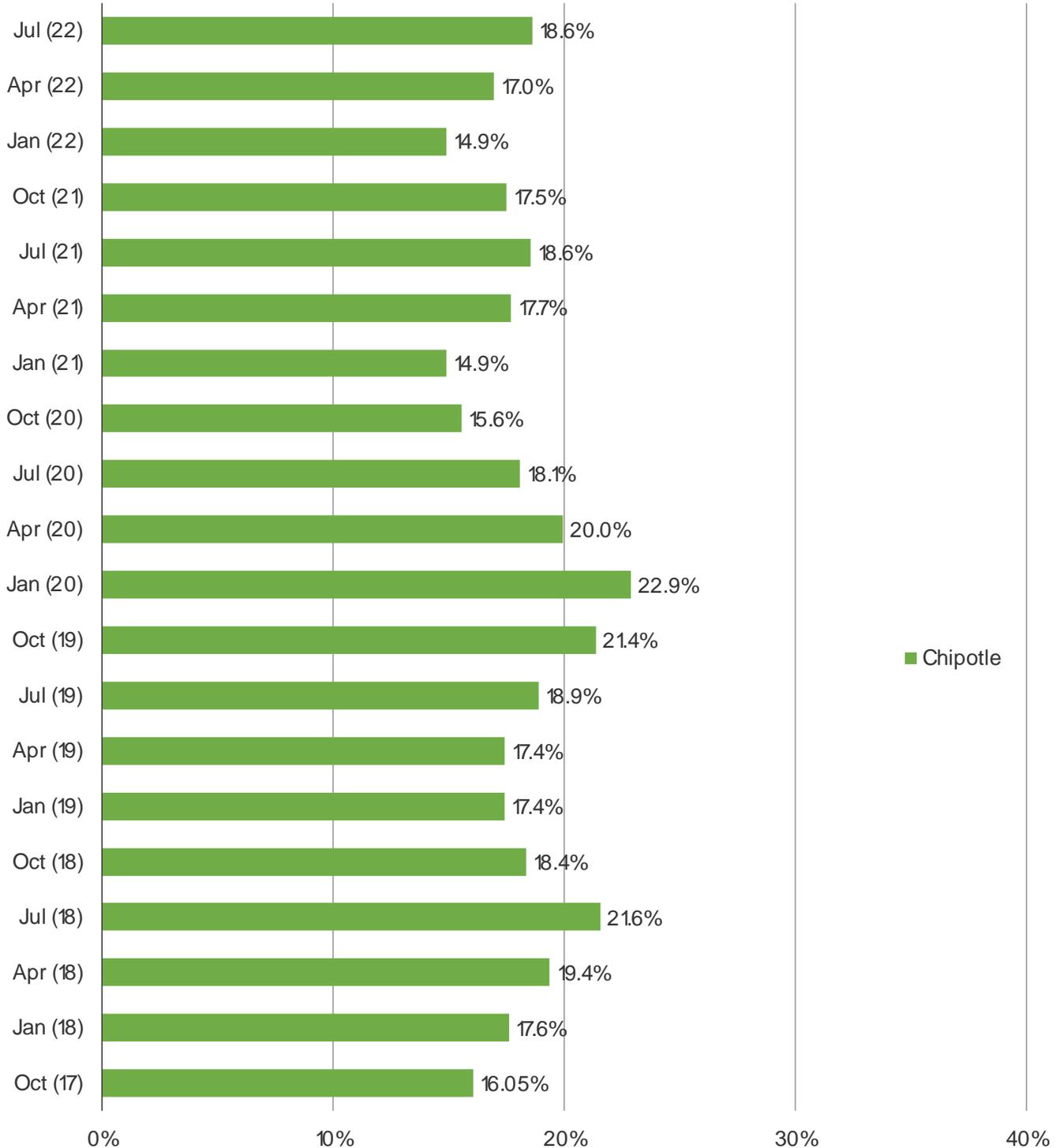
WHEN IS THE LAST TIME YOU ATE CHIPOTLE? (WEIGHTED AVERAGE)

Posed to all respondents.



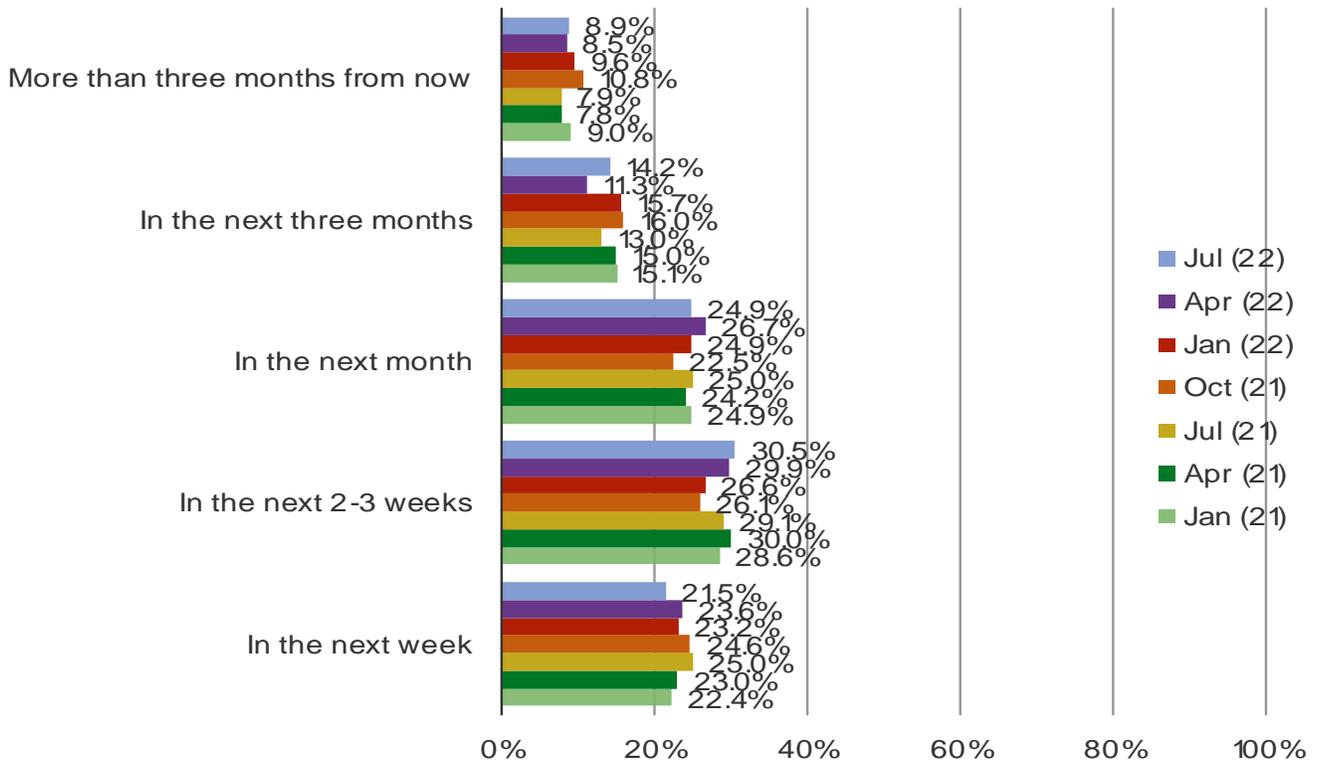
DO YOU USE CHIPOTLE REGULARLY OR OCCASIONALLY FOR IN-RESTAURANT DINING OR TAKEOUT/DELIVERY?

Posed to all respondents.



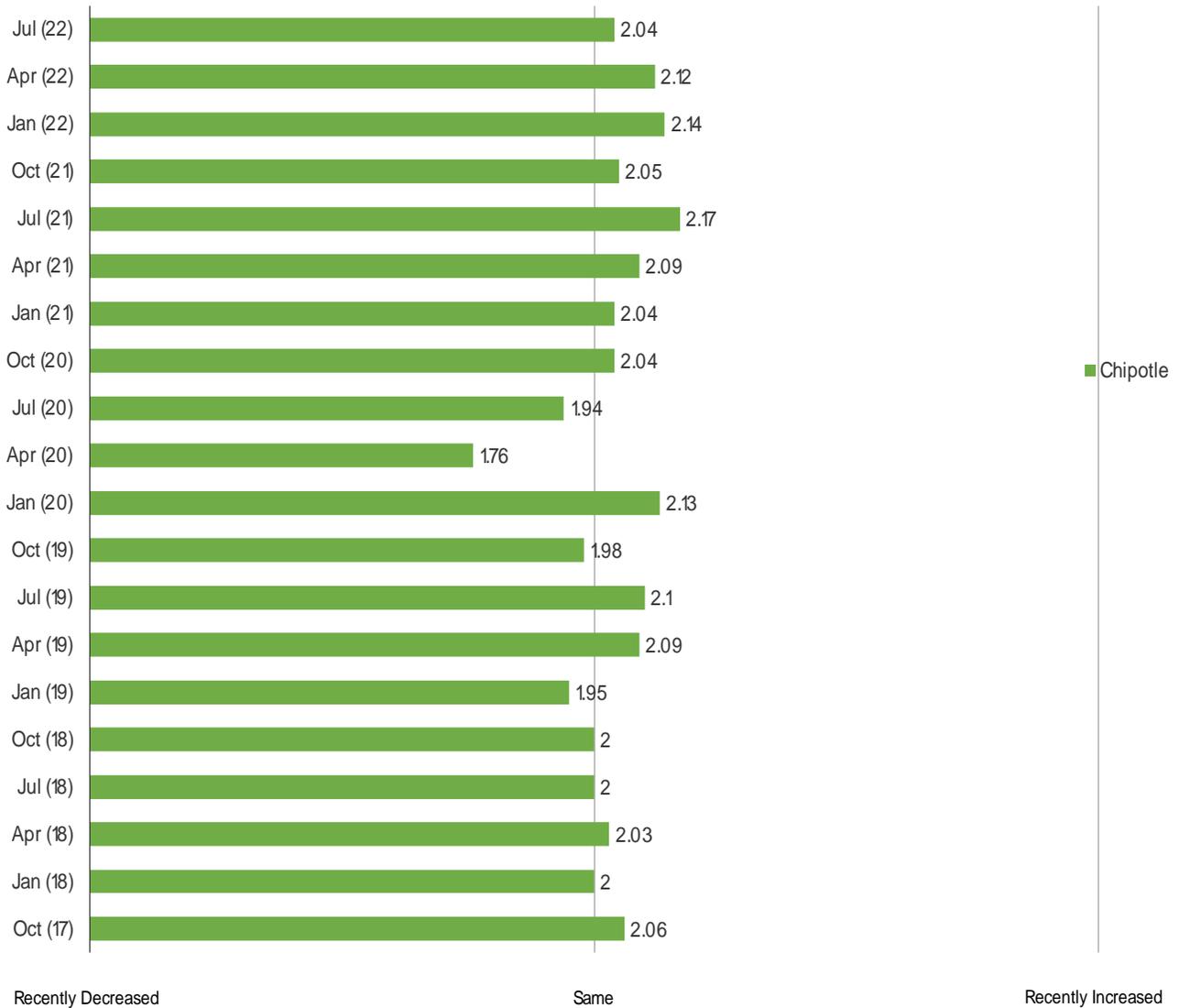
WHEN DO YOU THINK YOU WILL GET CHIPOTLE NEXT?

Posed to Chipotle customers that visited in the past year.



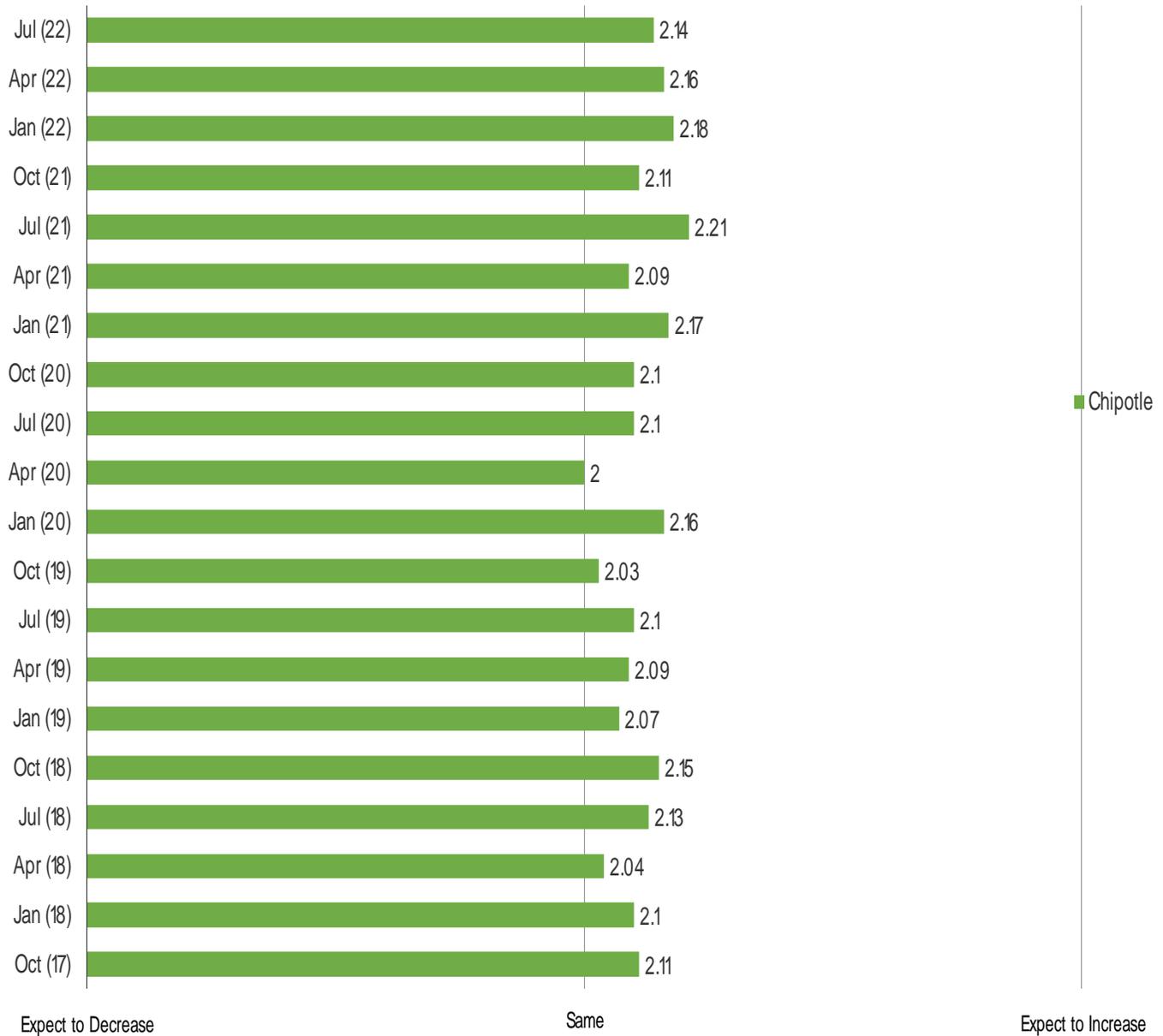
HAVE YOU CHANGED HOW OFTEN YOU TAKEOUT OR DINE HERE?

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?

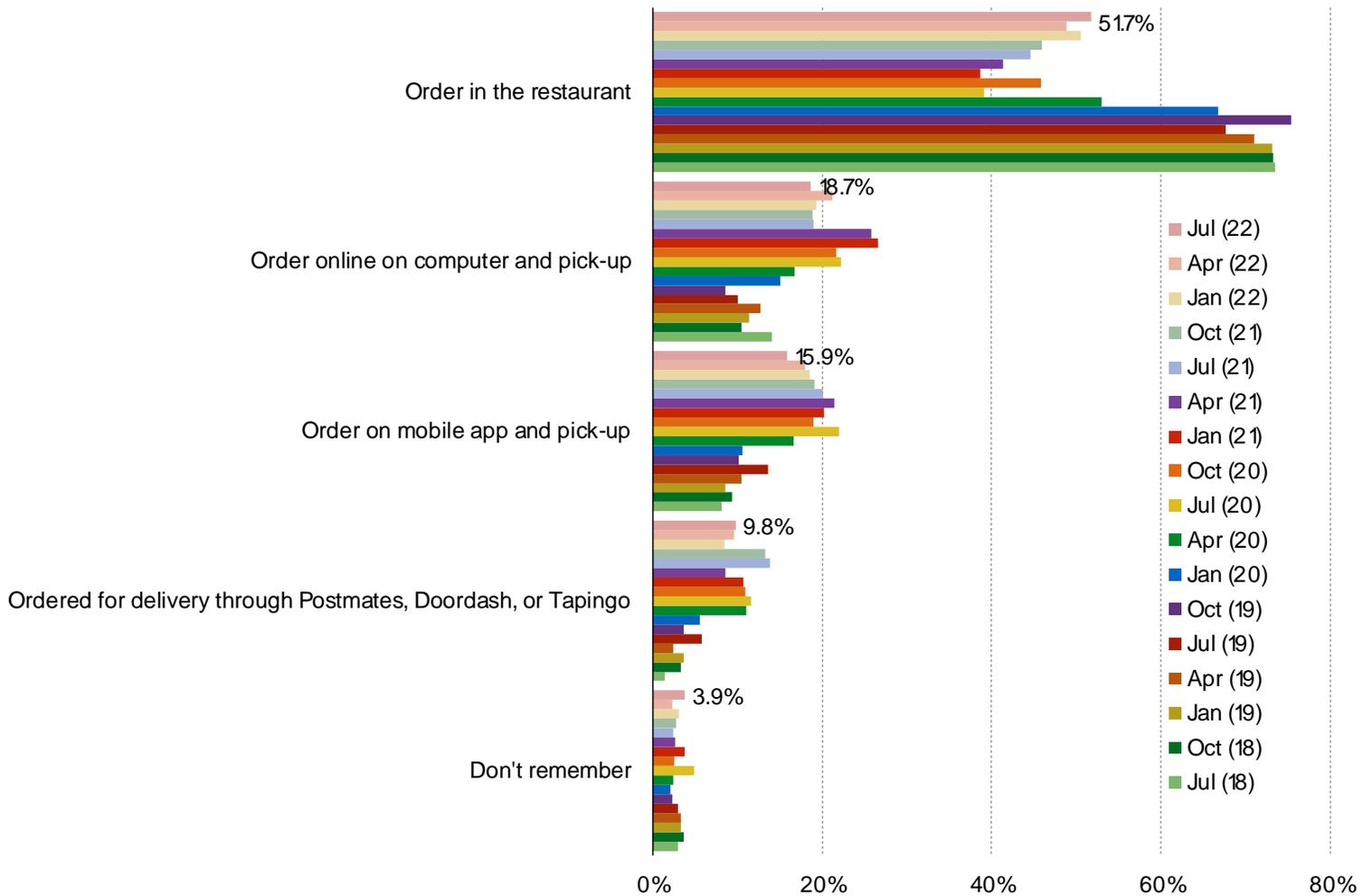
Posed to Chipotle customers who said they regularly or occasionally use Chipotle.



CHIPOTLE: ORDERING METHODS

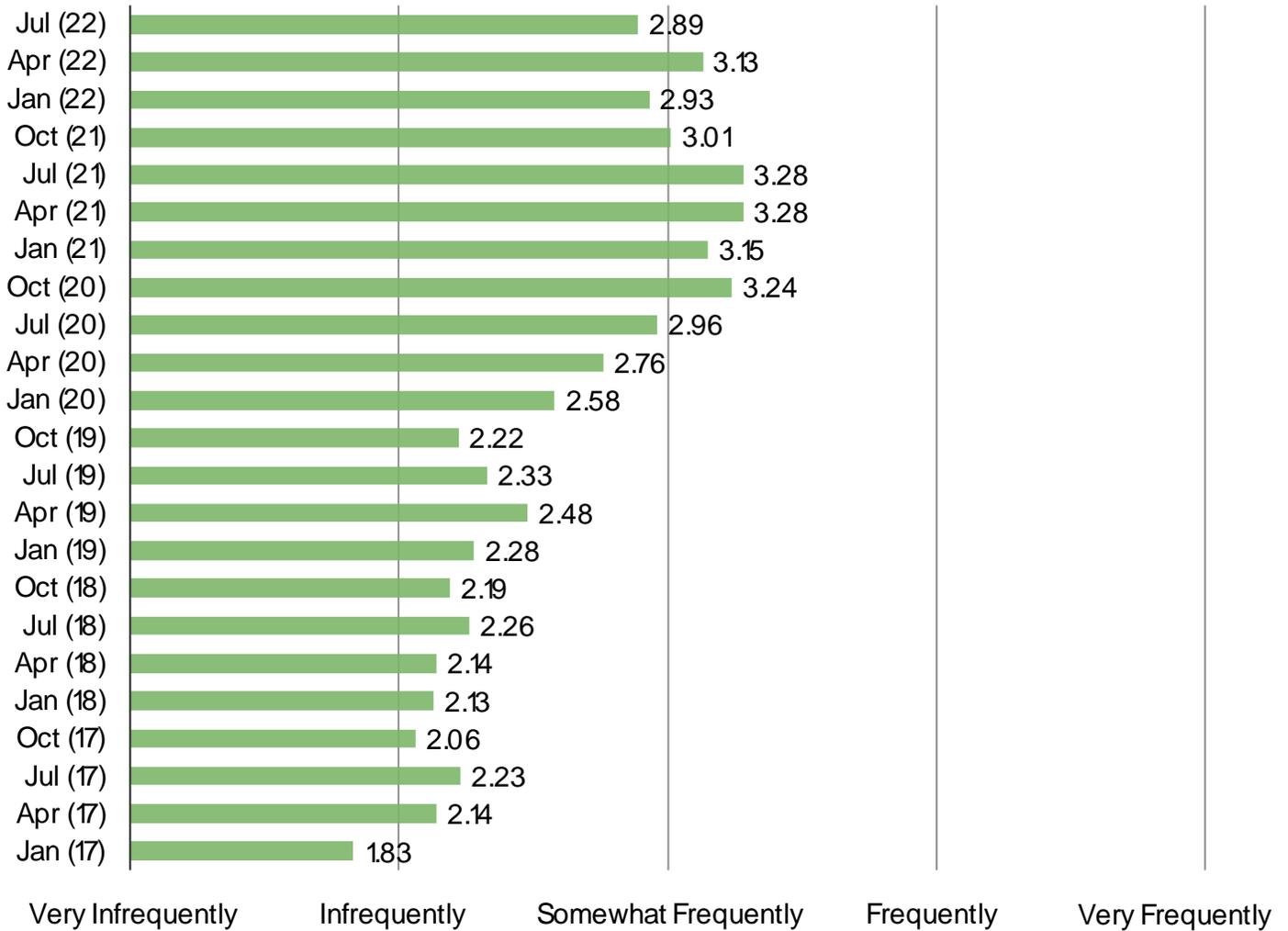
THINKING ABOUT THE LAST TIME YOU HAD CHIPOTLE, DID YOU...

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.



Very Infrequently

Infrequently

Somewhat Frequently

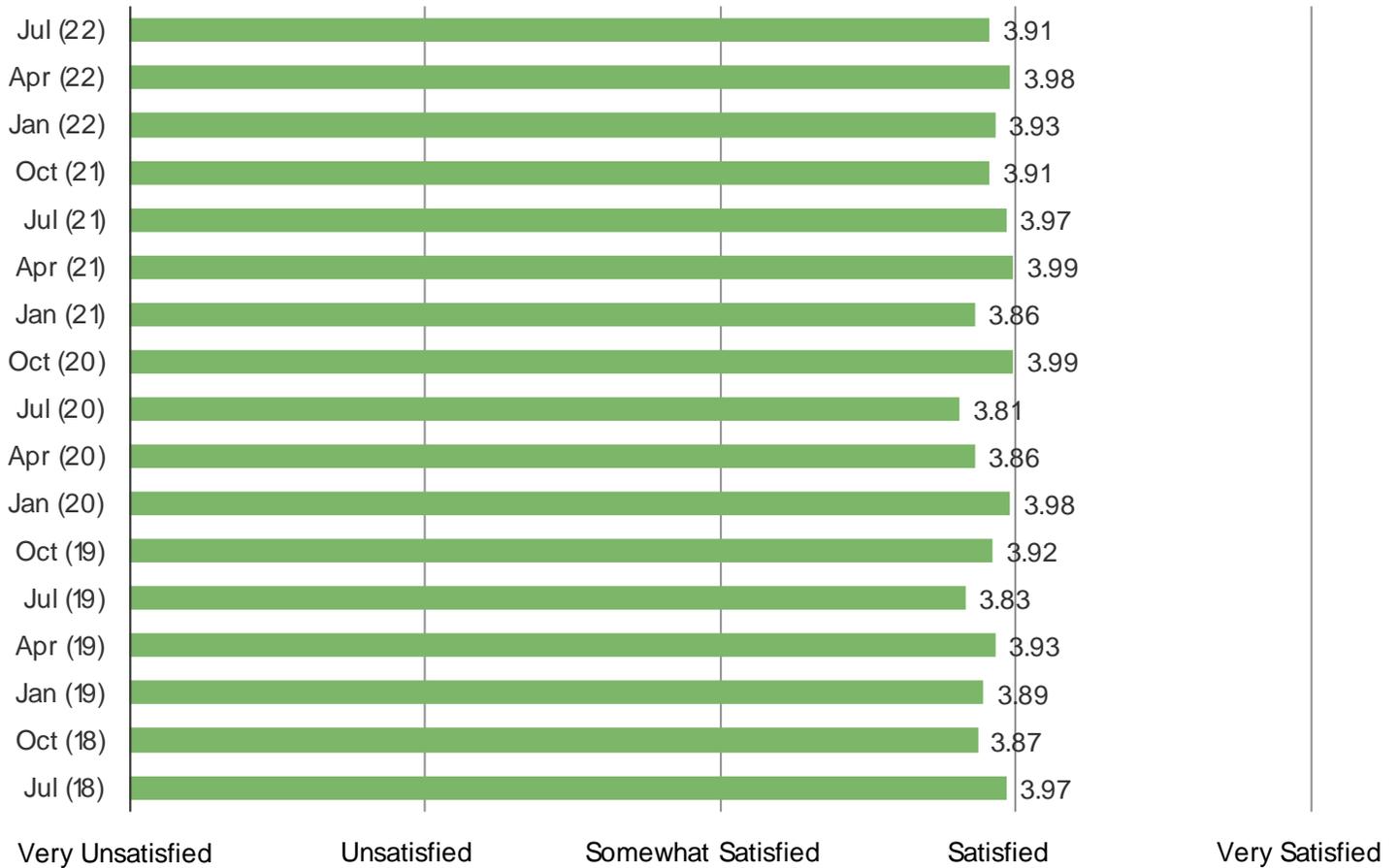
Frequently

Very Frequently

CHIPOTLE: SATISFACTION AND CATALYSTS

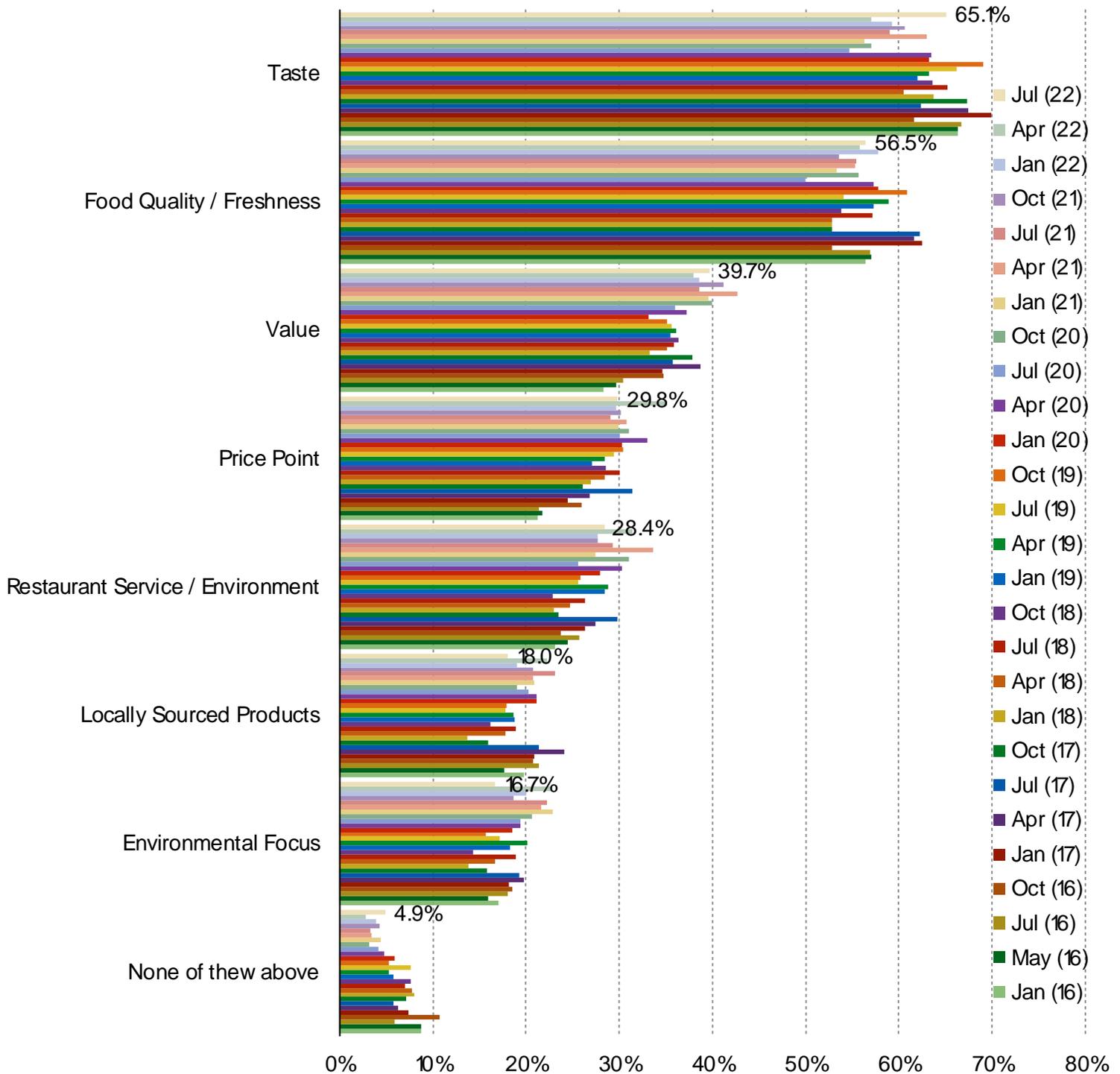
THINKING ABOUT THE LAST TIME YOU HAD CHIPOTLE, HOW SATISFIED WERE YOU WITH THE OVERALL EXPERIENCE AT CHIPOTLE?

Posed to Chipotle customers.



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

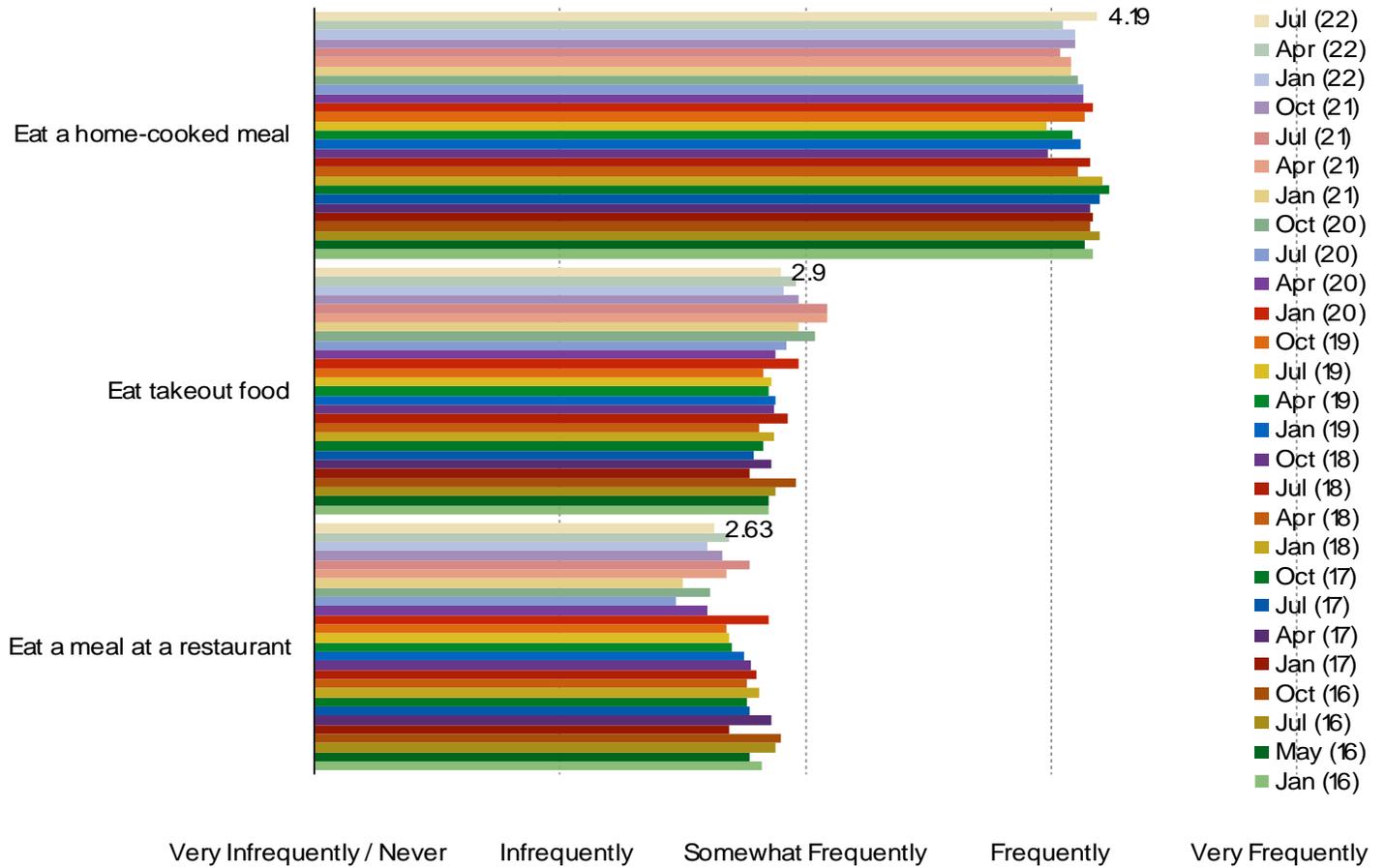
Posed to respondents who have eaten Chipotle in the past year.



SECULAR TRENDS IN CASUAL DINING

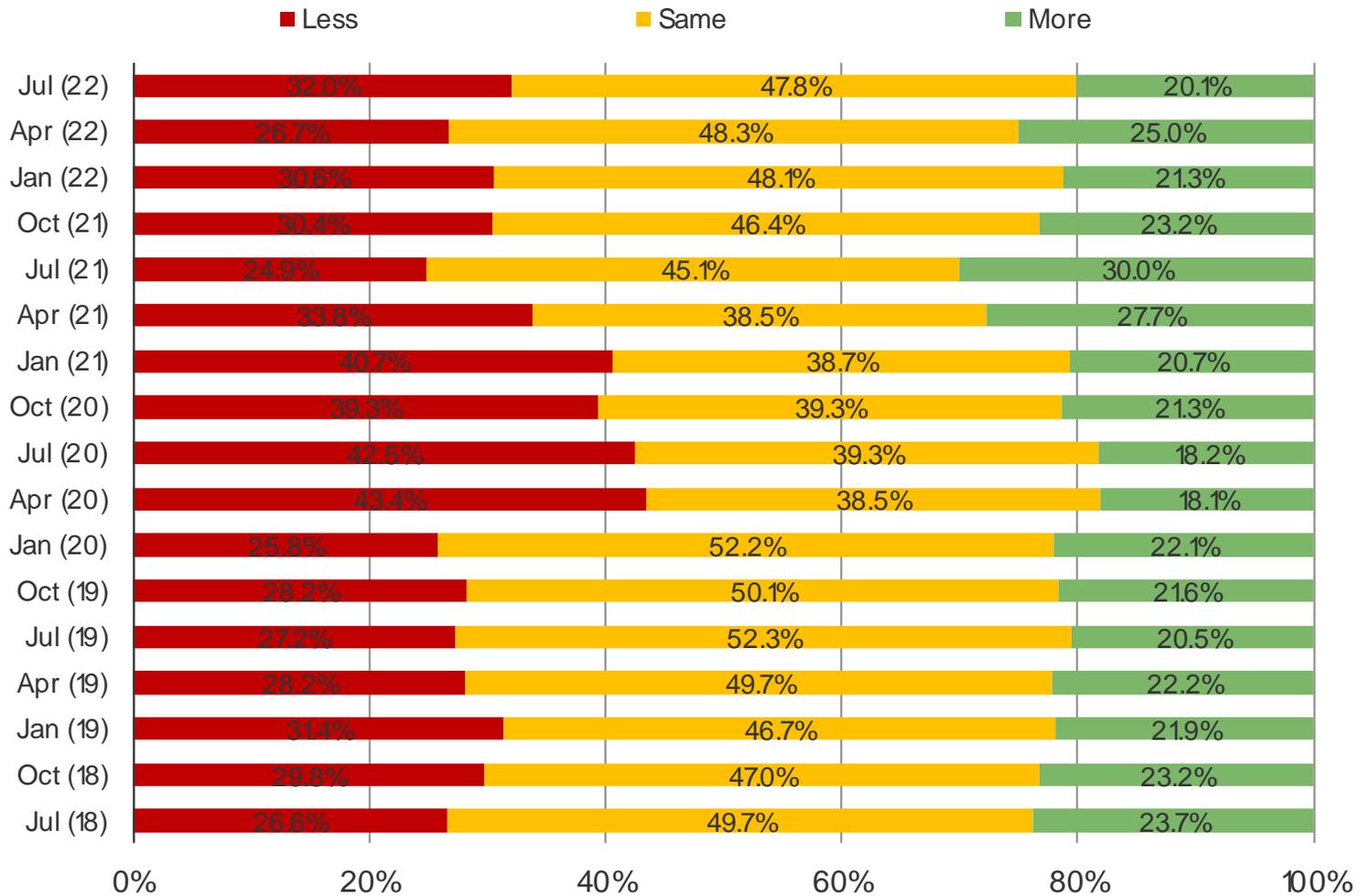
IN A TYPICAL WEEK, HOW OFTEN DO YOU DO THE FOLLOWING?

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.

