



CHECK BREAKDOWN: CMG

INDUSTRY TRENDS

ENGAGEMENT TRENDS: POSITIVE/CONSTRUCTIVE

Self-reported engagement trends were mostly unchanged q/q (when it comes to recent visits and expected usage going forward). Mobile ordering has increased over the history of our survey, as has ordering for delivery through third party apps. While ordering in the restaurant is still down from pre-pandemic levels, the data has improved in the past two quarters.

CUSTOMER SATISFACTION: POSITIVE

Customer satisfaction remains high, with most recent readings in-line with historical trends.

ATTACHMENT RATES: FLATTISH Q/Q

Attachment rates for items like guacamole and queso are holding steady.

SECTOR TRENDS: SLIGHTLY DOWN Q/Q

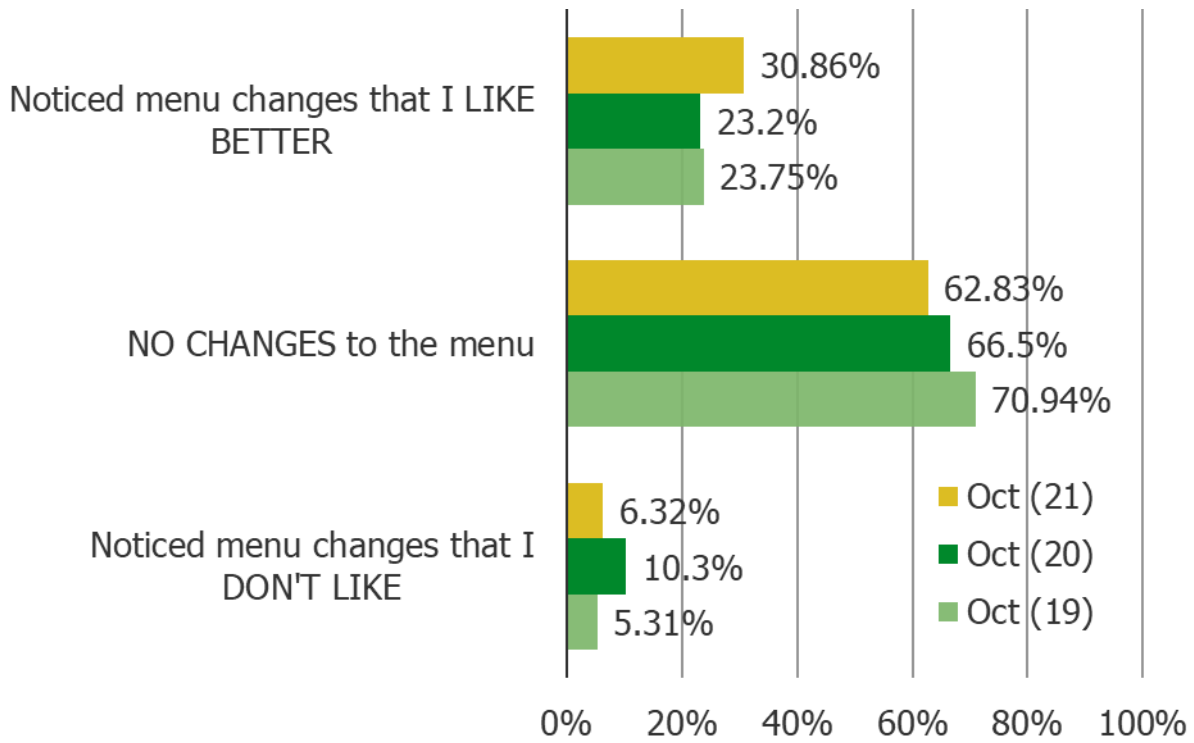
Consumer frequency of visiting fast casual/fast food restaurants has declined somewhat q/q.

CMG

CHIPOTLE: MENU ITEMS

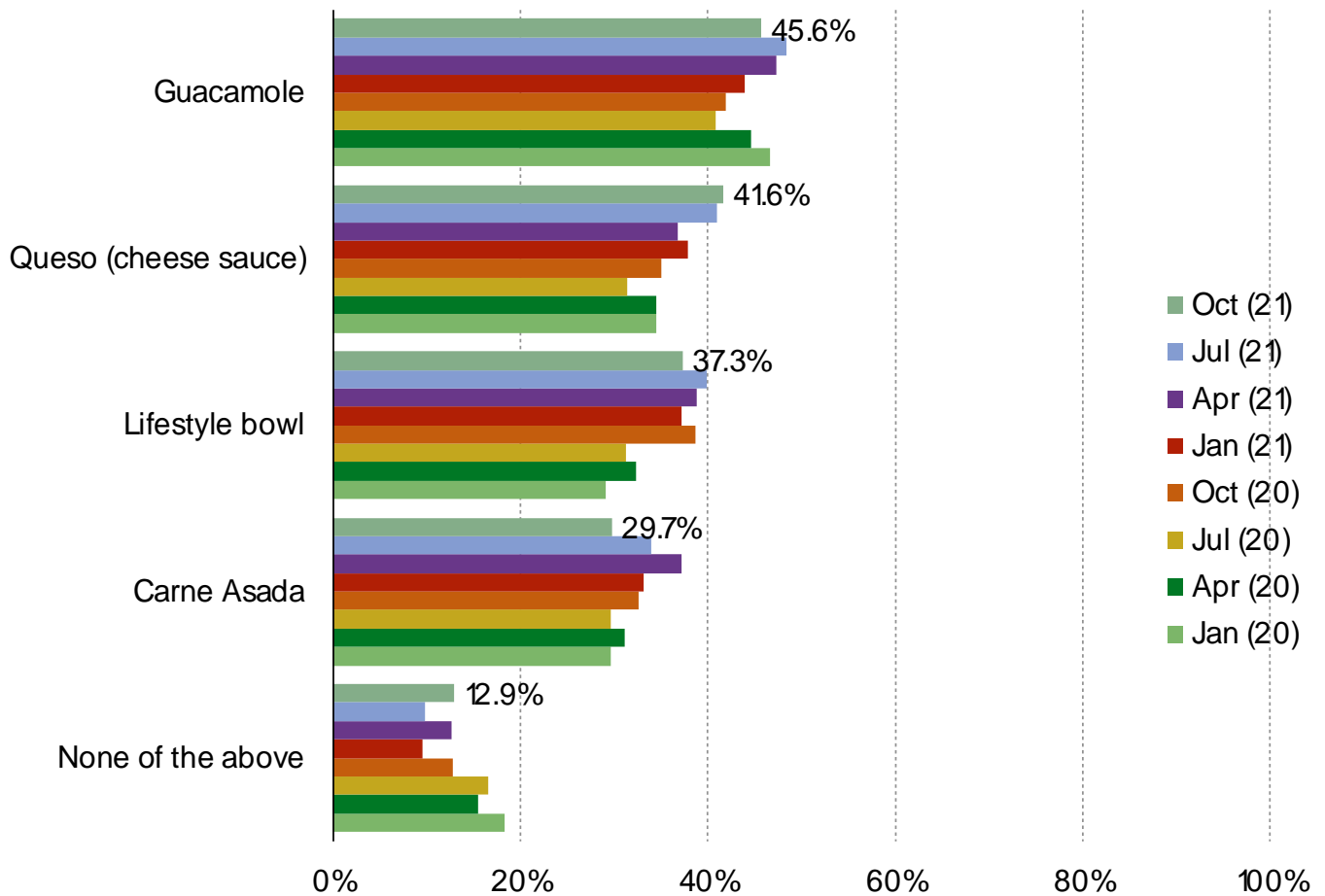
HAVE YOU NOTICED ANY MENU CHANGES RECENTLY AT CHIPOTLE?

Posed to Chipotle customers who use it regularly or occasionally.



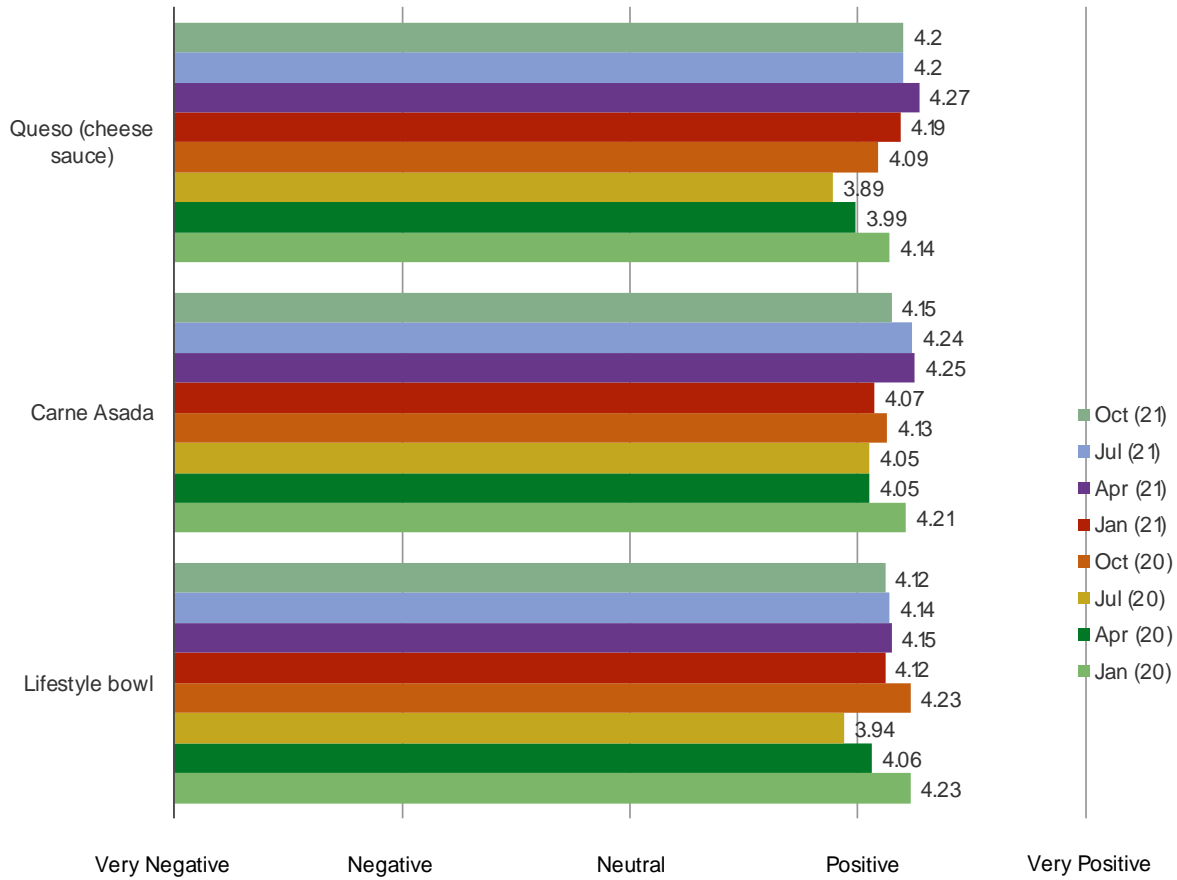
WHEN YOU MOST RECENTLY HAD CHIPOTLE, DID YOU ORDER ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to Chipotle customers.



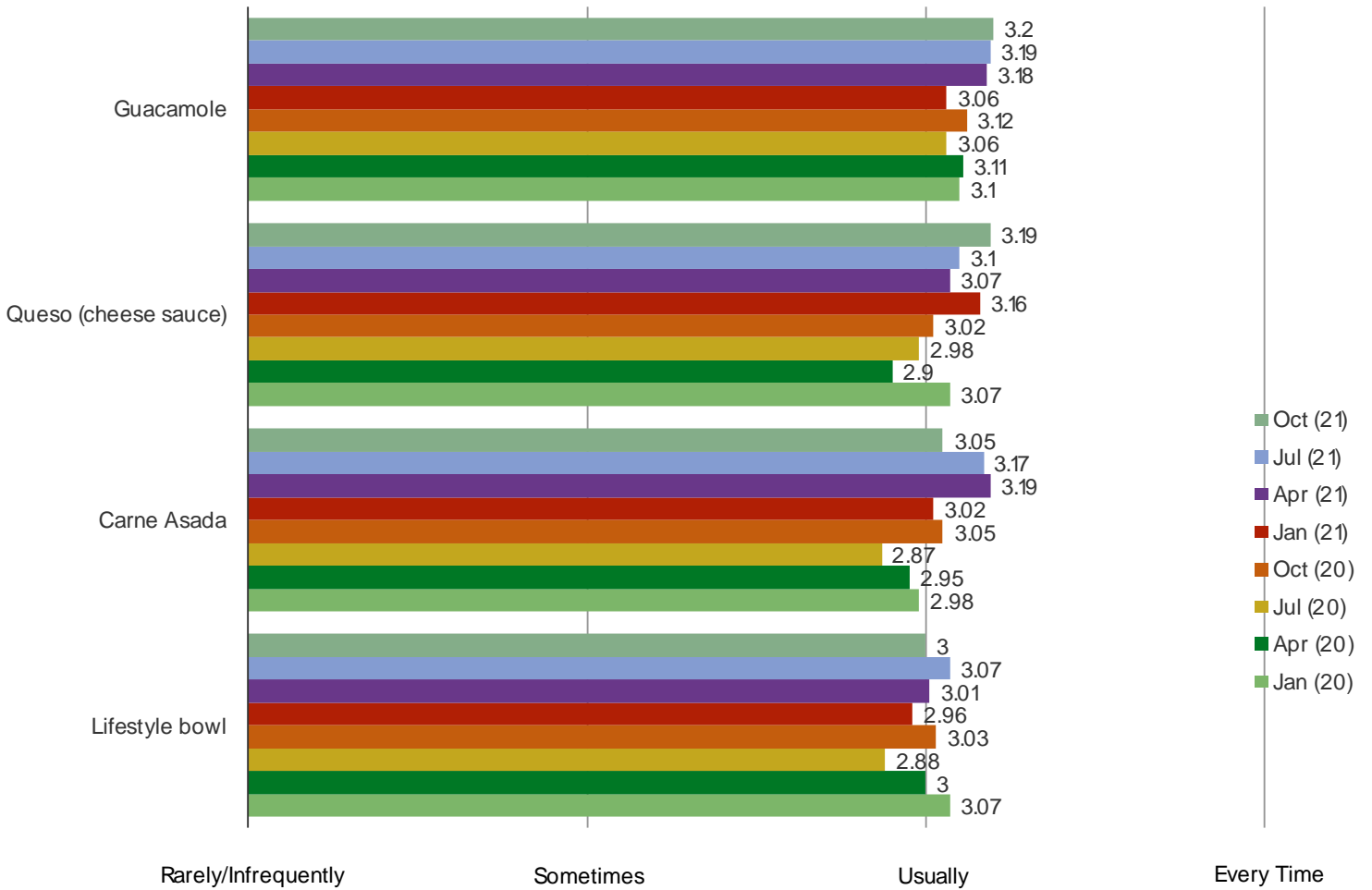
WHAT IS YOUR OPINION OF...

Posed to Chipotle customers who have eaten these items.



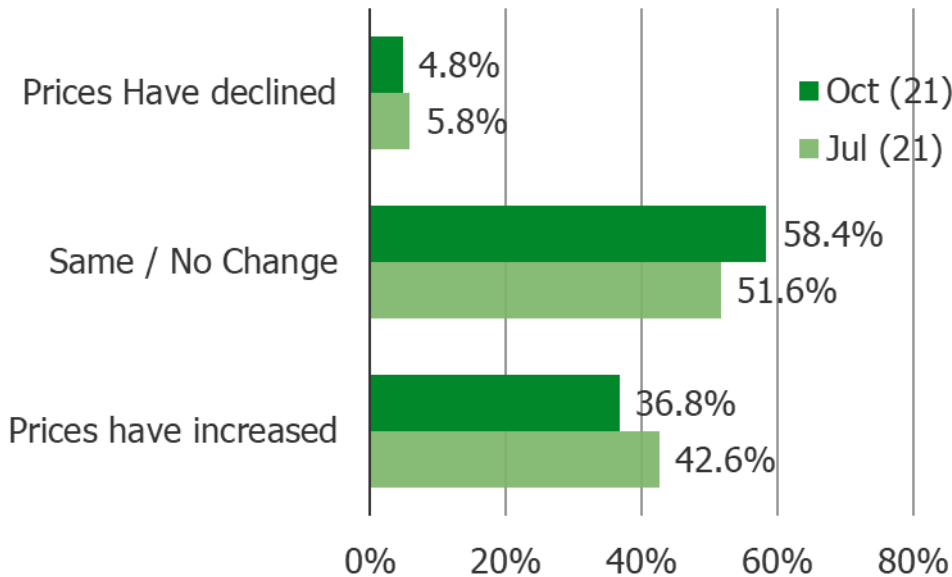
HOW OFTEN DO YOU ADD THIS TO YOUR ORDER WHEN YOU EAT CHIPOTLE?

Posed to Chipotle customers who have eaten these items.

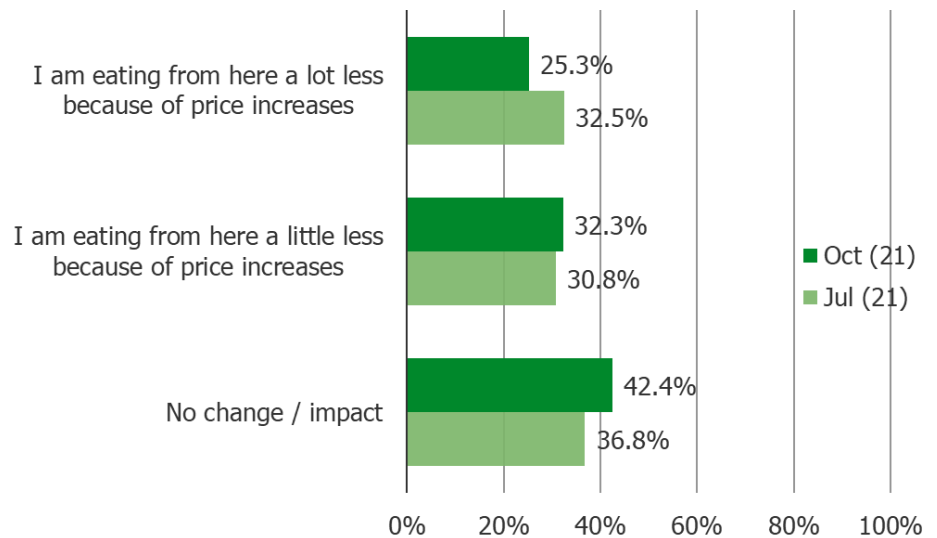


HAVE YOU NOTICED ANY CHANGES TO MENU PRICES AT CHIPOTLE RECENTLY?

Posed to Chipotle customers who use it regularly or occasionally.



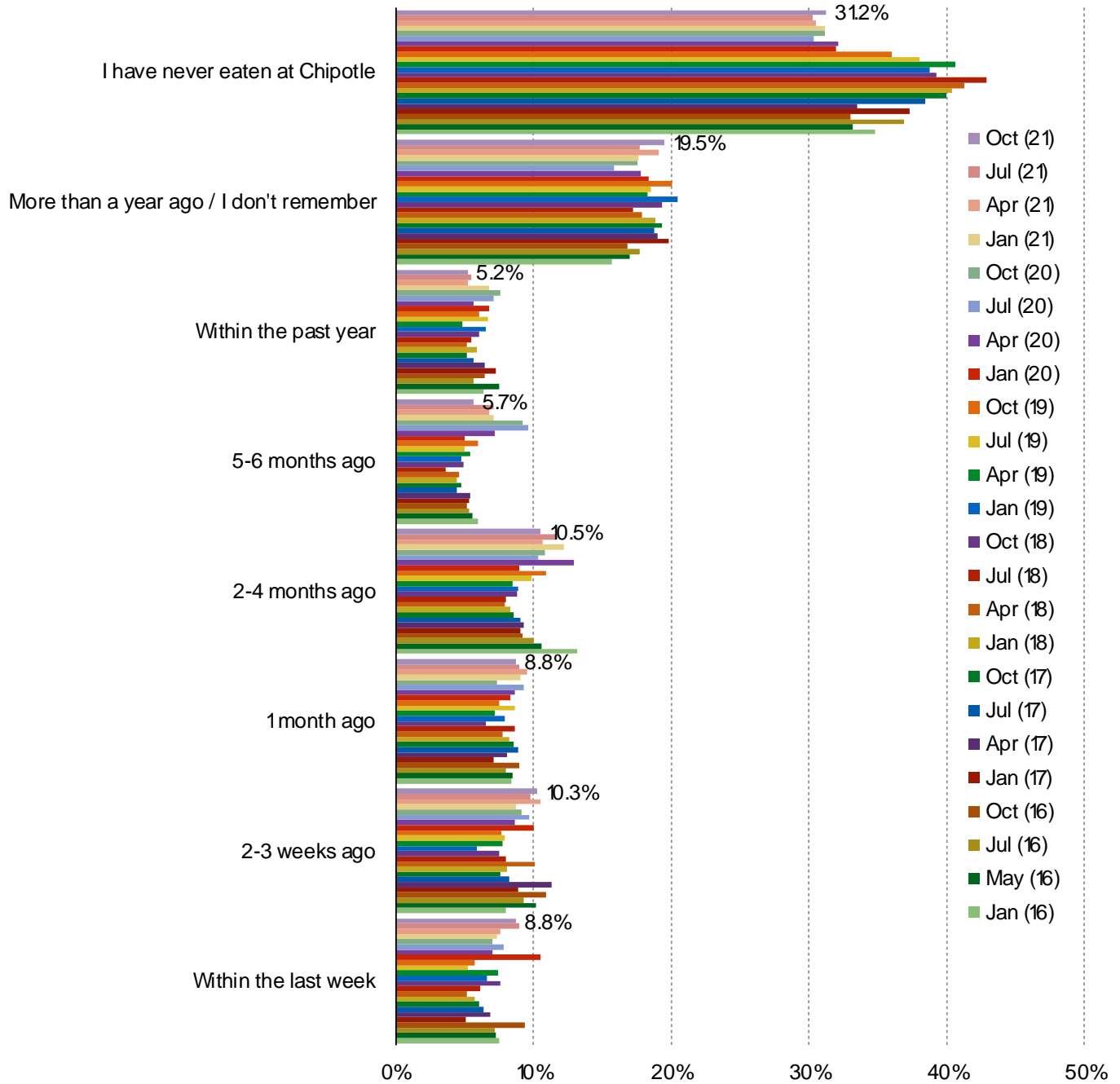
Posted to respondents who said prices have increased: Have you changed how often you eat food from here because of the price increases you have noticed?



CHIPOTLE: TRAFFIC TRENDS AND ENGAGEMENT

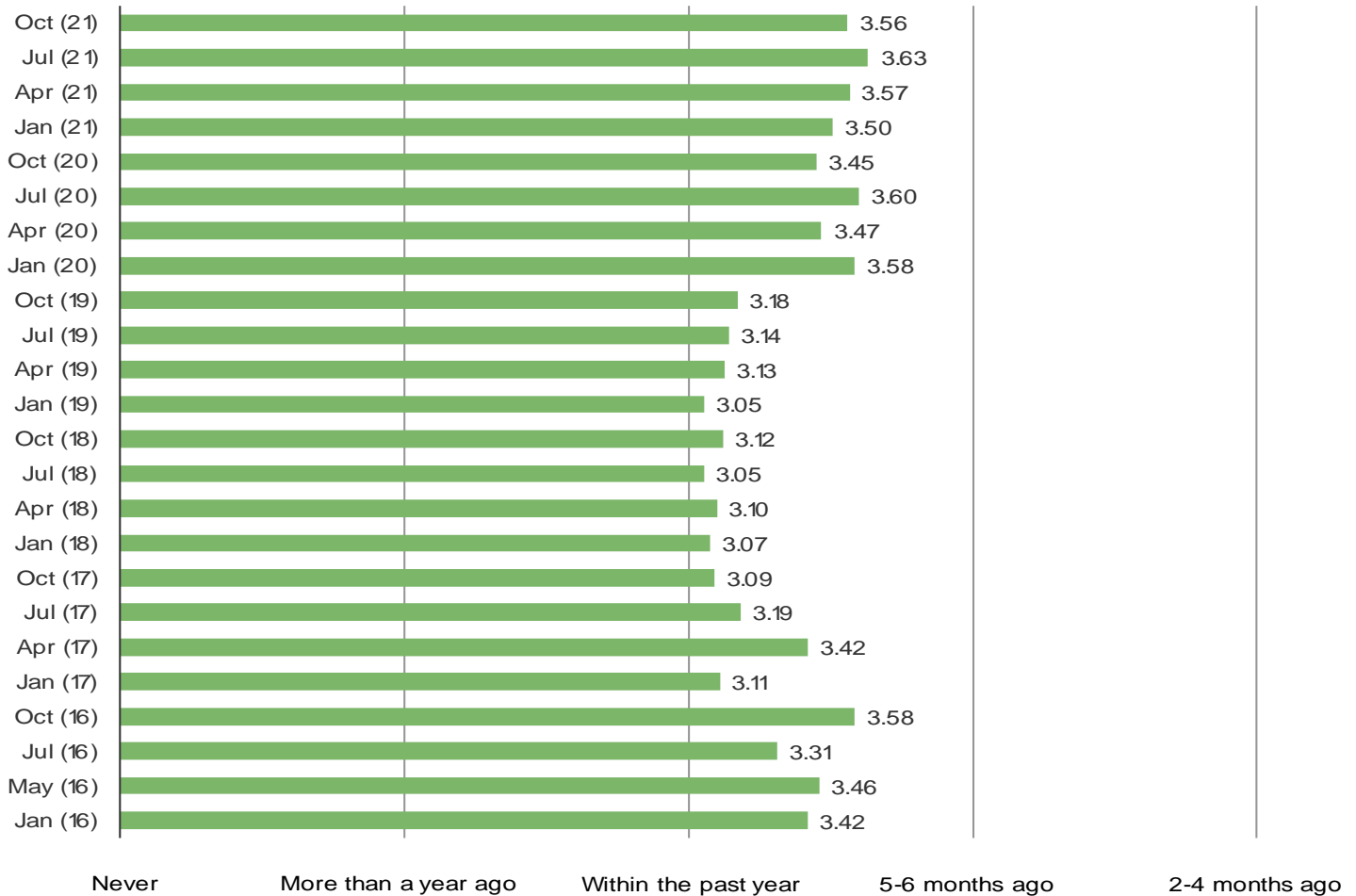
WHEN IS THE LAST TIME YOU ATE CHIPOTLE?

Posed to all respondents.



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

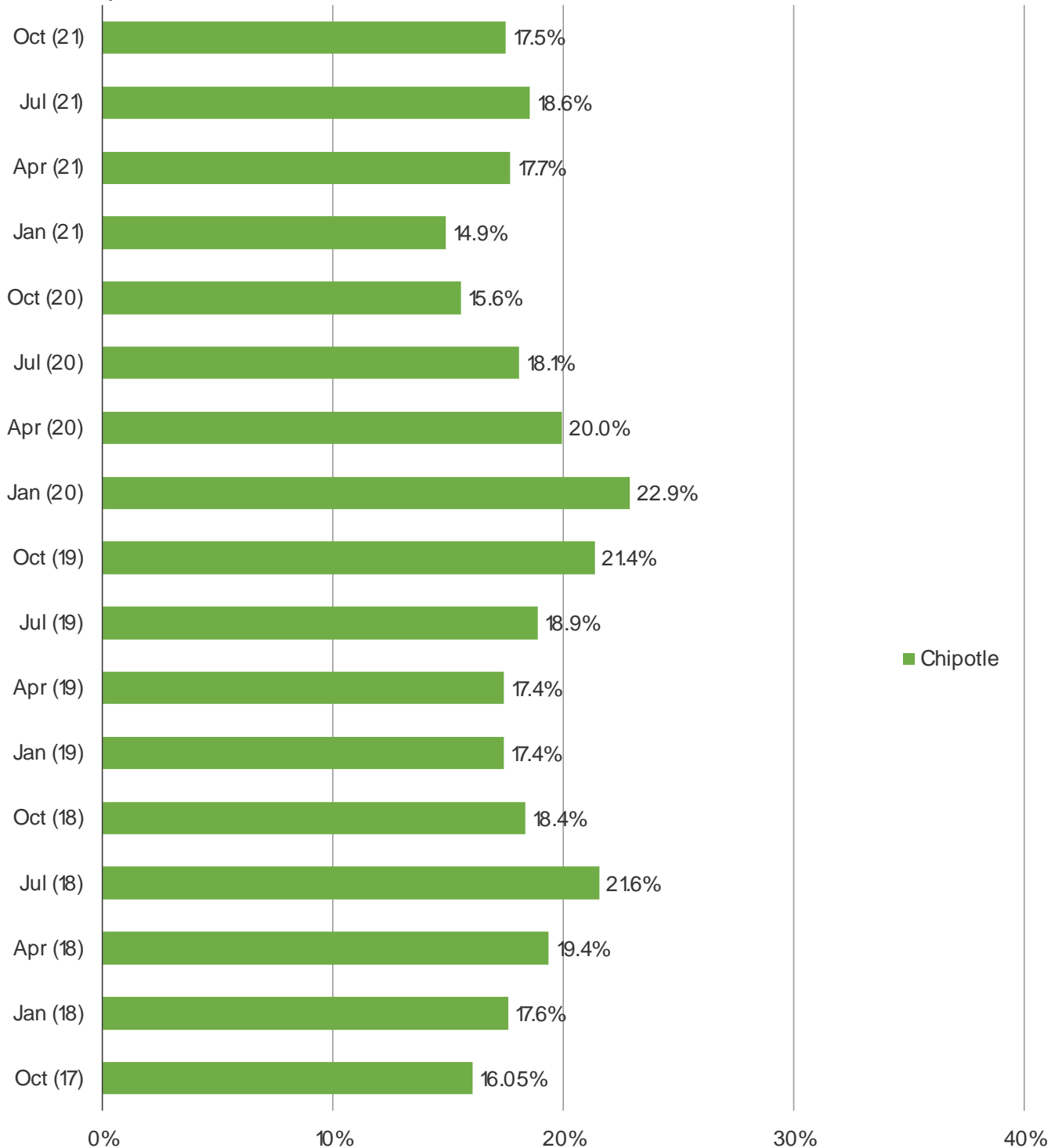
Posed to all respondents.



More Recent

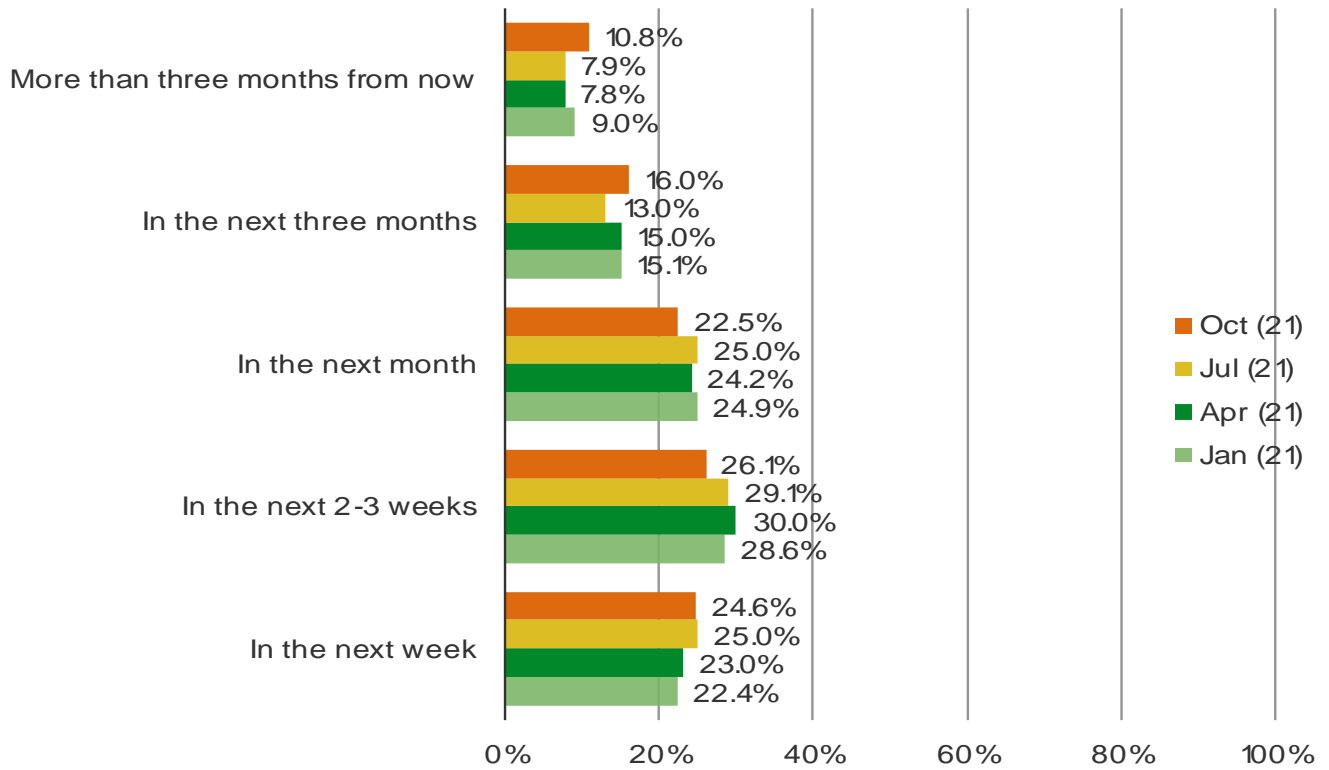
DO YOU USE CHIPOTLE REGULARLY OR OCCASIONALLY FOR IN-RESTAURANT DINING OR TAKEOUT/DELIVERY?

Posed to all respondents.



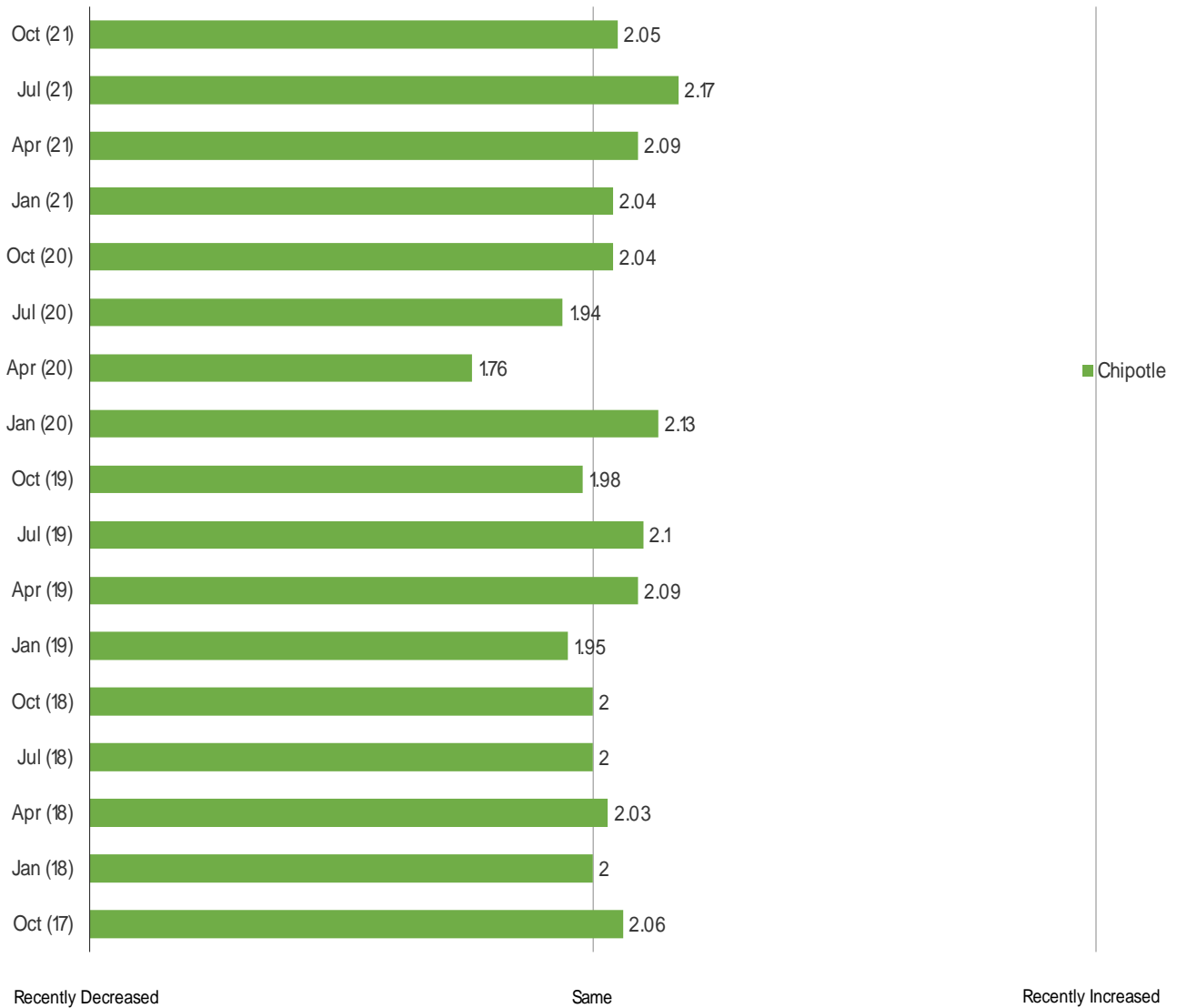
WHEN DO YOU THINK YOU WILL GET CHIPOTLE NEXT?

Posed to Chipotle customers that visited in the past year.



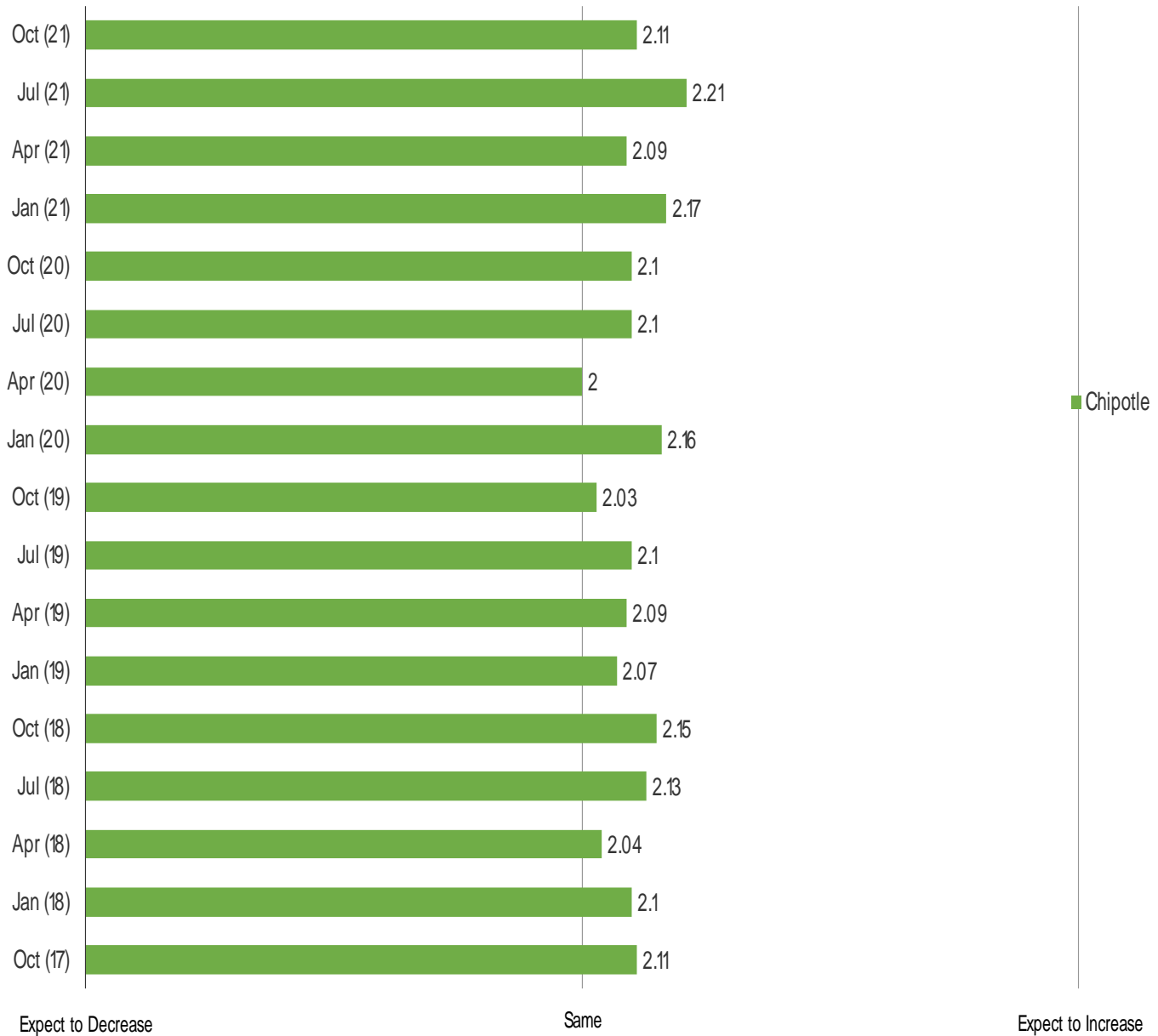
HAVE YOU CHANGED HOW OFTEN YOU TAKEOUT OR DINE HERE?

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?

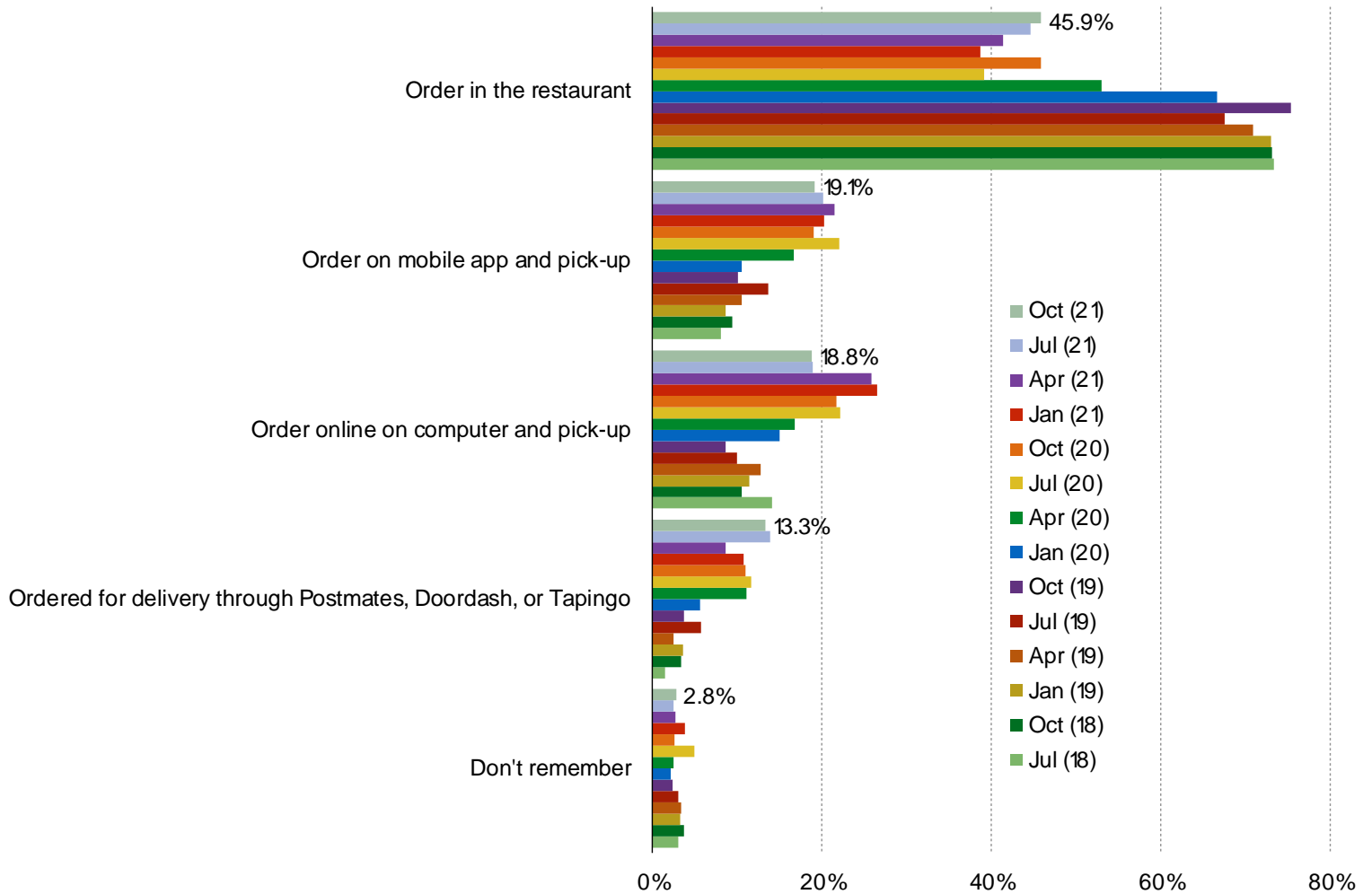
Posed to Chipotle customers who said they regularly or occasionally use Chipotle.



CHIPOTLE: ORDERING METHODS

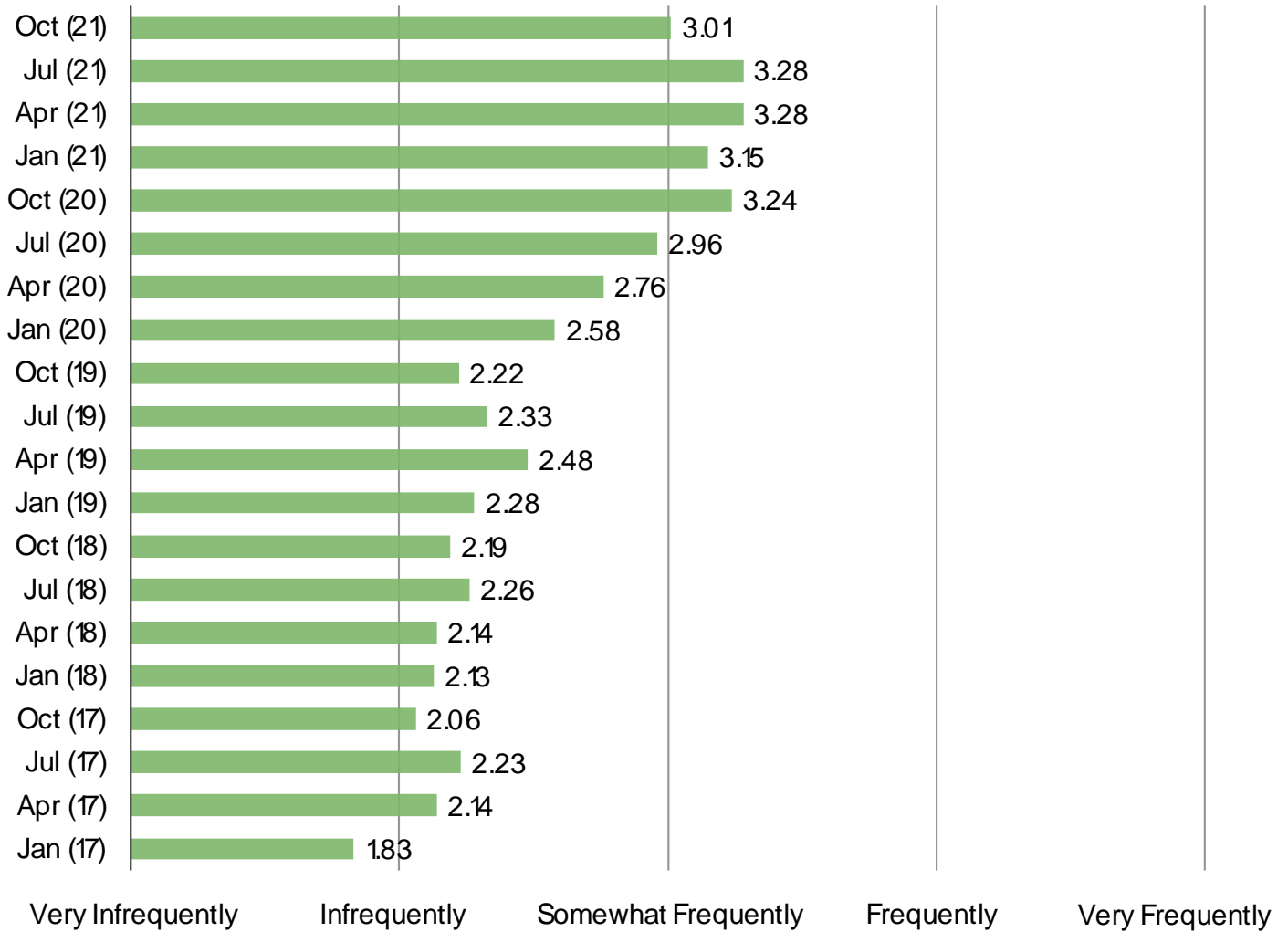
THINKING ABOUT THE LAST TIME YOU HAD CHIPOTLE, DID YOU...

Posed to Chipotle customers that visited in the past year.



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

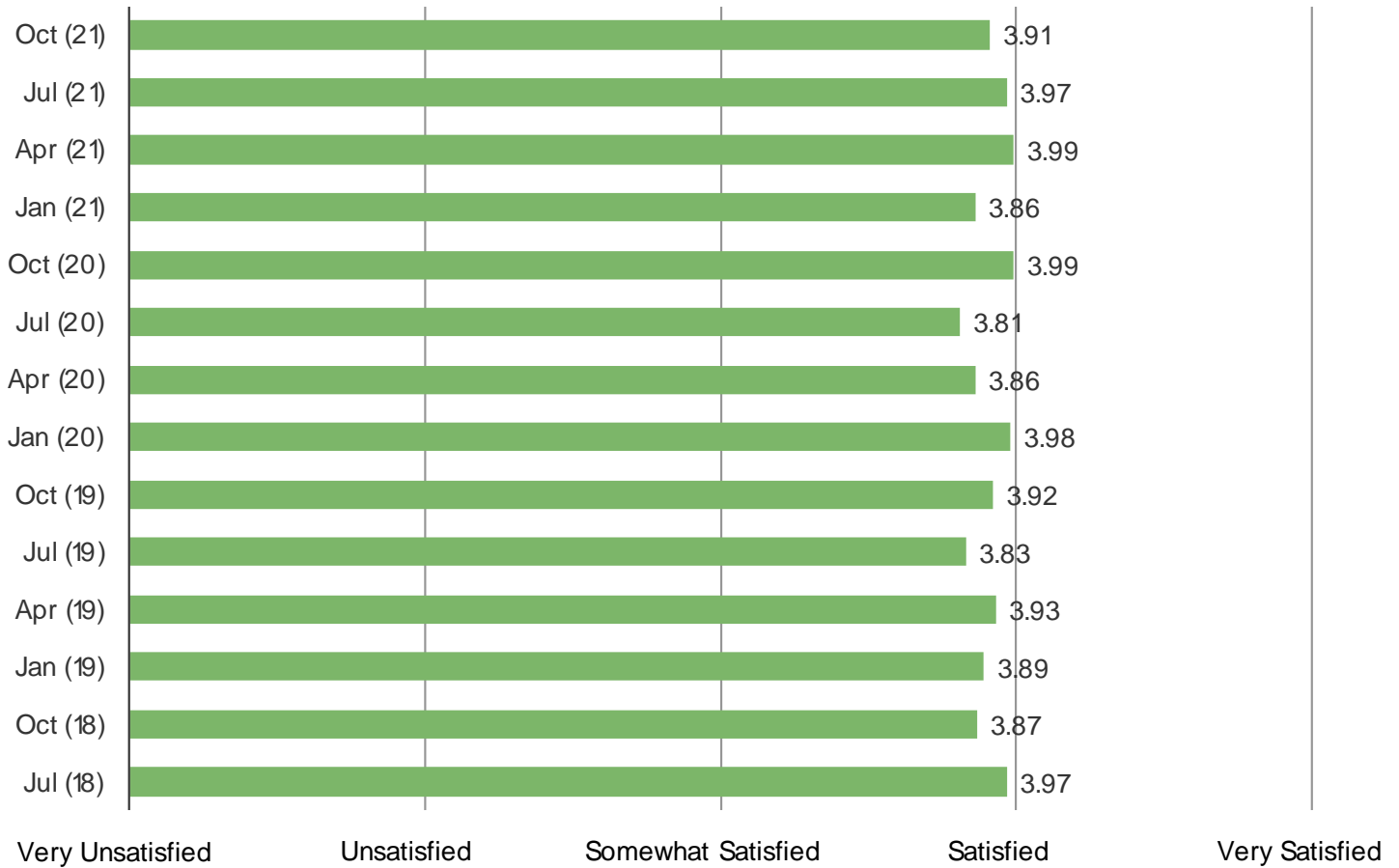
Posed to Chipotle customers that visited in the past year.



CHIPOTLE: SATISFACTION AND CATALYSTS

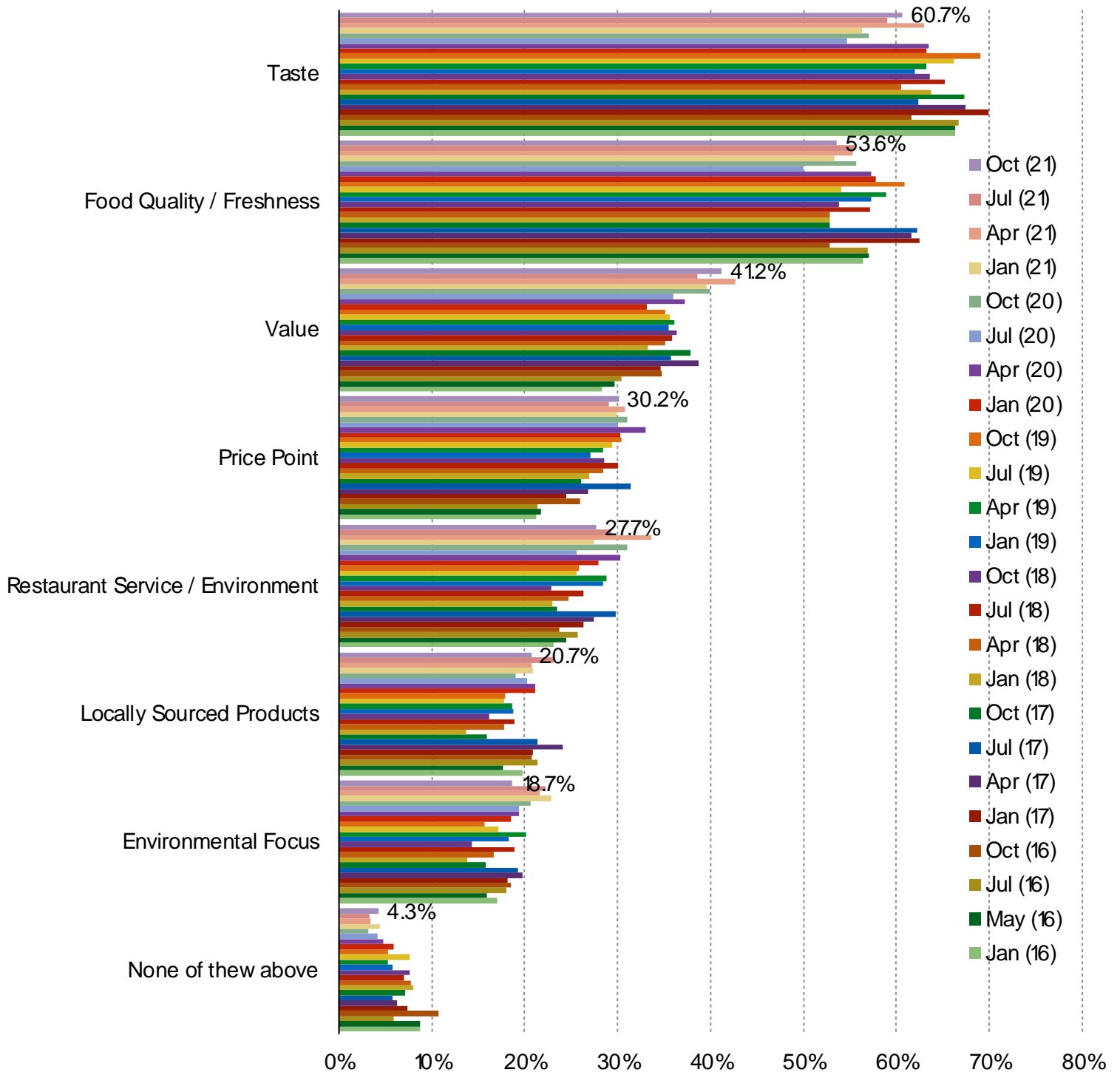
THINKING ABOUT THE LAST TIME YOU HAD CHIPOTLE, HOW SATISFIED WERE YOU WITH THE OVERALL EXPERIENCE AT CHIPOTLE?

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

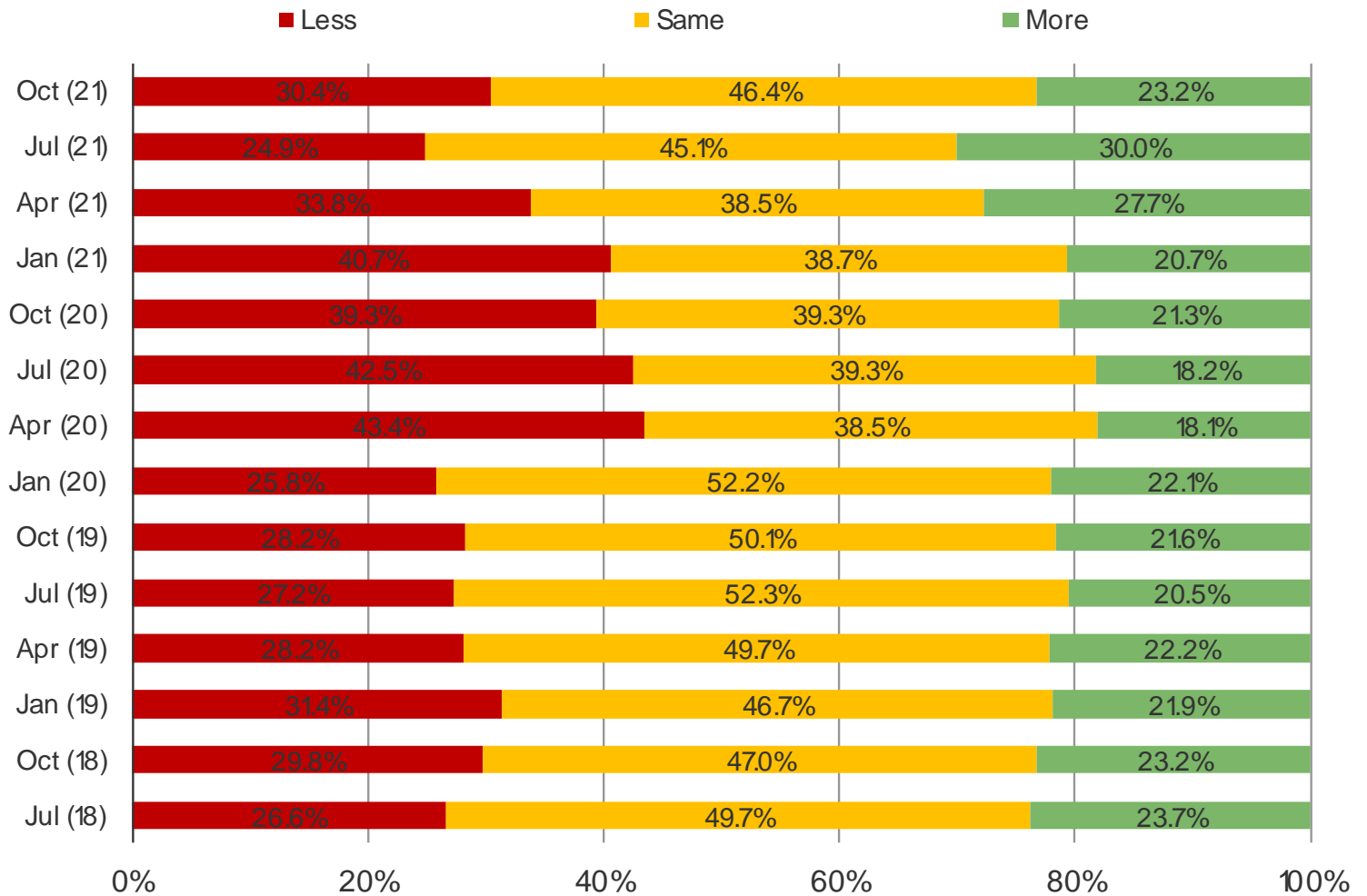
IN A TYPICAL WEEK, HOW OFTEN DO YOU DO THE FOLLOWING?

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.

