

Bespoke Survey Research

October 2023

Chipotle

Volume 33 | Quarterly Survey
1,500 US Consumers Balanced To Census
Tickers Covered: CMG.

KPIs and Key questions

CHIPOTLE DEMAND TRENDS

The share of consumers who eat Chipotle regularly or occasionally has been growing, though recent and expected visit frequency trends have softened a touch sequentially.

MENU PRICES

Consumers are seeing higher menu prices relative to prior waves, but this feedback has been more stable in the last couple of quarters.

ORDERING

In recent quarters, we've detected an increase in "ordering at the store" and a regression in "ordering online/through the mobile app).

CONSUMER SATISFACTION

Consumer satisfaction with Chipotle remains high with customers on net "satisfied" with Chipotle.

Noteworthy Stats:

32.0% Of Chipotle customers who use it regularly or occasionally have noticed menu changes that they like better.

22.0% Of Chipotle customers that visited in the past year expect to get Chipotle again in the next month.

52.6% Of Chipotle customers that visited in the past year order in the restaurant.

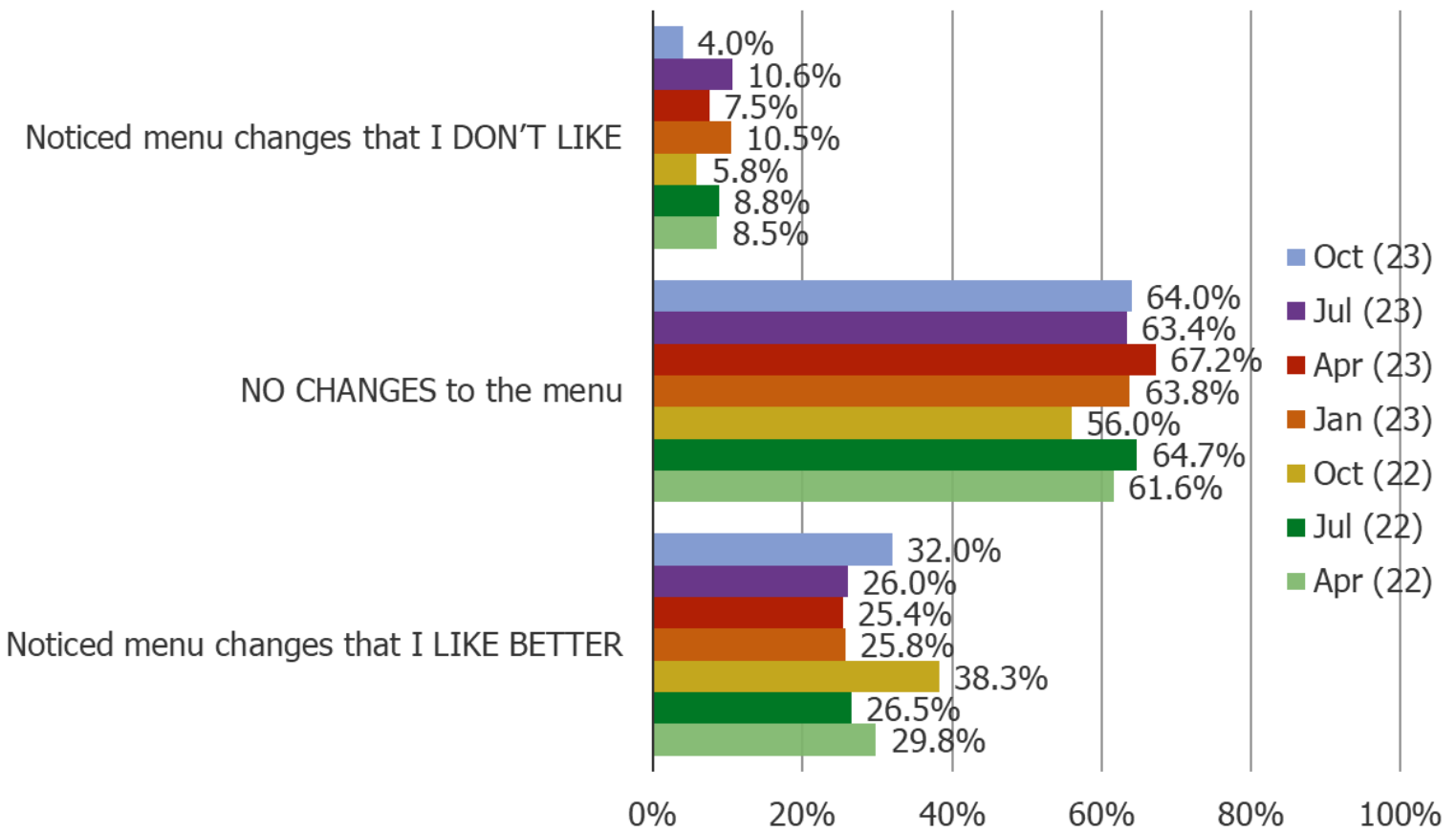
18.2% Of Chipotle customers that visited in the past year order on the mobile app and pick up.

CMG

CHIPOTLE: MENU ITEMS

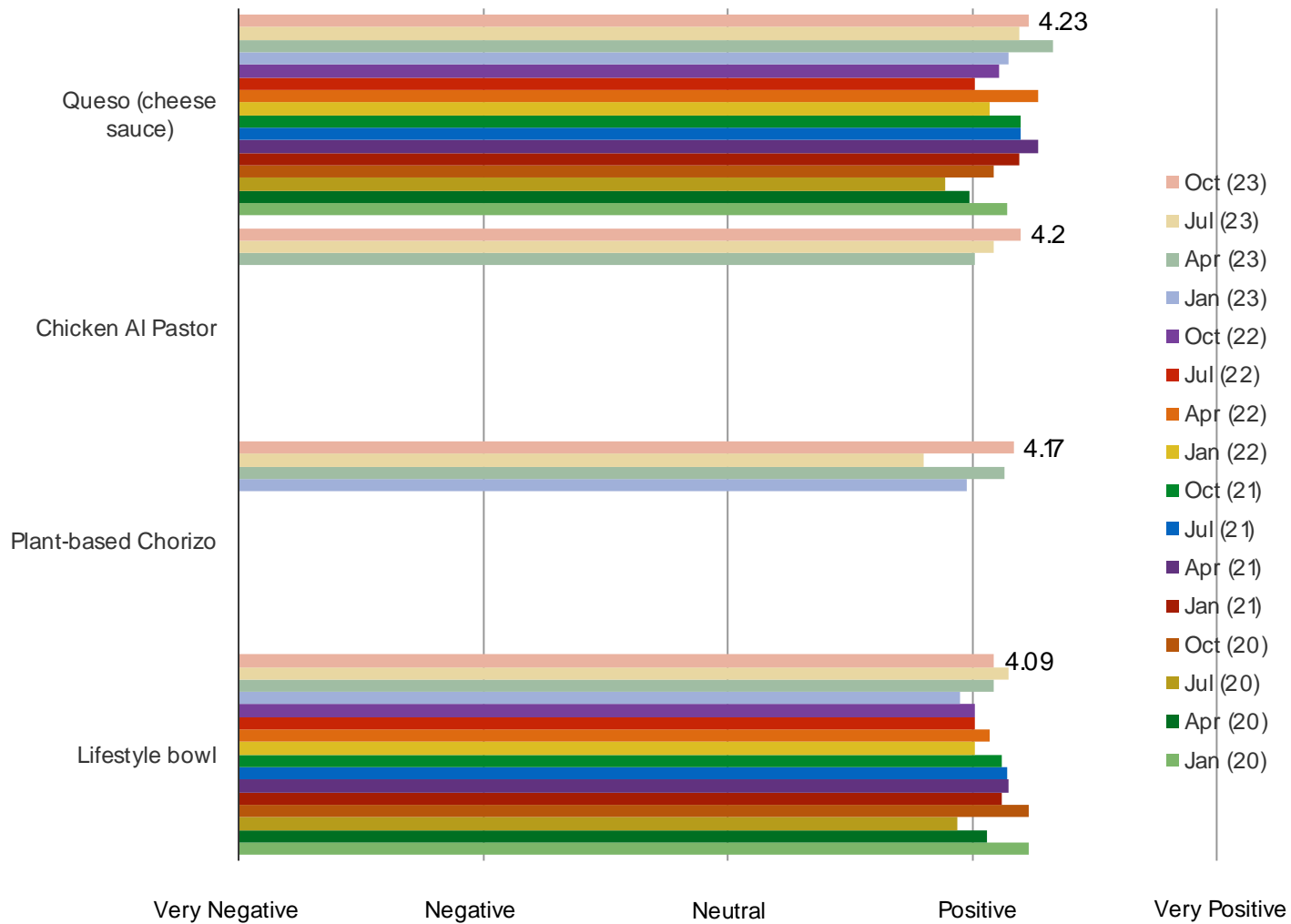
HAVE YOU NOTICED ANY MENU CHANGES RECENTLY AT CHIPOTLE?

Posed to Chipotle customers who use it regularly or occasionally.



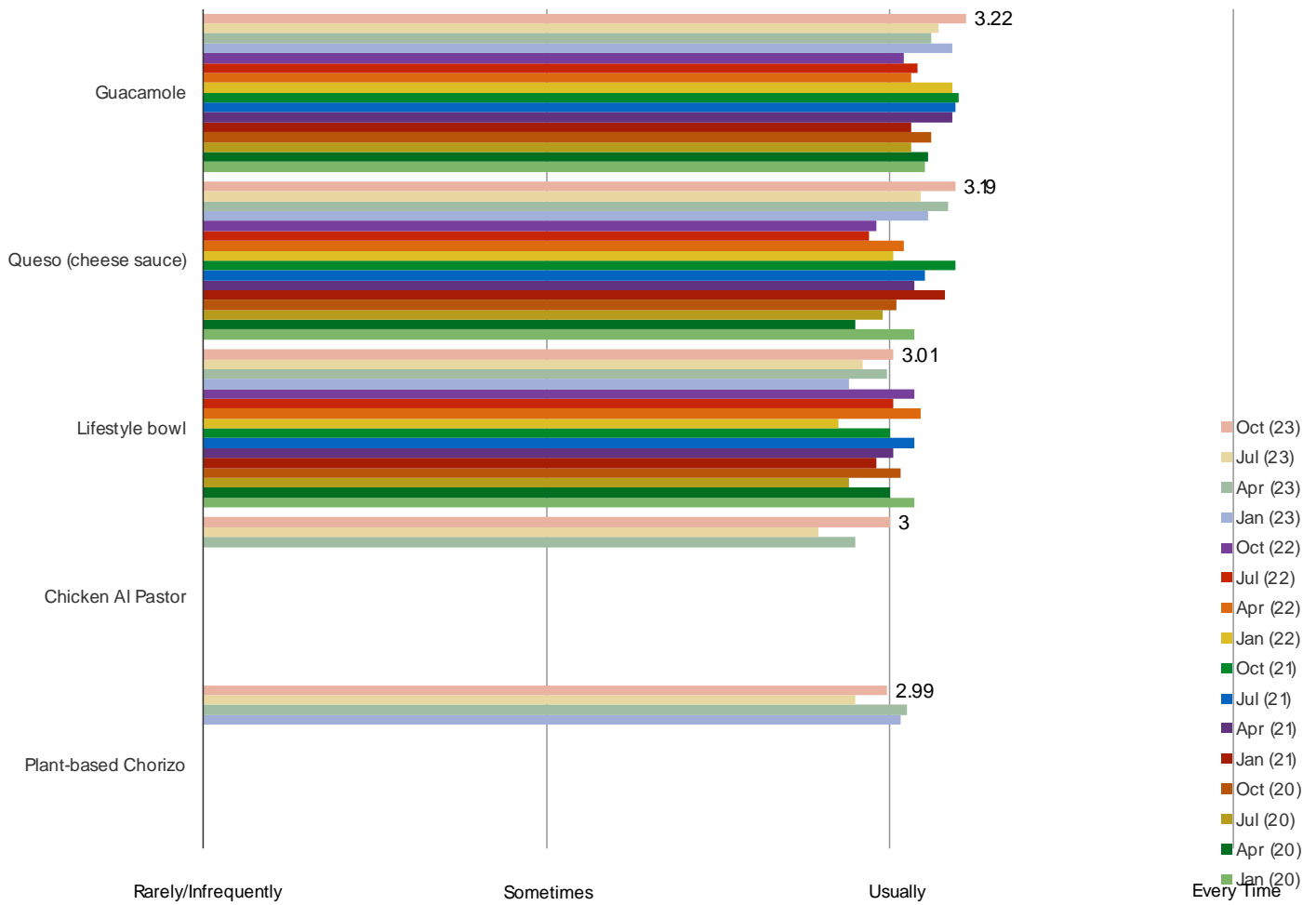
WHAT IS YOUR OPINION OF...

Posed to Chipotle customers who have eaten these items.



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

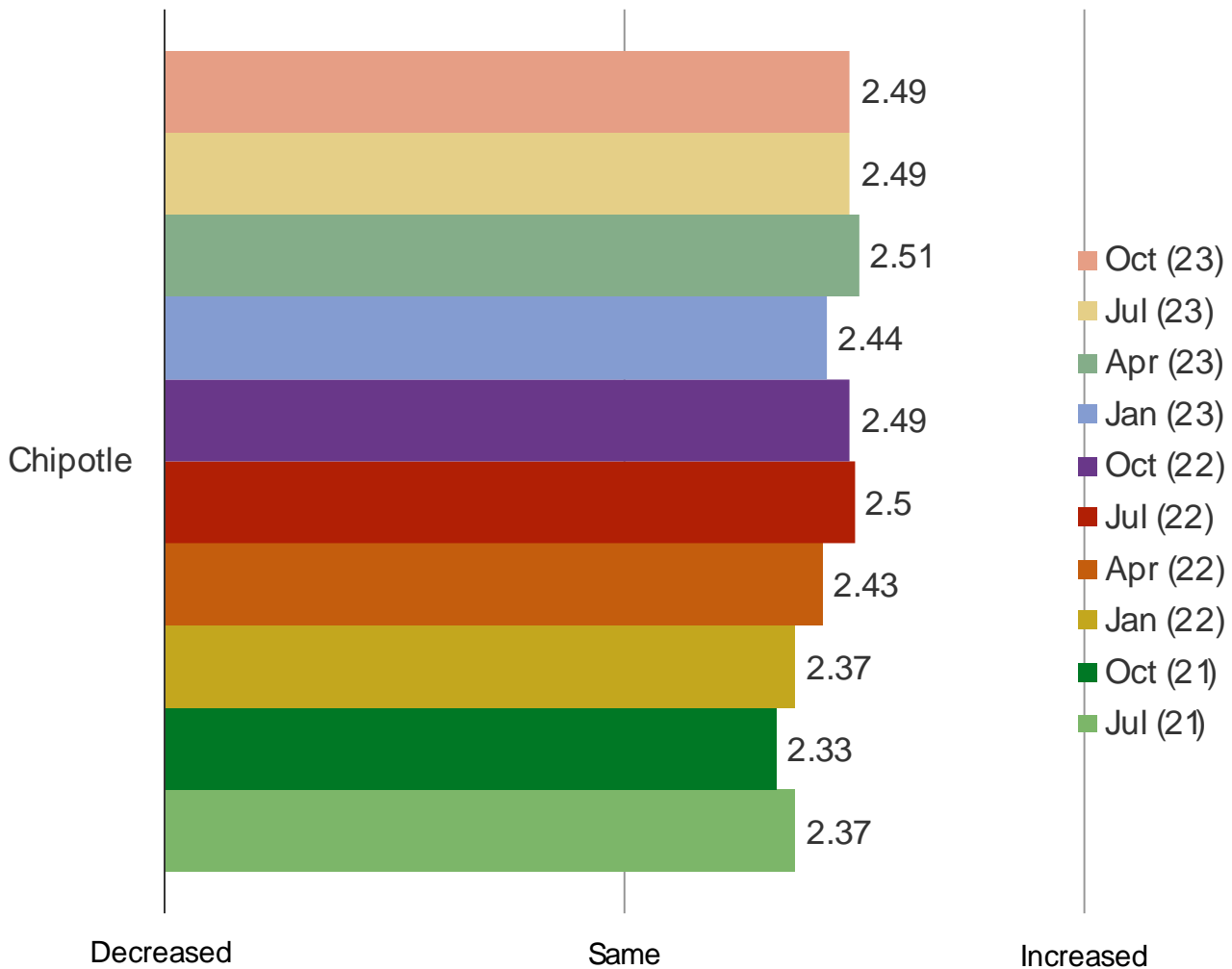
Posed to Chipotle customers who have eaten these items.



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

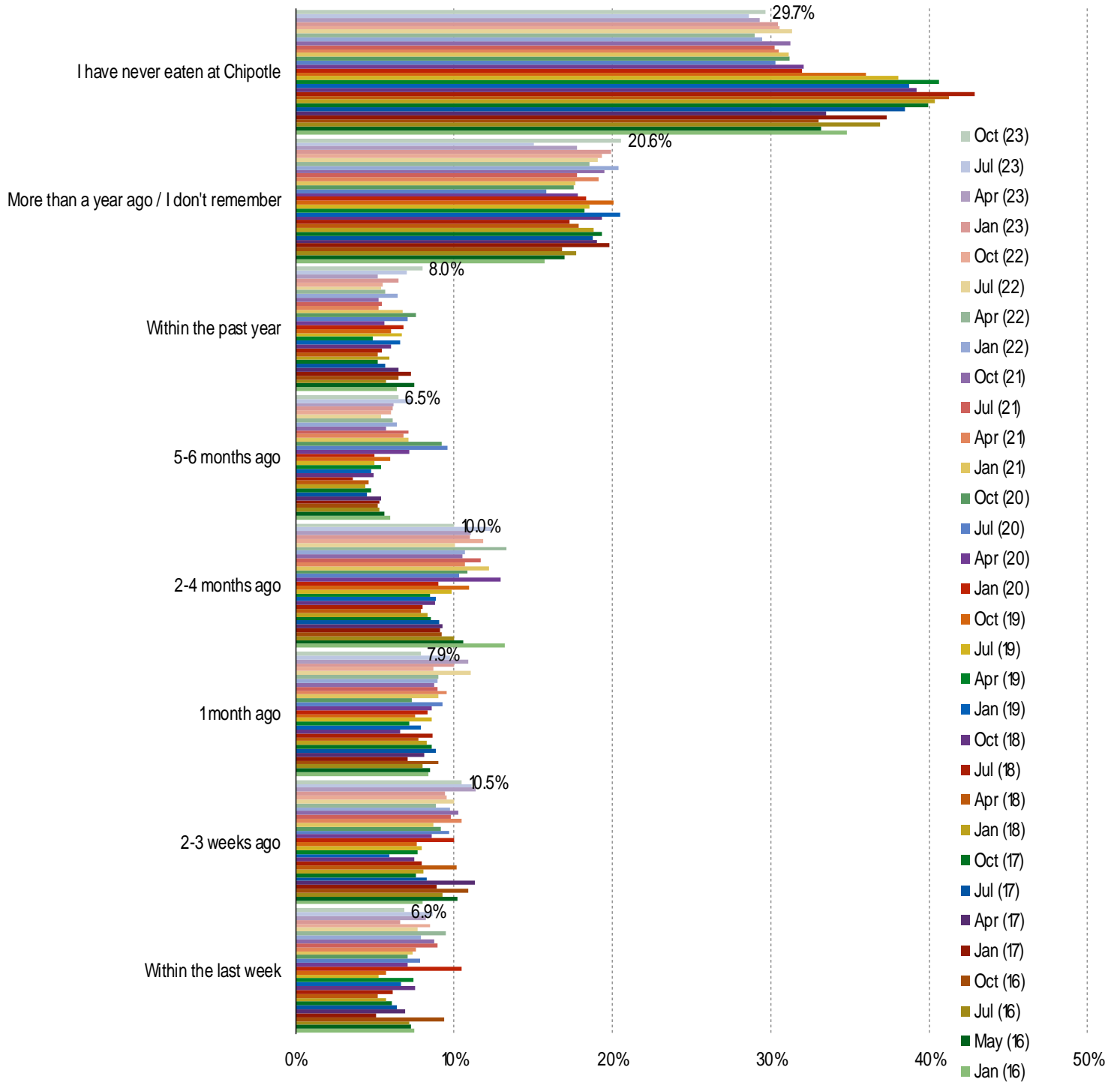
Posed to Chipotle customers who use it regularly or occasionally.



CHIPOTLE: TRAFFIC TRENDS AND ENGAGEMENT

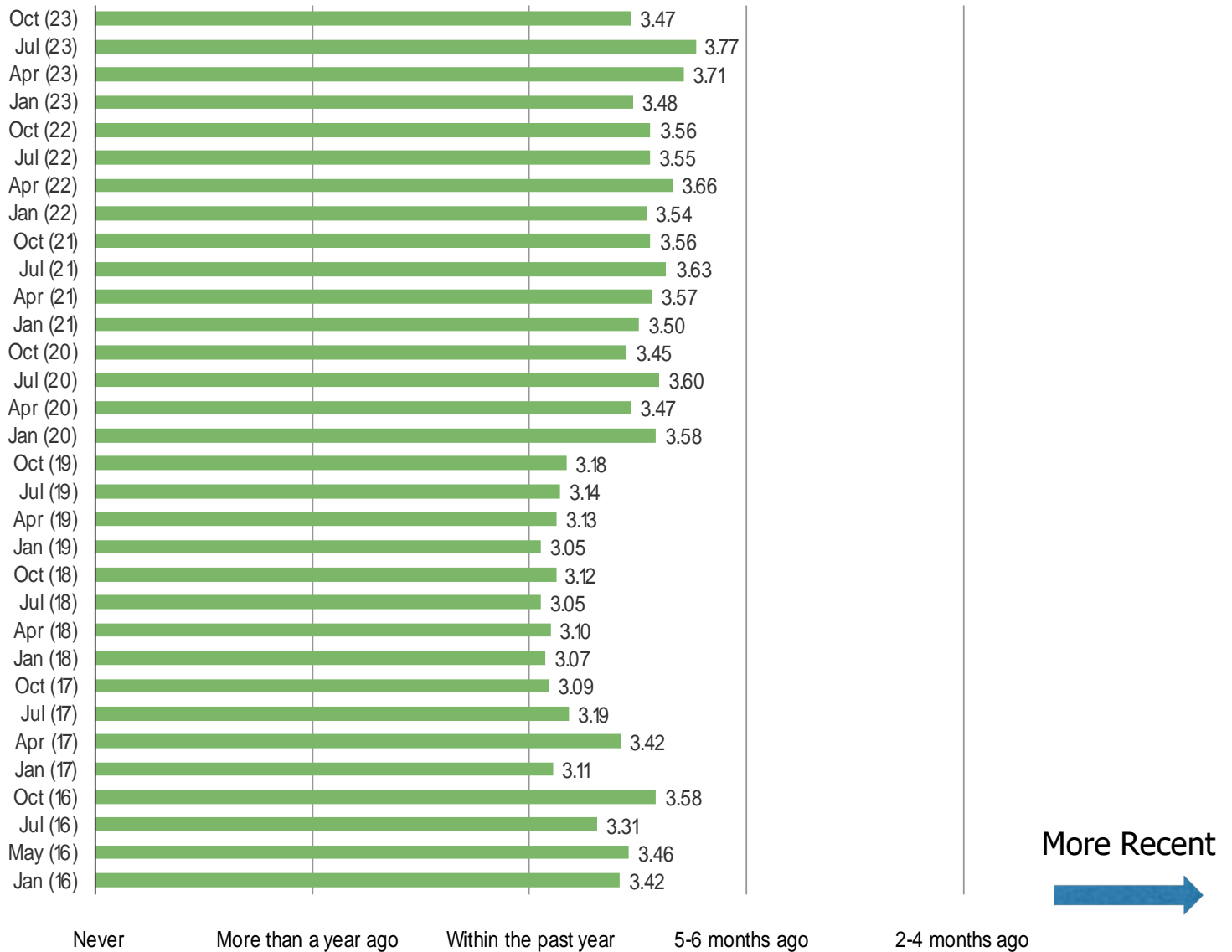
WHEN IS THE LAST TIME YOU ATE CHIPOTLE?

Posed to all respondents.



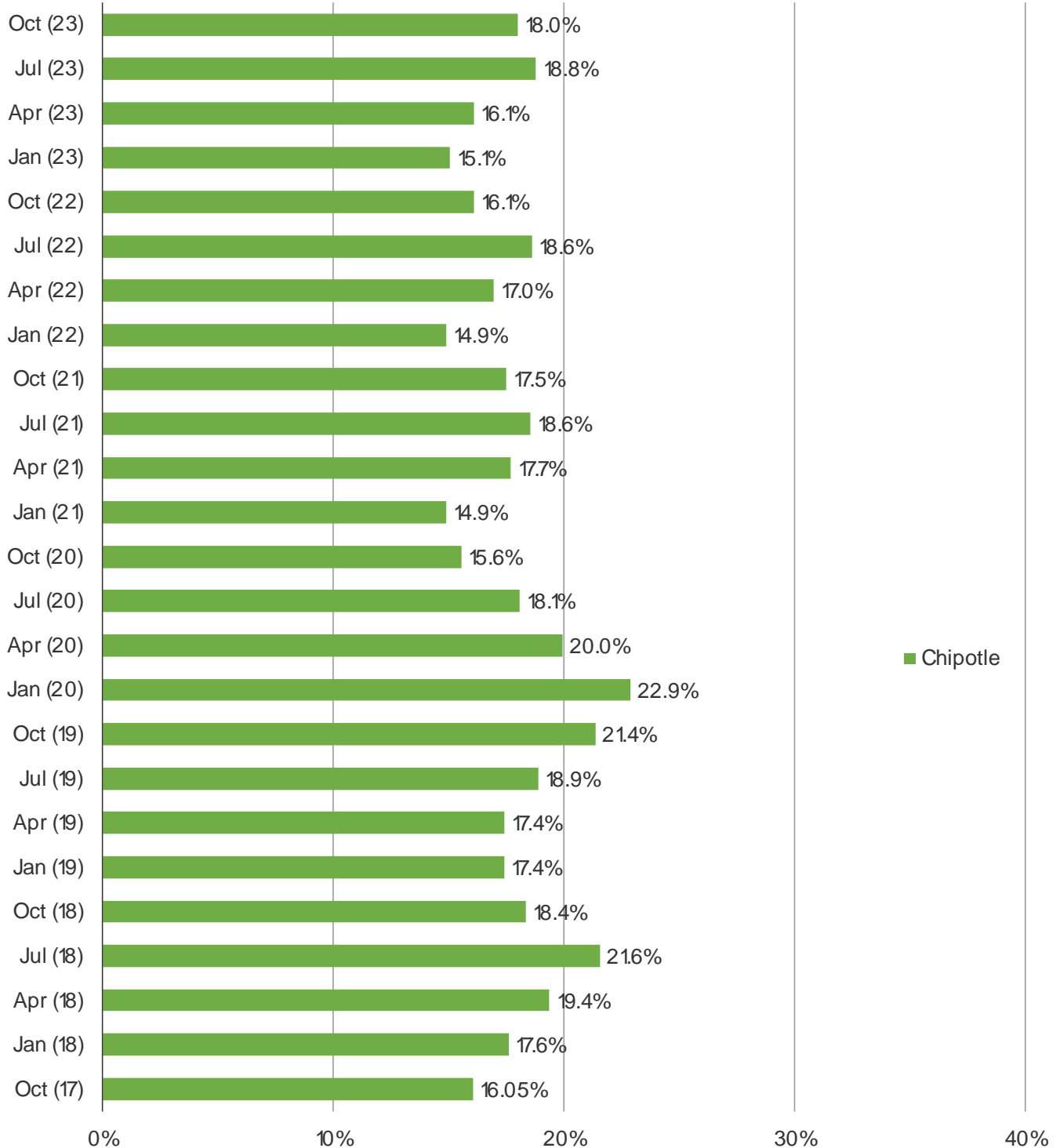
WHEN IS THE LAST TIME YOU ATE CHIPOTLE? (WEIGHTED AVERAGE)

Posed to all respondents.



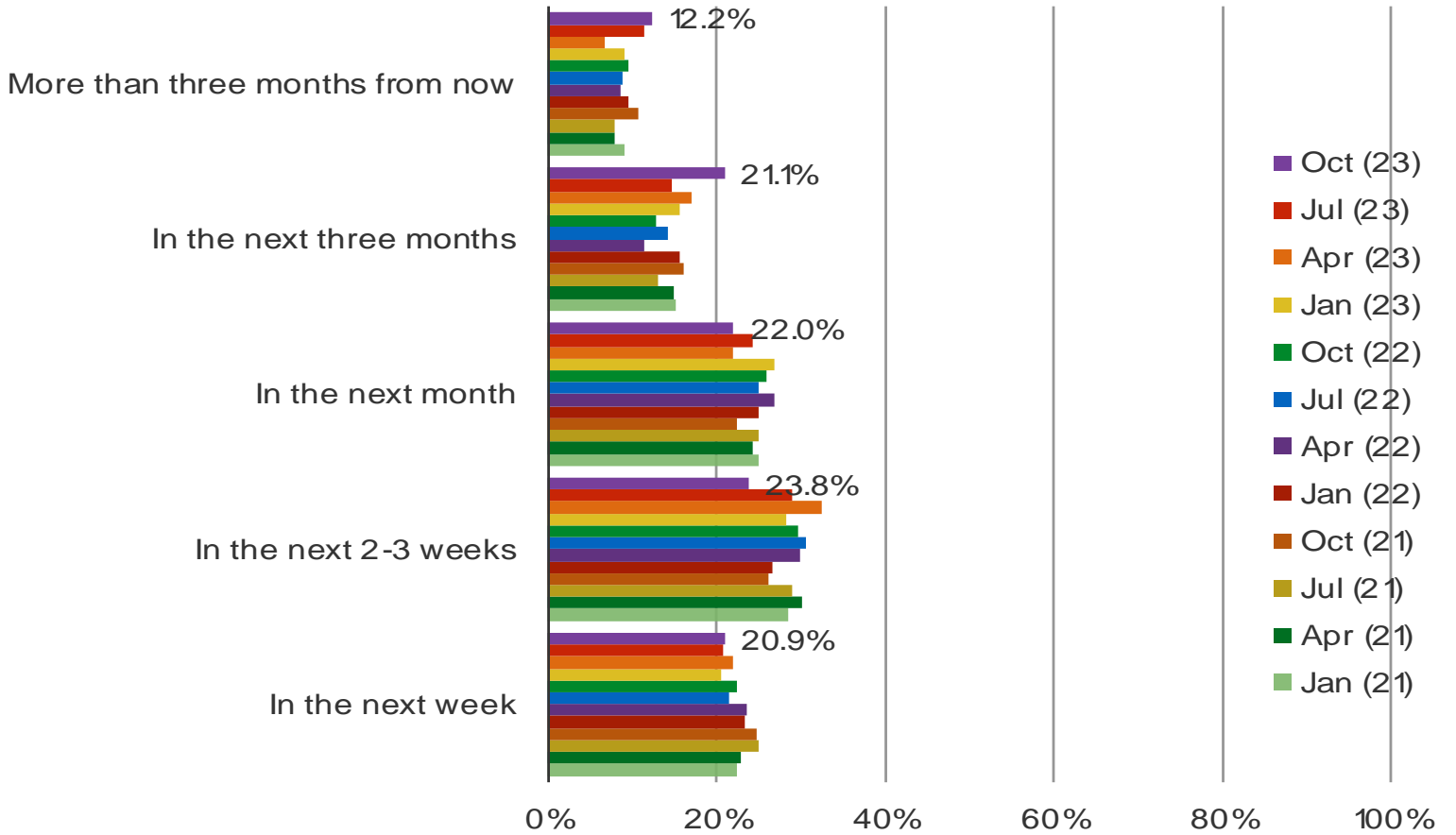
DO YOU USE CHIPOTLE REGULARLY OR OCCASIONALLY FOR IN-RESTAURANT DINING OR TAKEOUT/DELIVERY?

Posed to all respondents.



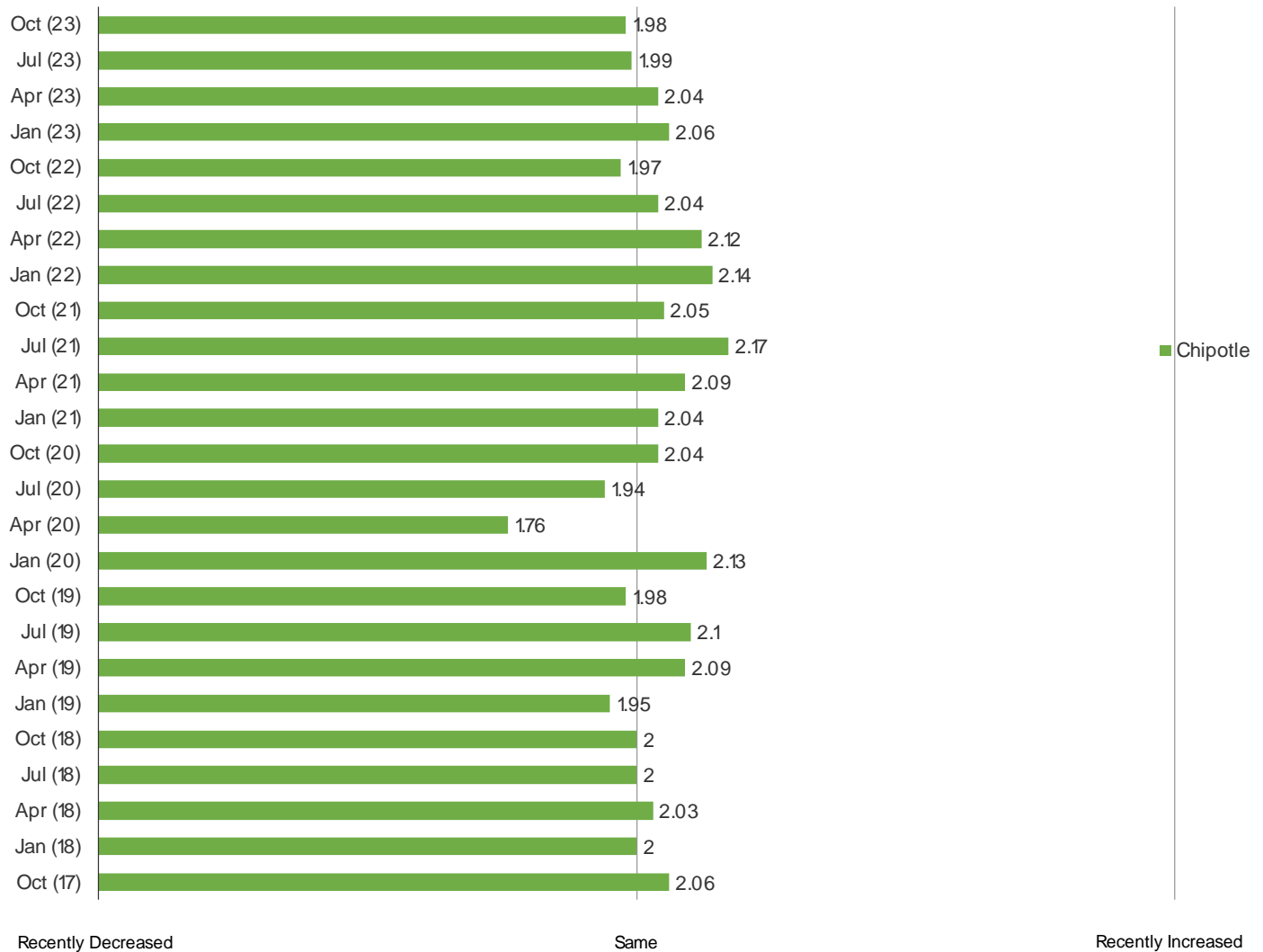
WHEN DO YOU THINK YOU WILL GET CHIPOTLE NEXT?

Posed to Chipotle customers that visited in the past year.



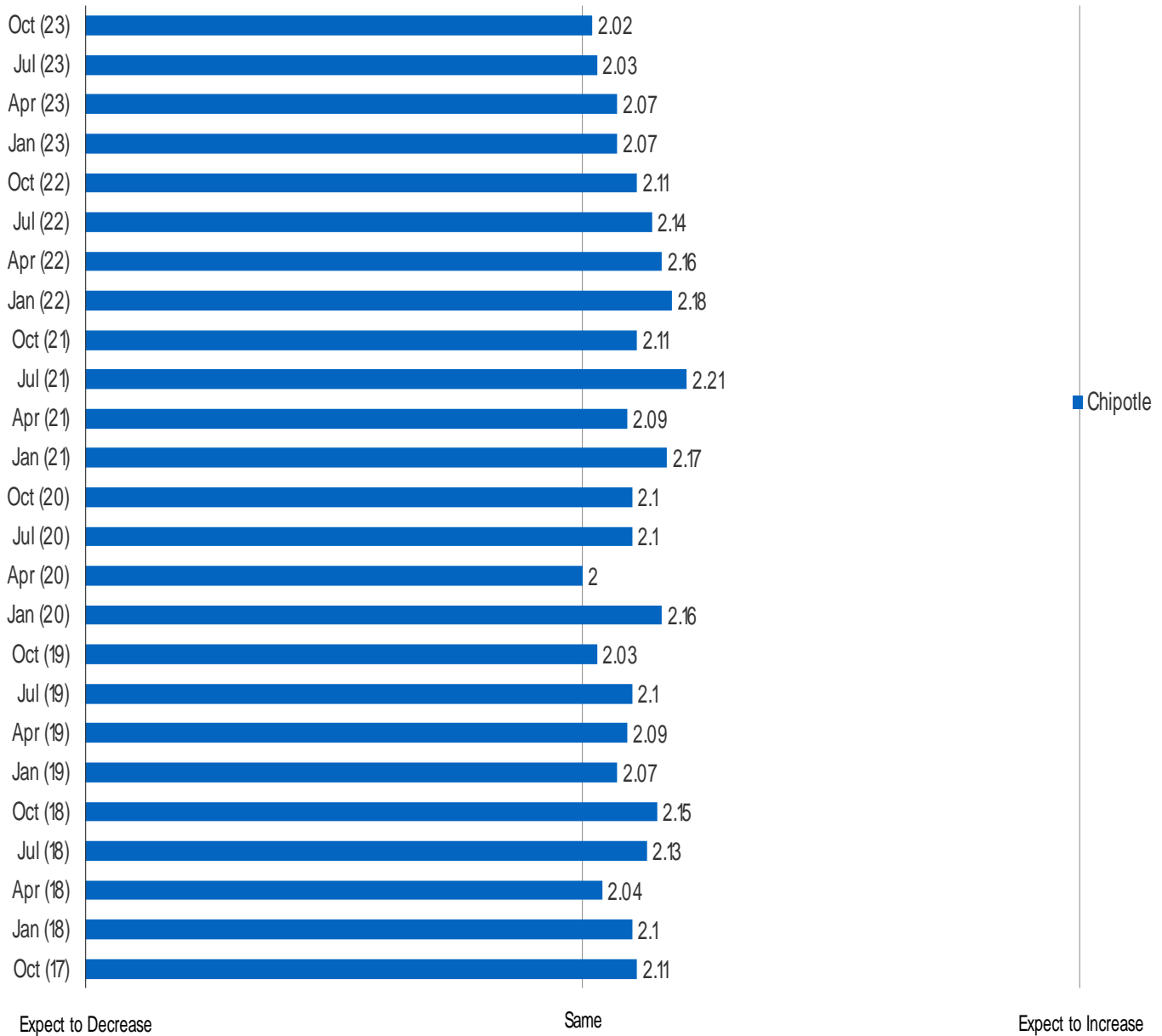
HAVE YOU CHANGED HOW OFTEN YOU TAKEOUT OR DINE HERE?

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?

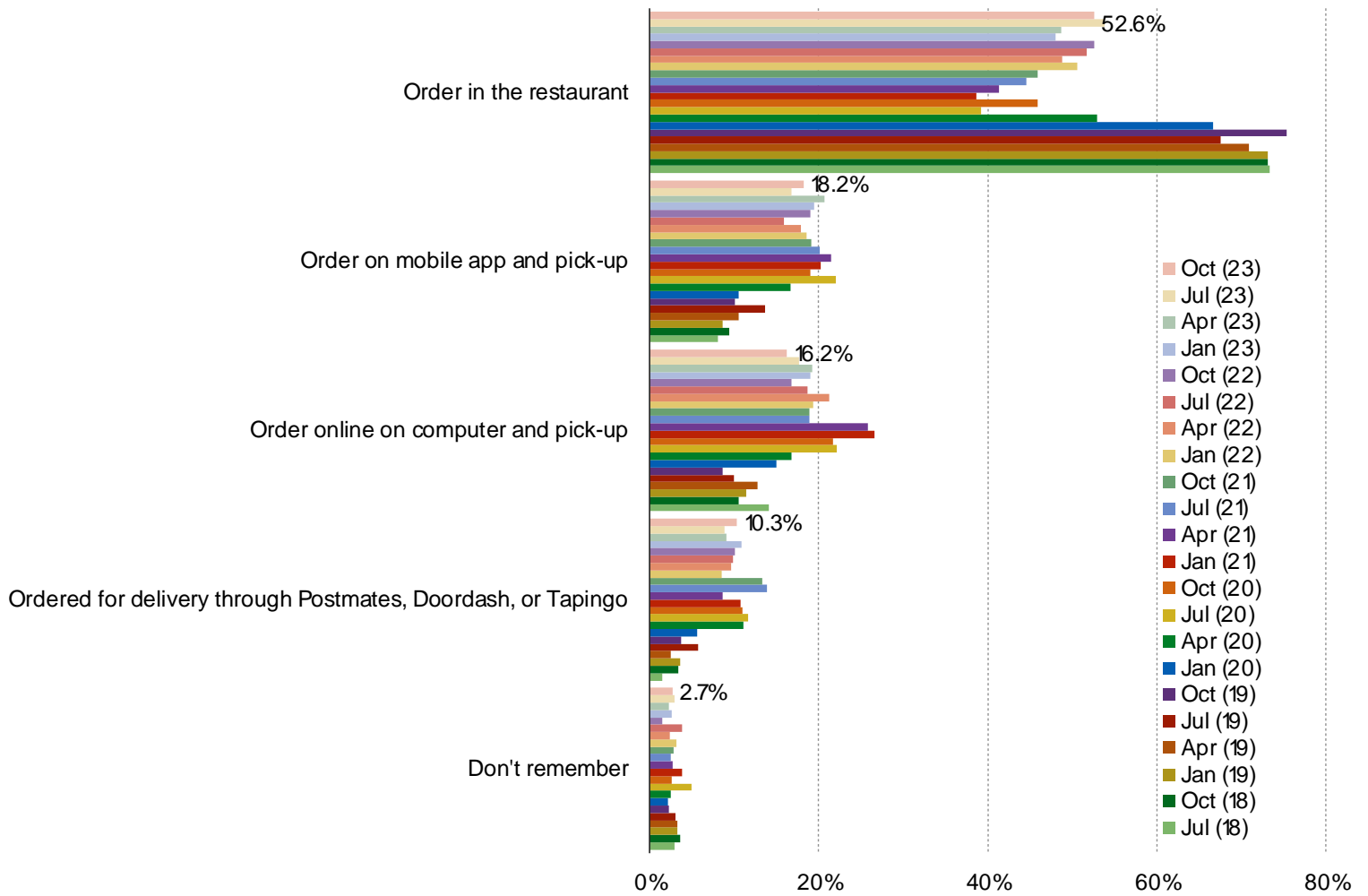
Posed to Chipotle customers who said they regularly or occasionally use Chipotle.



CHIPOTLE: ORDERING METHODS

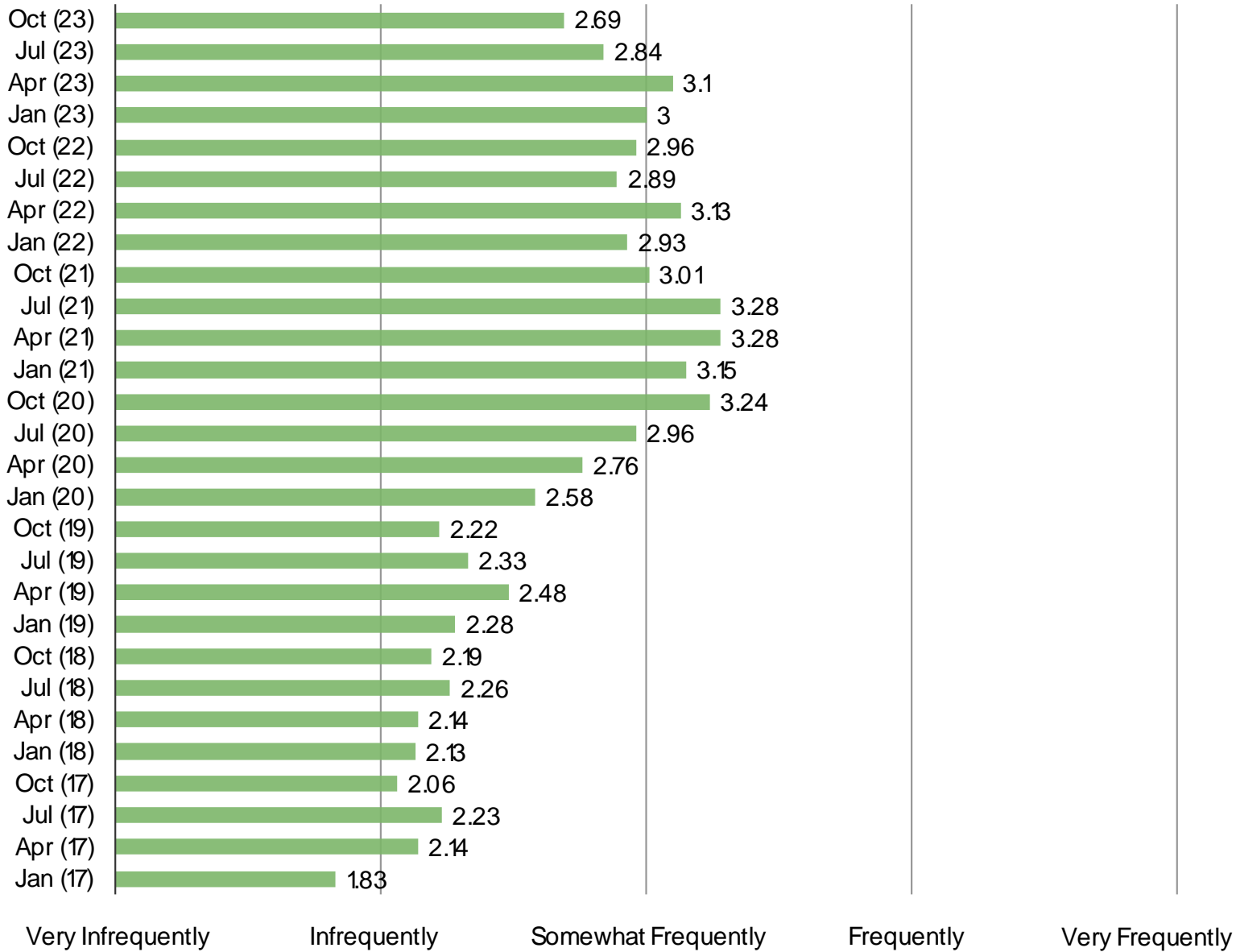
THINKING ABOUT THE LAST TIME YOU HAD CHIPOTLE, DID YOU...

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.

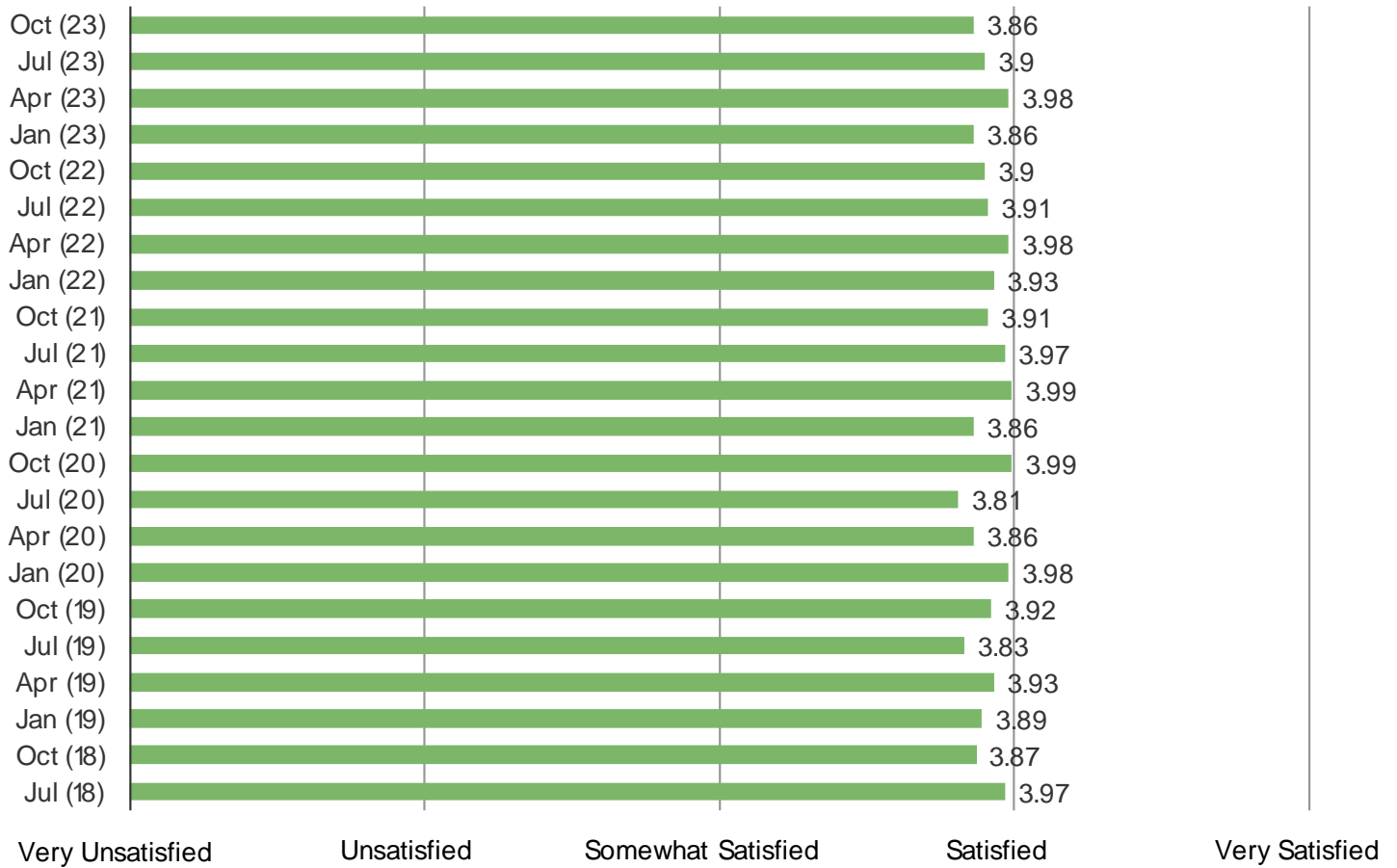


CHIPOTLE: SATISFACTION AND CATALYSTS

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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.

