

# Bespoke Survey Research

January 2024

## Chipotle

Volume 34 | Quarterly Survey  
1,500 US Consumers Balanced To Census  
Tickers Covered: CMG.

### KPIs and Key questions

#### CHIPOTLE DEMAND TRENDS

The share of consumers who self-report eating Chipotle regularly or occasionally has declined q/q.

#### CMG DEMAND DRIVERS

Taste and food quality remain the top reasons why consumers frequent Chipotle.

#### ORDERING MIX

In store (in person) orders have rebounded in the last few quarters, while mobile and online orders have declined of late.

#### CONSUMER SATISFACTION

Consumers remain on net "satisfied" with Chipotle but we would note that satisfaction levels have declined over time.

### Noteworthy Stats:

**5.1%**

Of respondents indicated that they had Chipotle in the last week.

**21.2%**

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

**54.7%**

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

**16.0%**

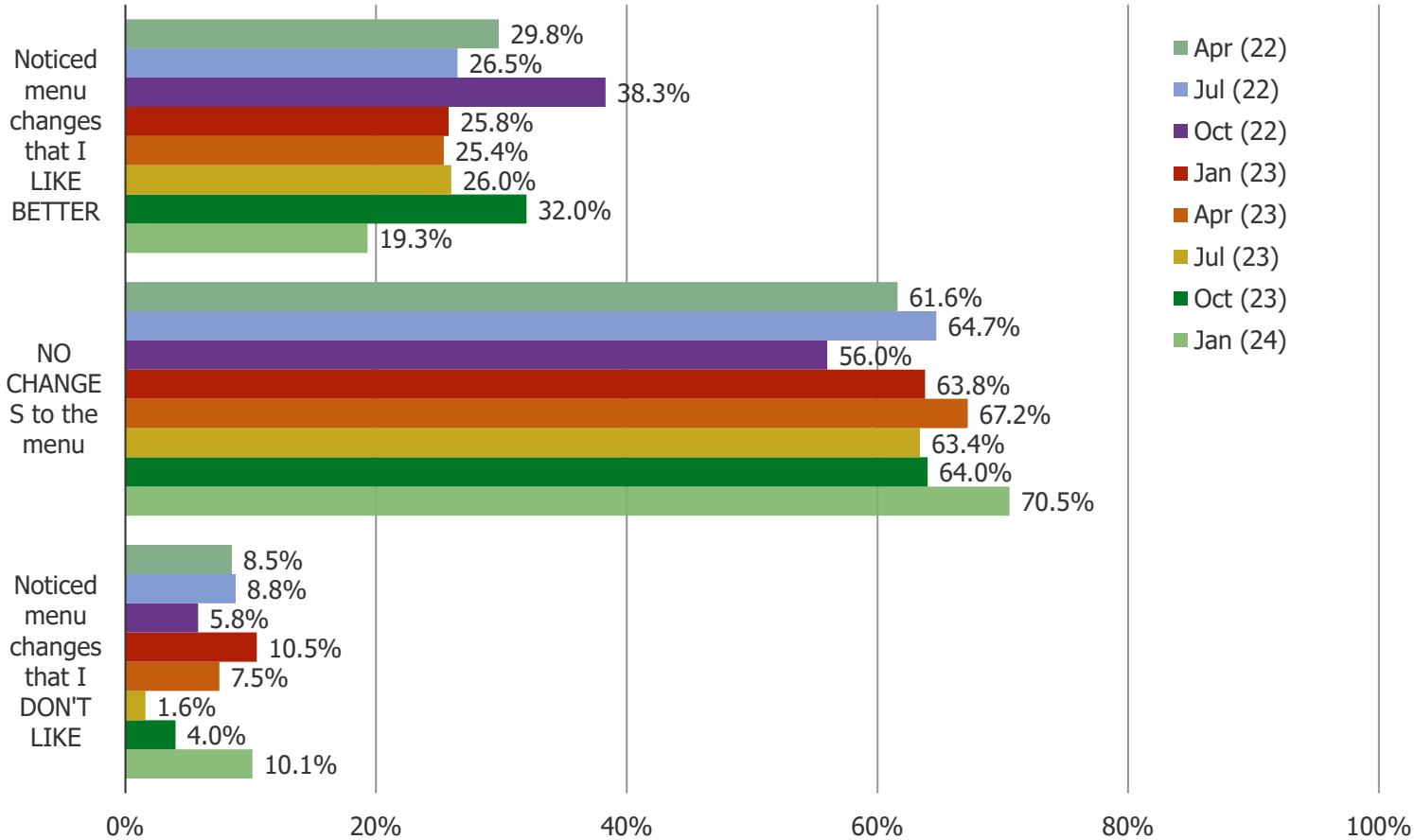
Of Chipotle customers that visited in the past year order on the mobile app and pick up.

CMG

## CHIPOTLE: MENU ITEMS

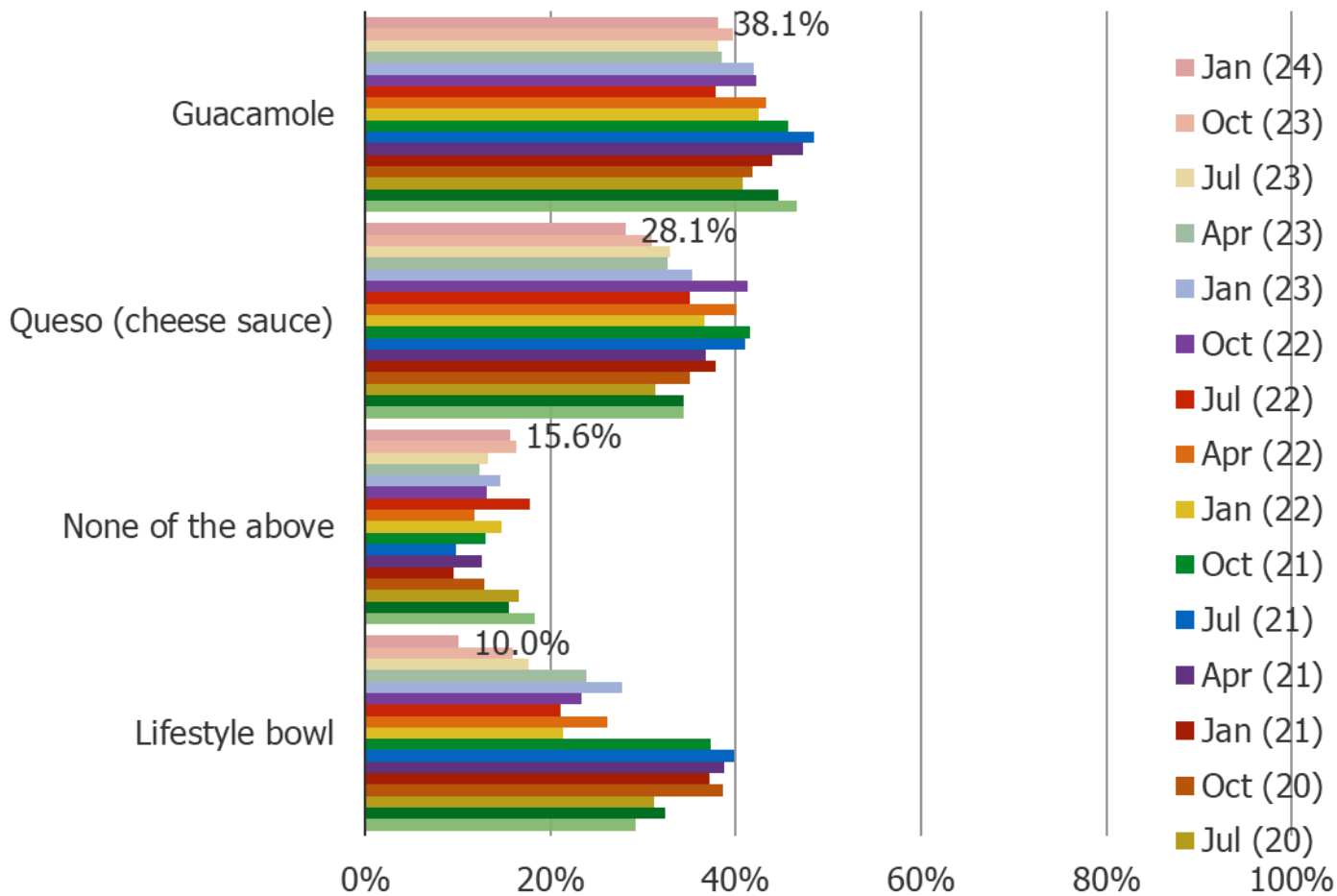
HAVE YOU NOTICED ANY MENU CHANGES RECENTLY AT CHIPOTLE?

Posed to Chipotle customers who use it regularly or occasionally.



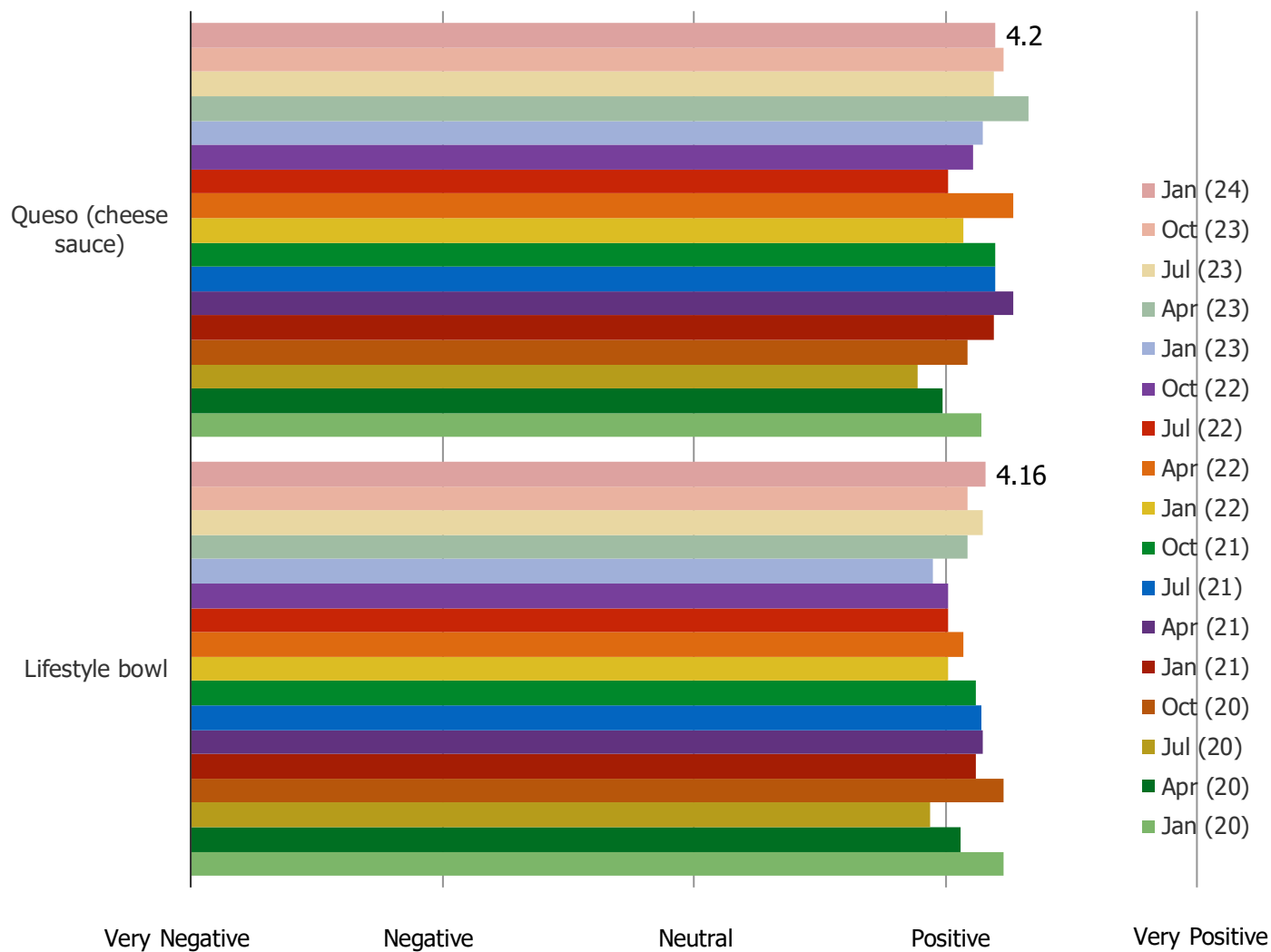
WHEN YOU MOST RECENTLY HAD CHIPOTLE, DID YOU ORDER ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to Chipotle customers who use it regularly or occasionally.



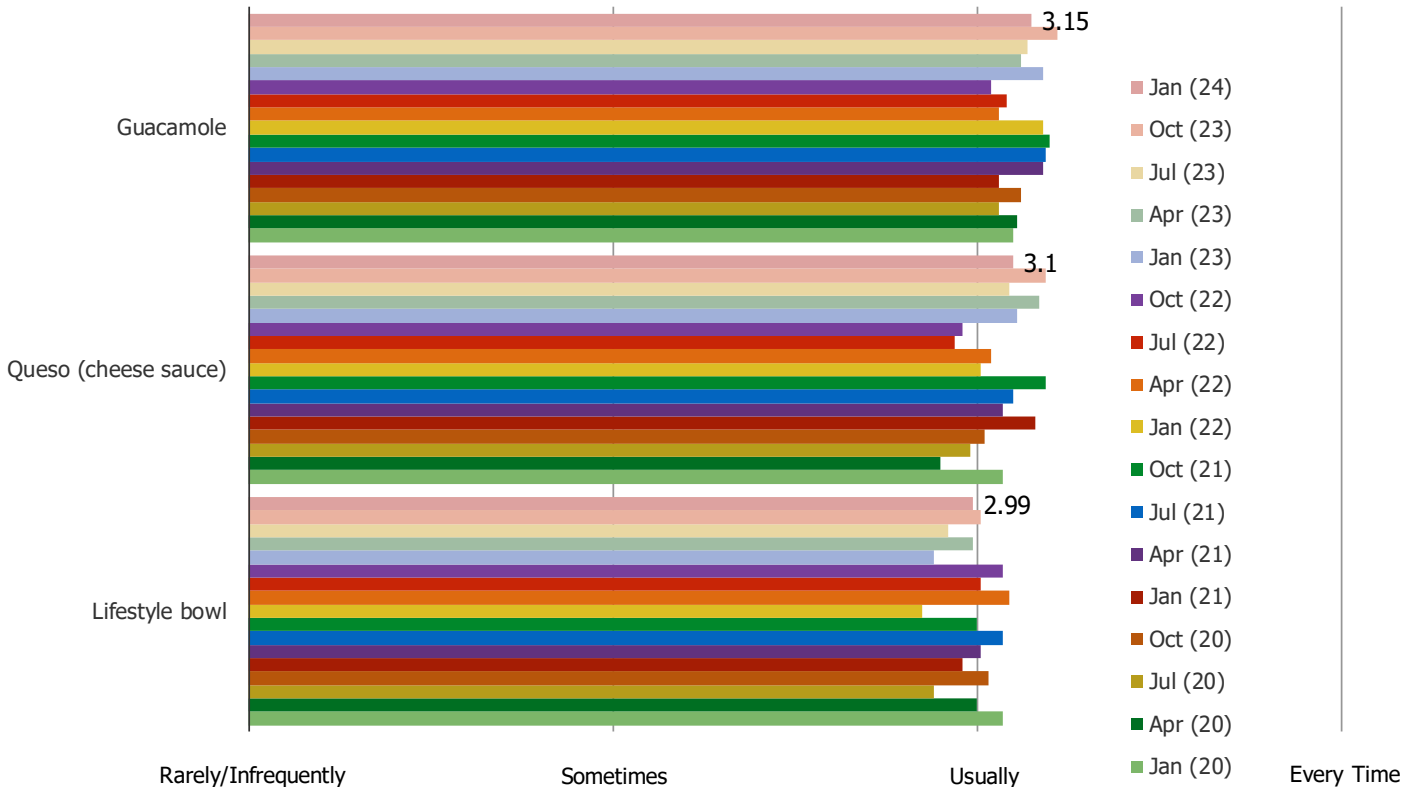
WHAT IS YOUR OPINION OF...

Posed to Chipotle customers who have eaten these items.



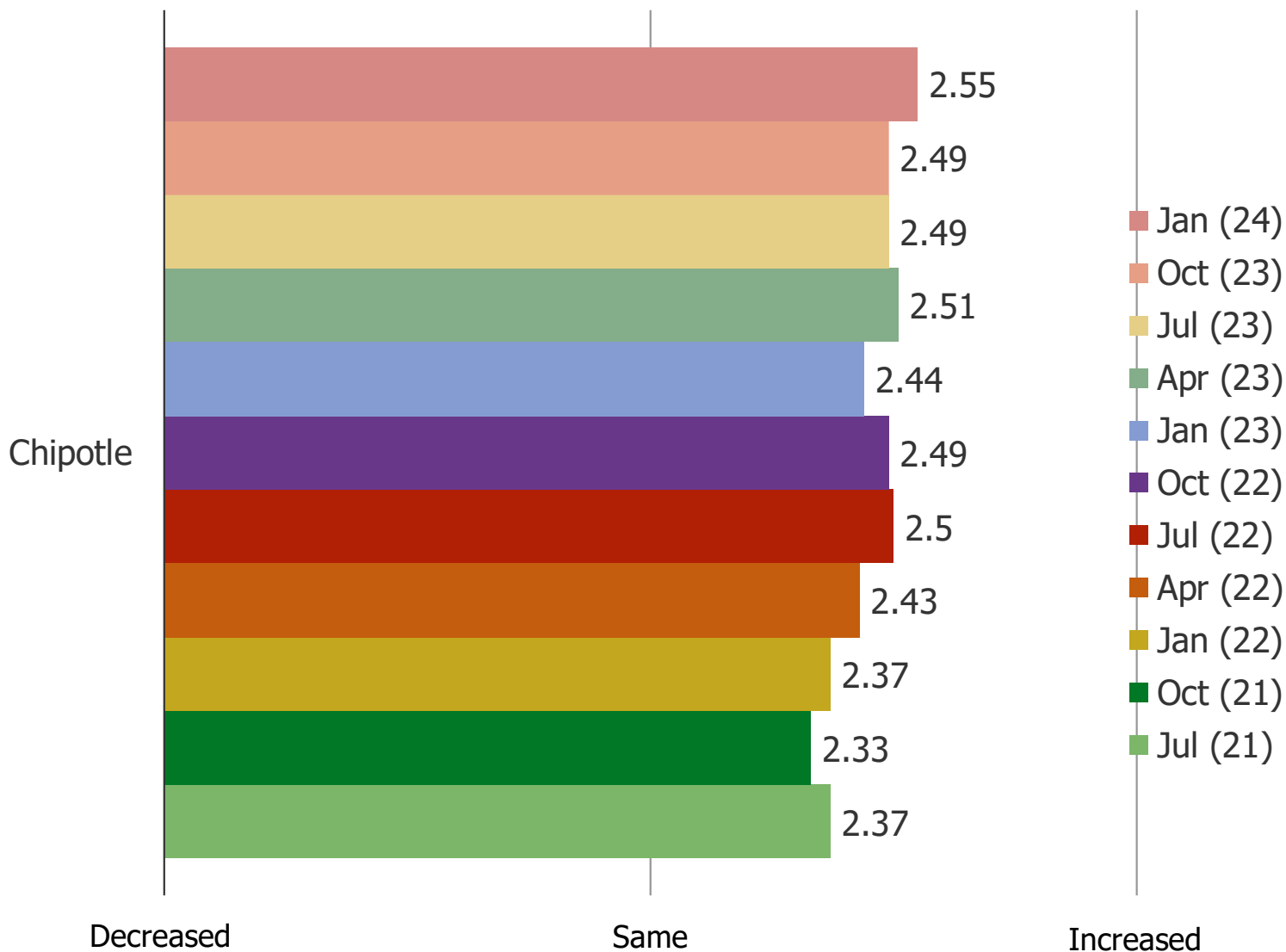
HOW OFTEN DO YOU ADD THIS TO YOUR ORDER WHEN YOU EAT CHIPOTLE?

Posed to Chipotle customers who have eaten these items.



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

Posed to Chipotle customers who use it regularly or occasionally.

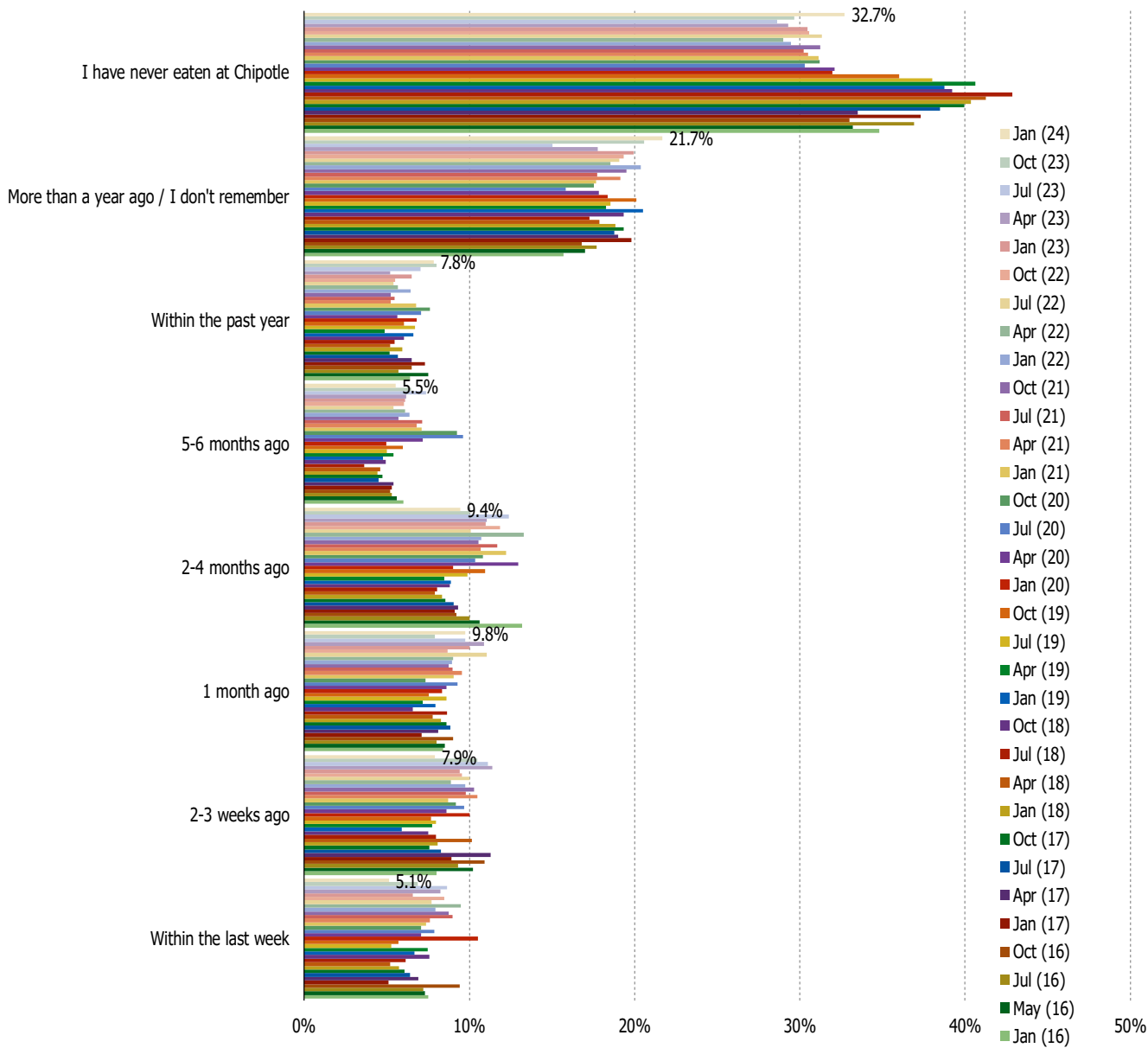


# CHIPOTLE: TRAFFIC TRENDS AND ENGAGEMENT



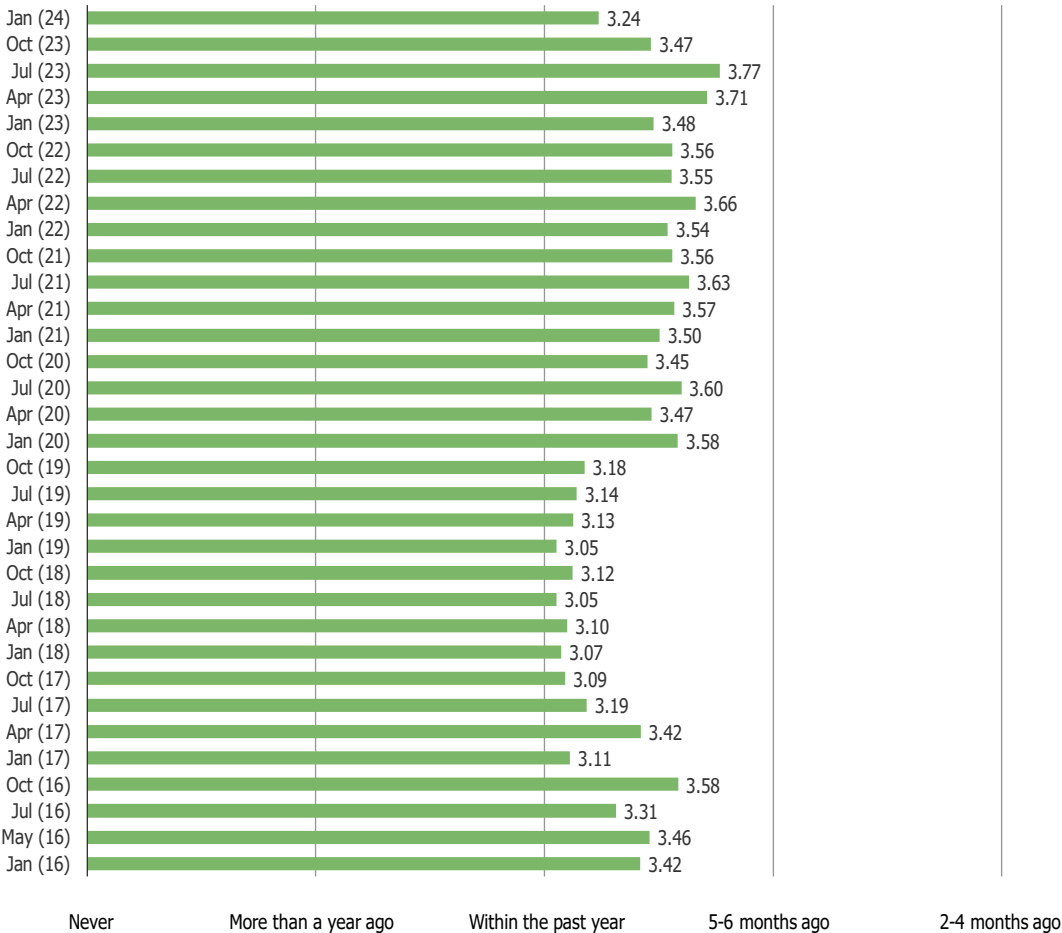
WHEN IS THE LAST TIME YOU ATE CHIPOTLE?

Posed to all respondents.



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

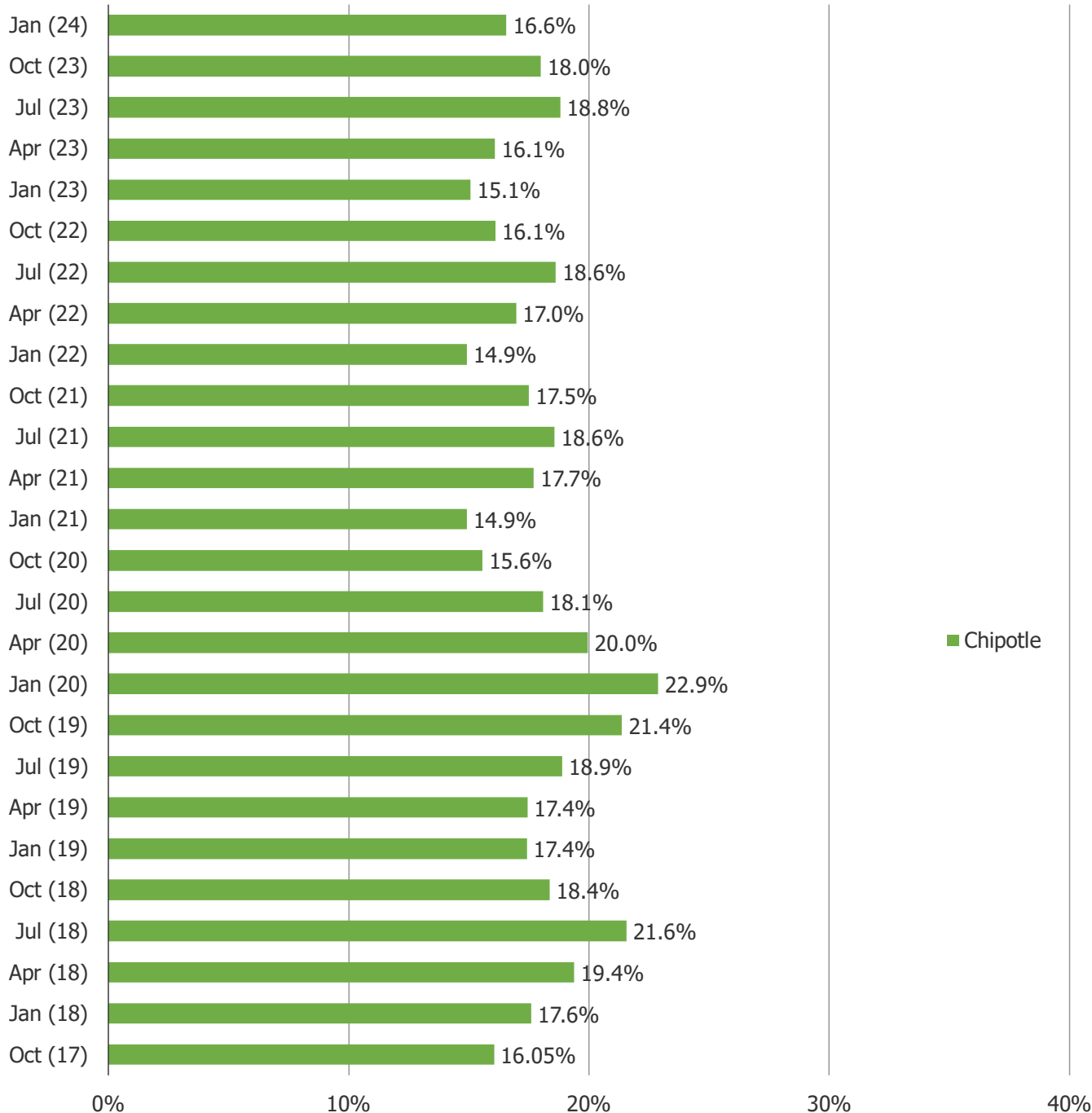
Posed to all respondents.



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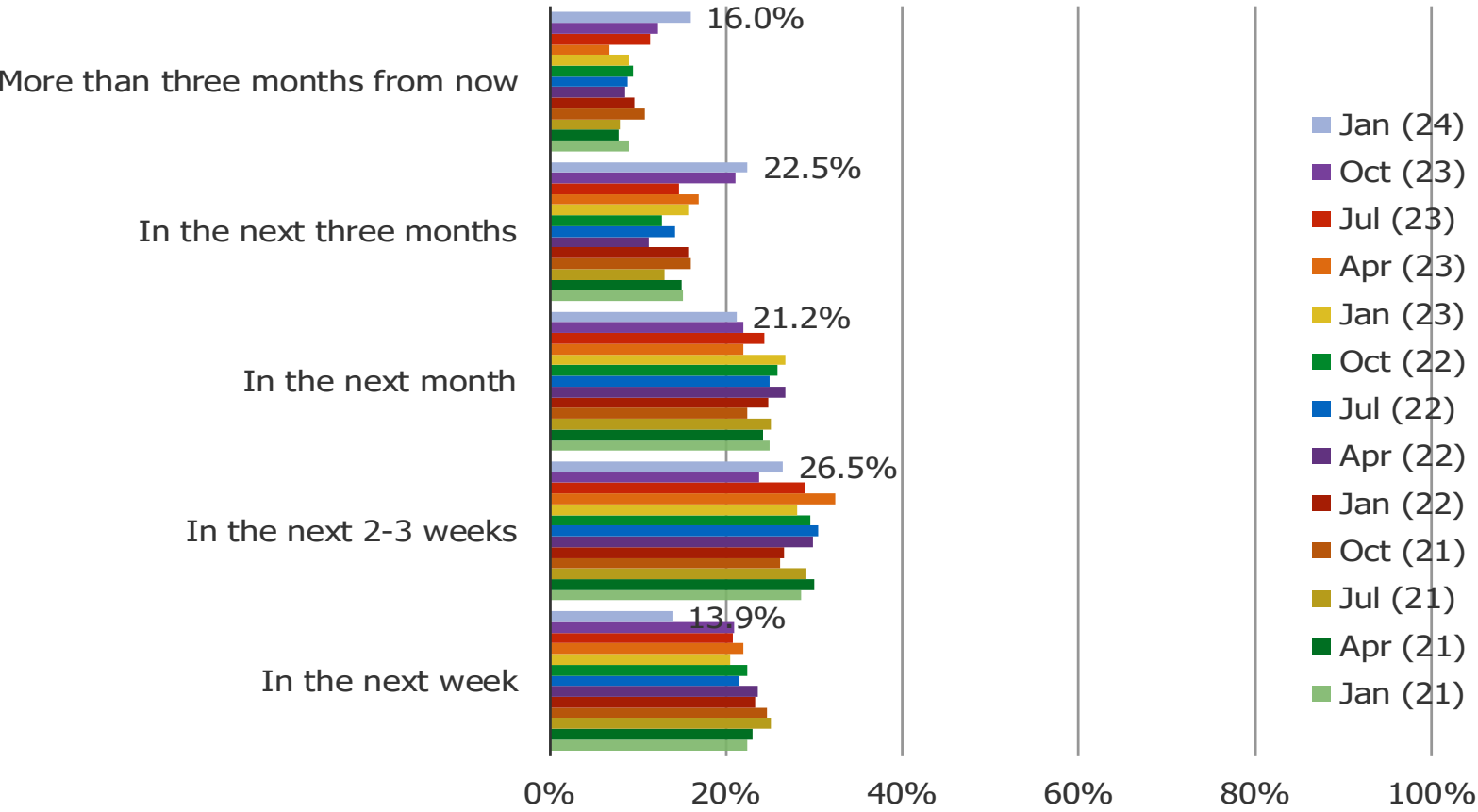
DO YOU USE CHIPOTLE REGULARLY OR OCCASIONALLY FOR IN-RESTAURANT DINING OR TAKEOUT/DELIVERY?

Posed to all respondents.



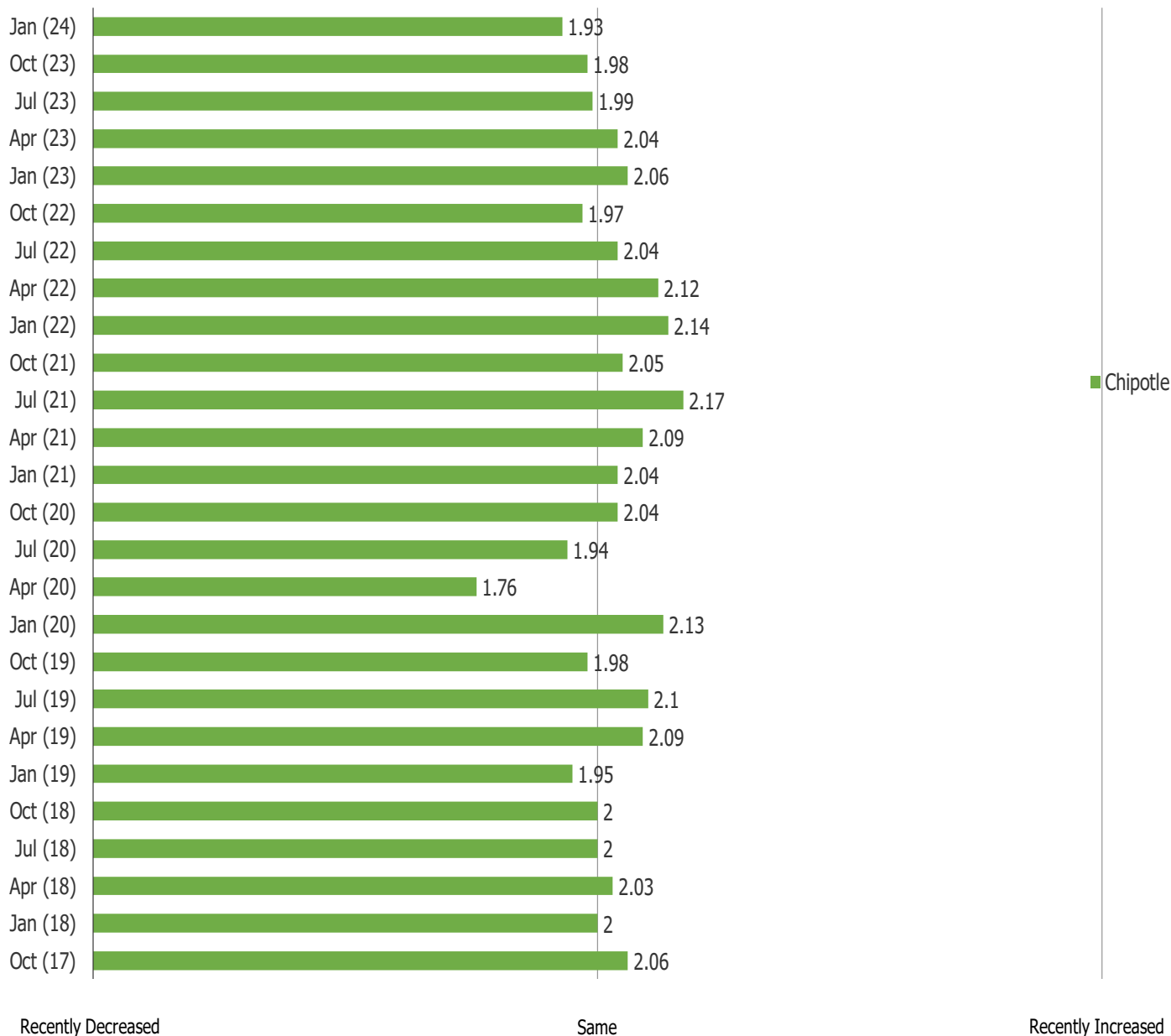
WHEN DO YOU THINK YOU WILL GET CHIPOTLE NEXT?

Posed to Chipotle customers that visited in the past year.



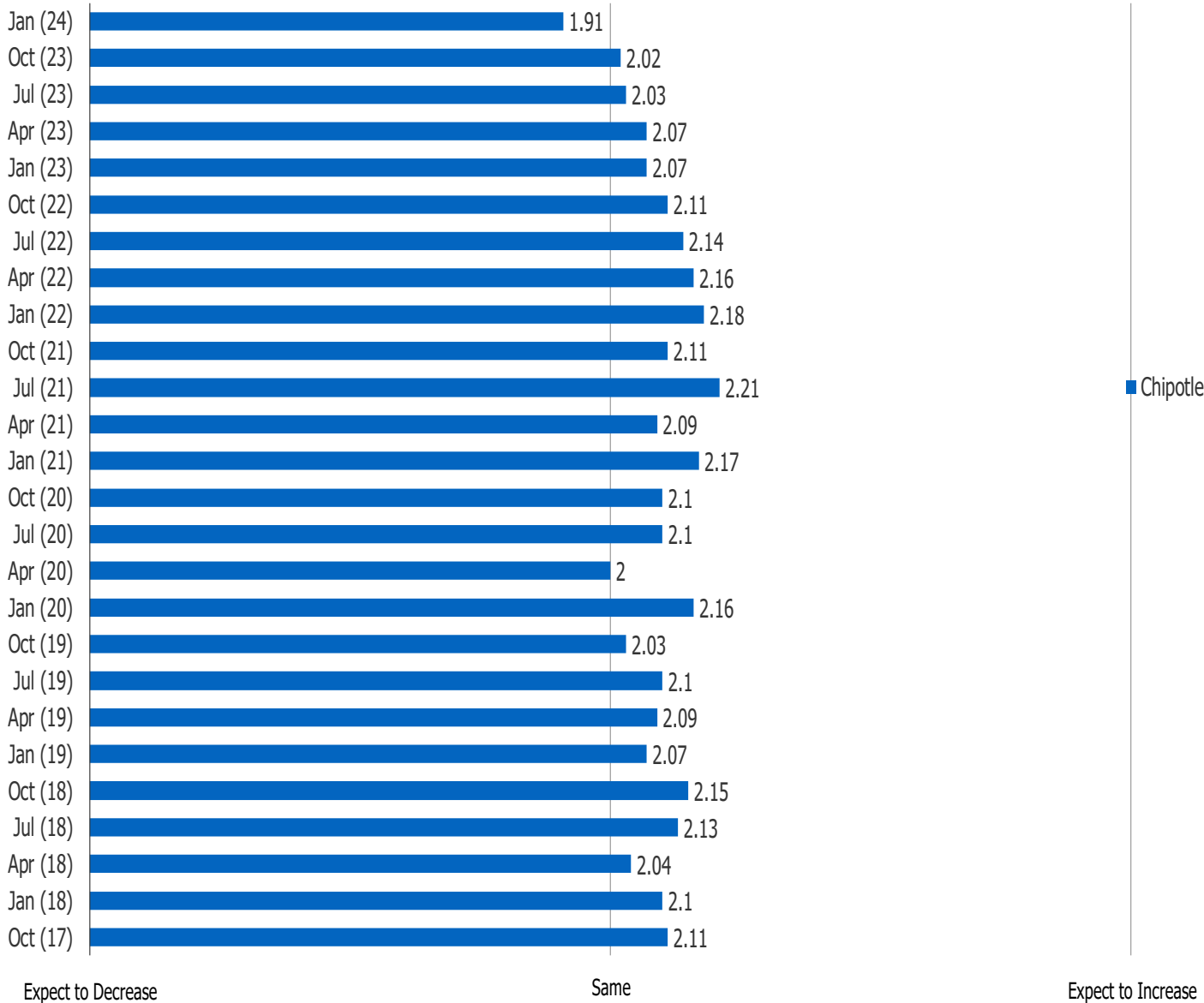
HAVE YOU CHANGED HOW OFTEN YOU TAKEOUT OR DINE HERE?

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?

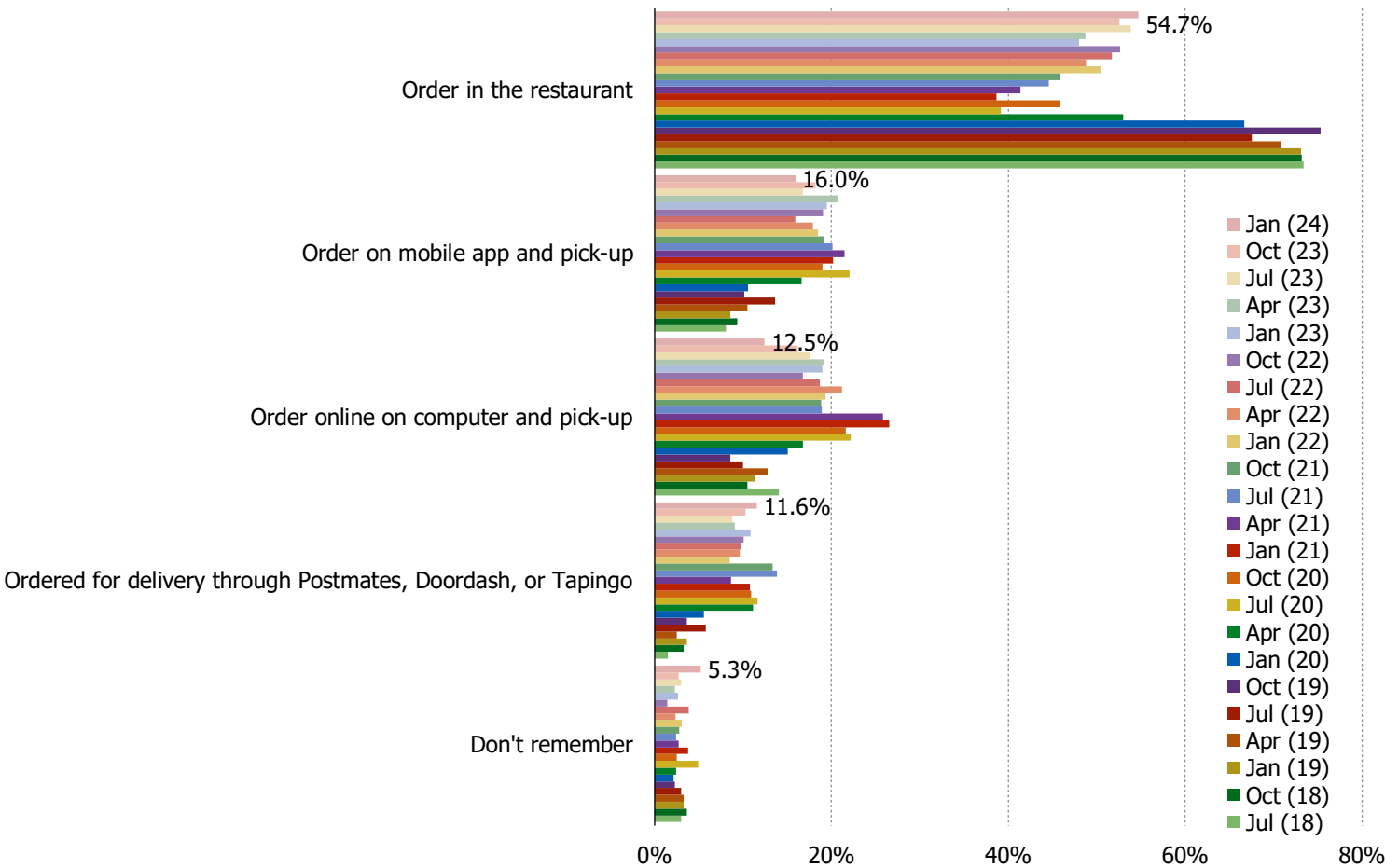
Posed to Chipotle customers who said they regularly or occasionally use Chipotle.



## CHIPOTLE: ORDERING METHODS

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

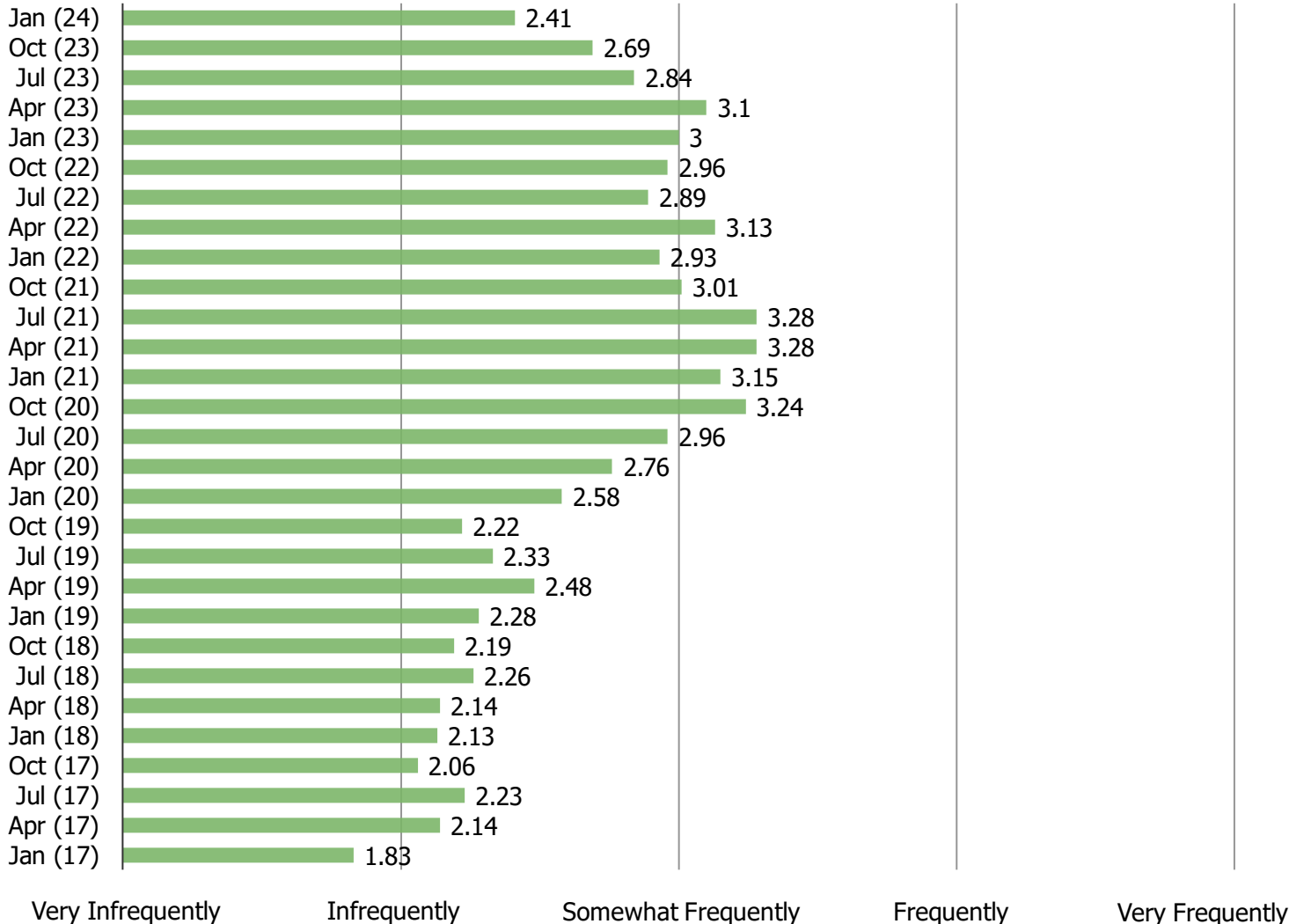
Posed to Chipotle customers that visited in the past year.





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

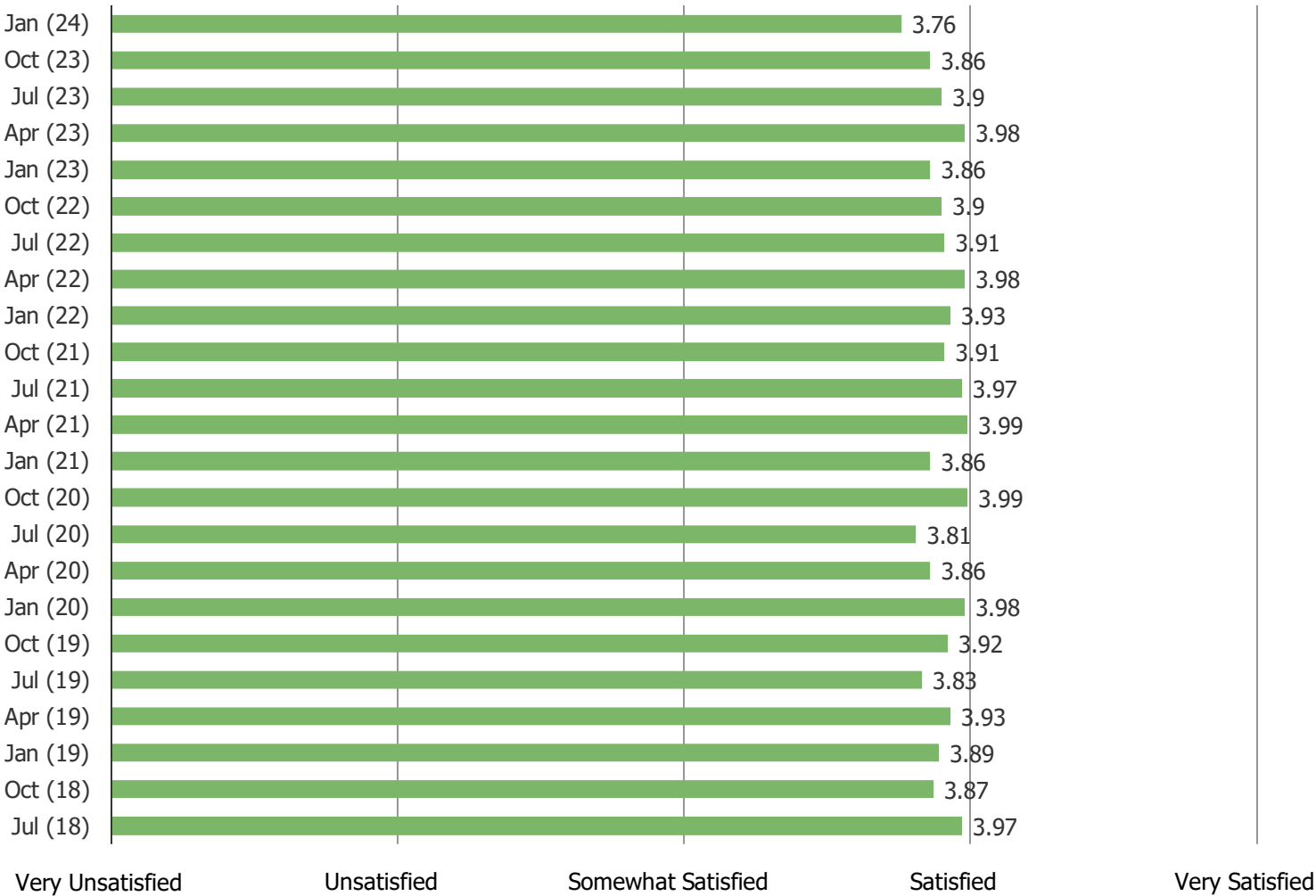
Posed to Chipotle customers that visited in the past year.



## 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.

