

BESPOKE SURVEYS

CMG, Vol 37

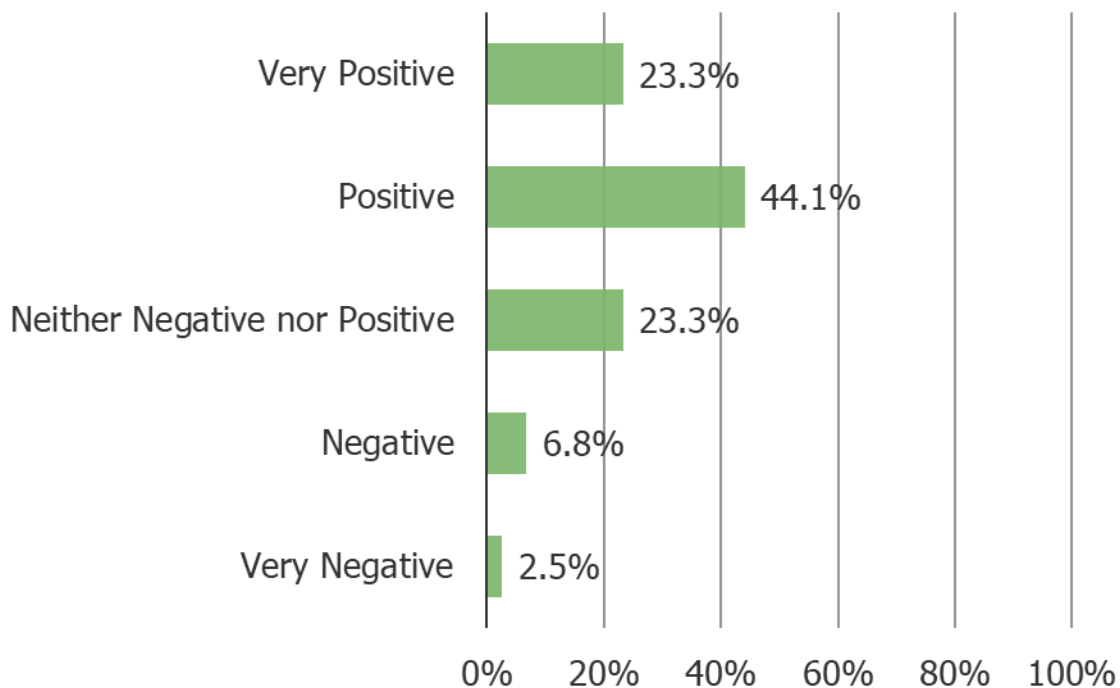
1,250 Consumers Each Quarter, Balanced to Census

CMG

## NEW QUESTIONS

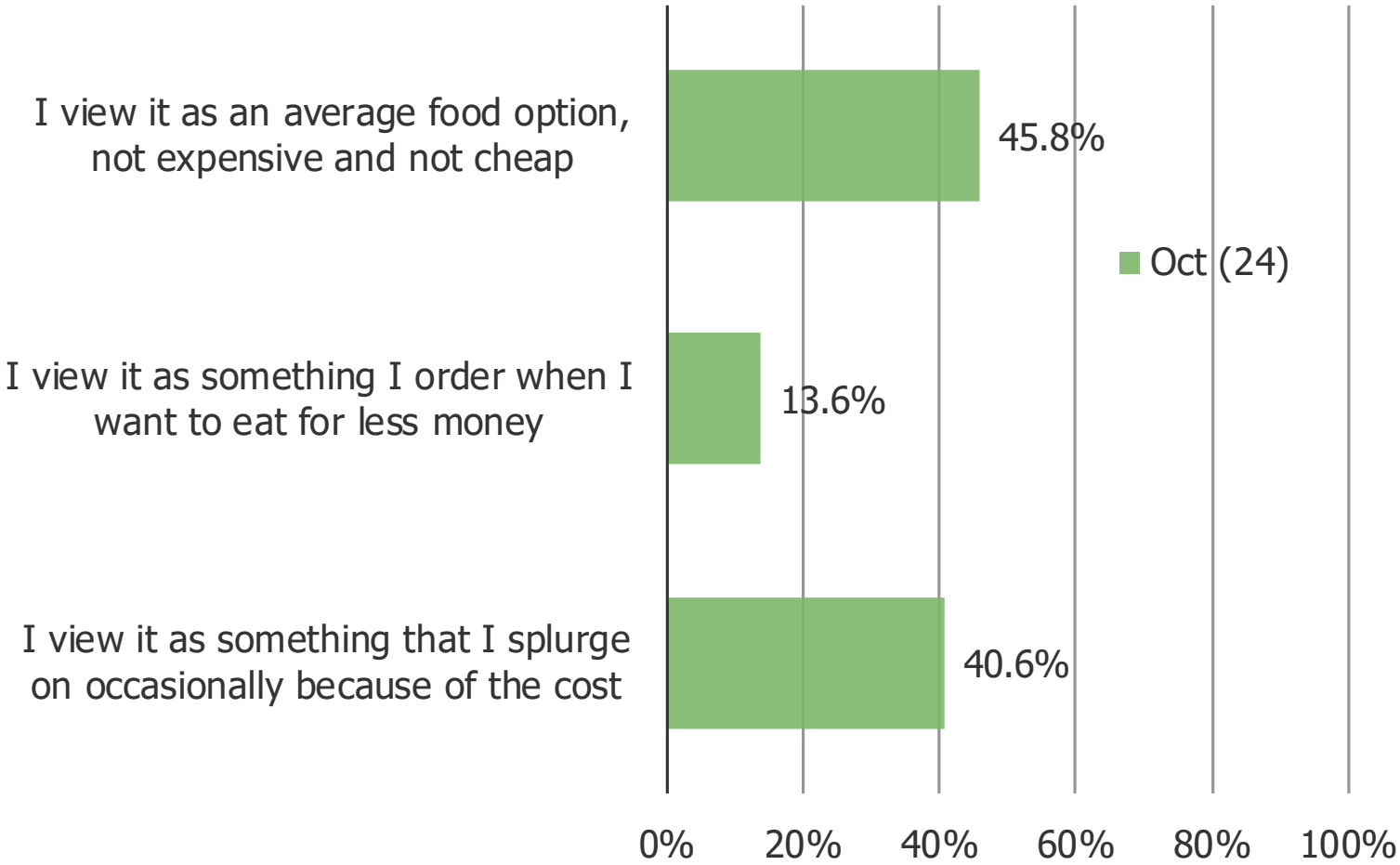
THINKING OF WHEN YOU MOST RECENTLY HAD CHIPOTLE, HOW SATISFIED WERE YOU WITH THE VALUE?

Posed to Chipotle customers who use it regularly or occasionally.



WHICH OF THE FOLLOWING BEST DESCRIBES HOW YOU VIEW CHIPOTLE FROM A PRICING POINT OF VIEW?

Posed to Chipotle customers who use it regularly or occasionally.

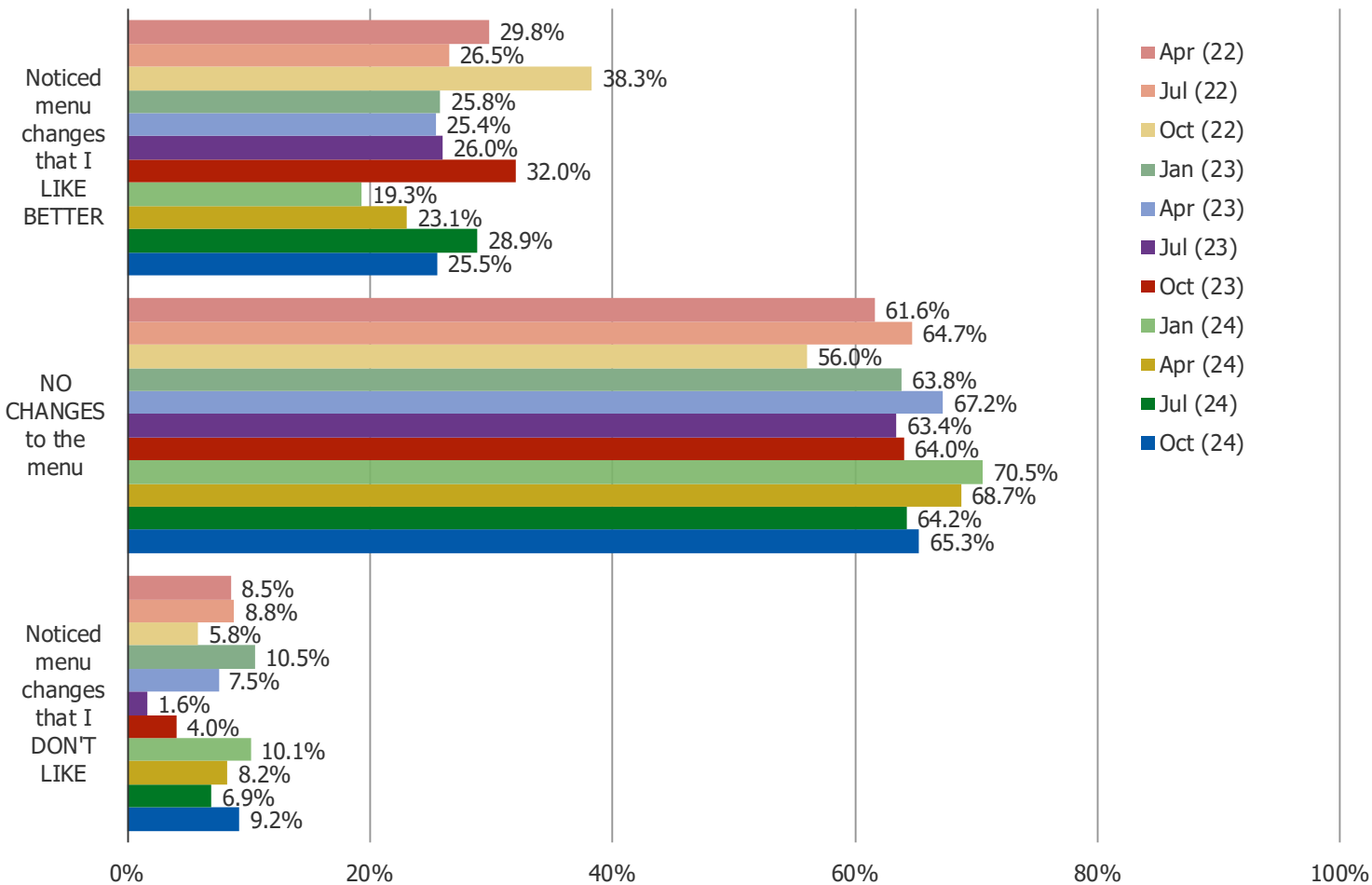


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## CHIPOTLE: MENU ITEMS

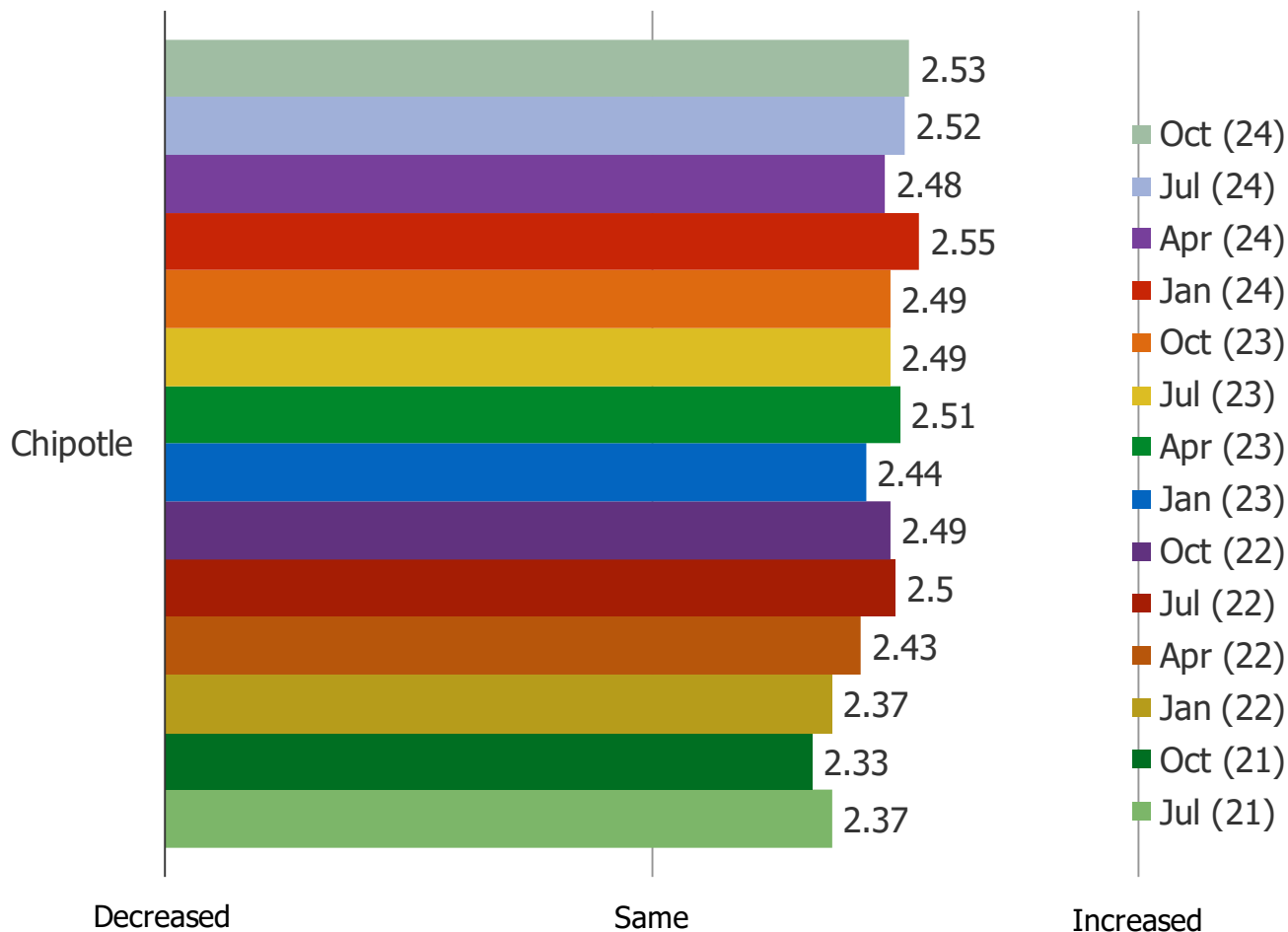
HAVE YOU NOTICED ANY MENU CHANGES RECENTLY AT CHIPOTLE?

Posed to Chipotle customers who use it regularly or occasionally.



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

Posed to Chipotle customers who use it regularly or occasionally.

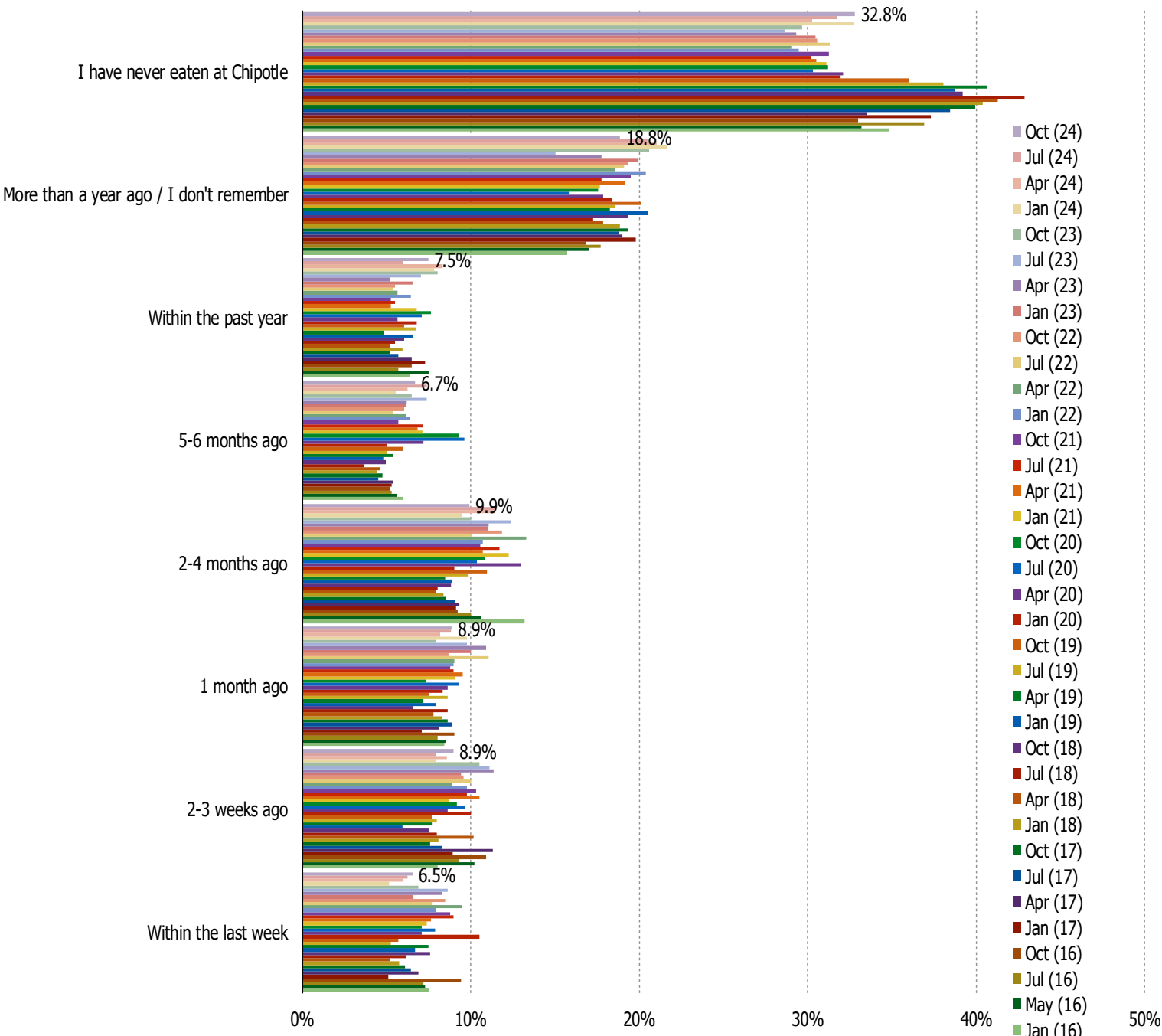


# CHIPOTLE: TRAFFIC TRENDS AND ENGAGEMENT



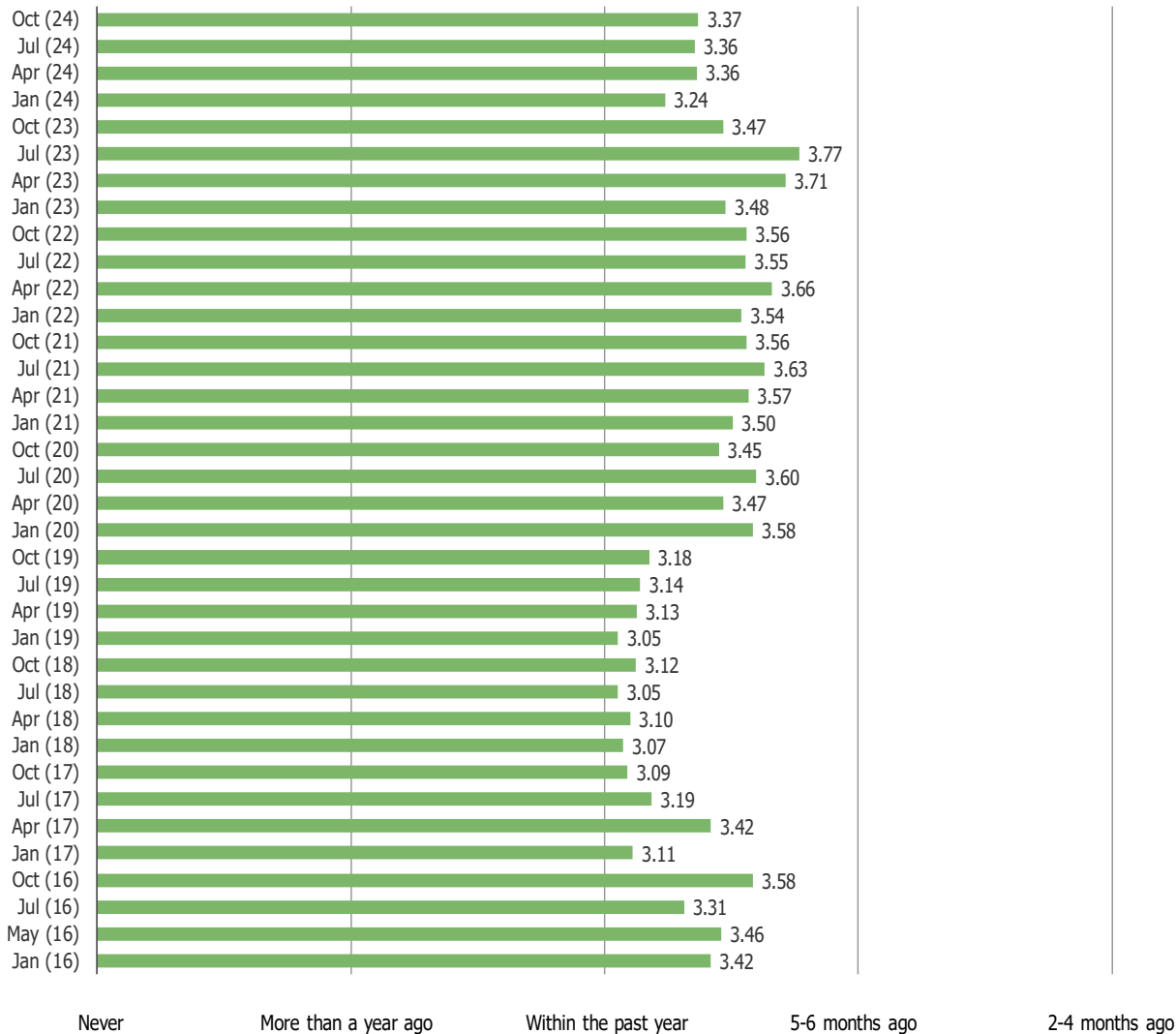
WHEN IS THE LAST TIME YOU ATE CHIPOTLE?

Posed to all respondents.



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

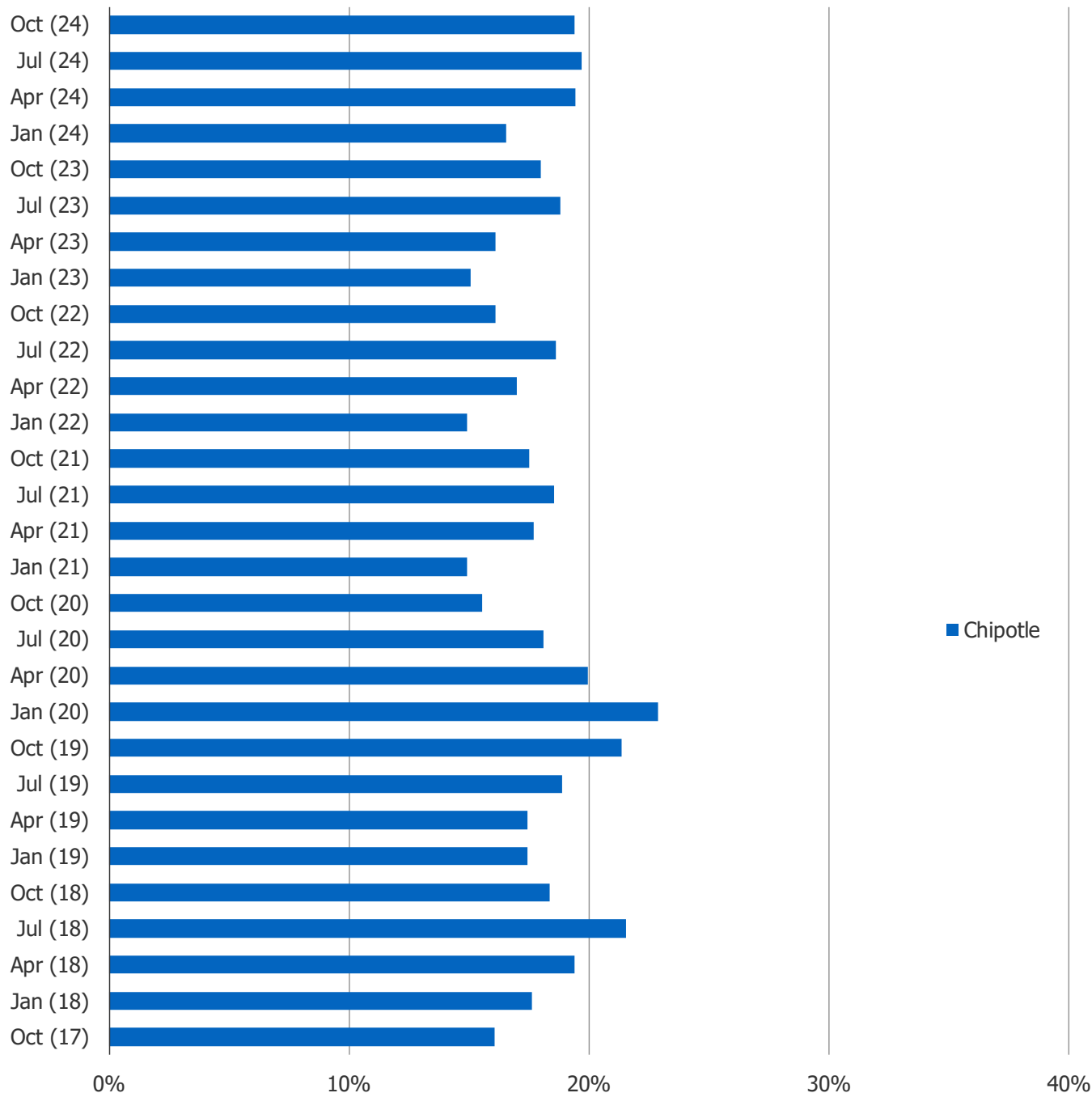
Posed to all respondents.



More Recent

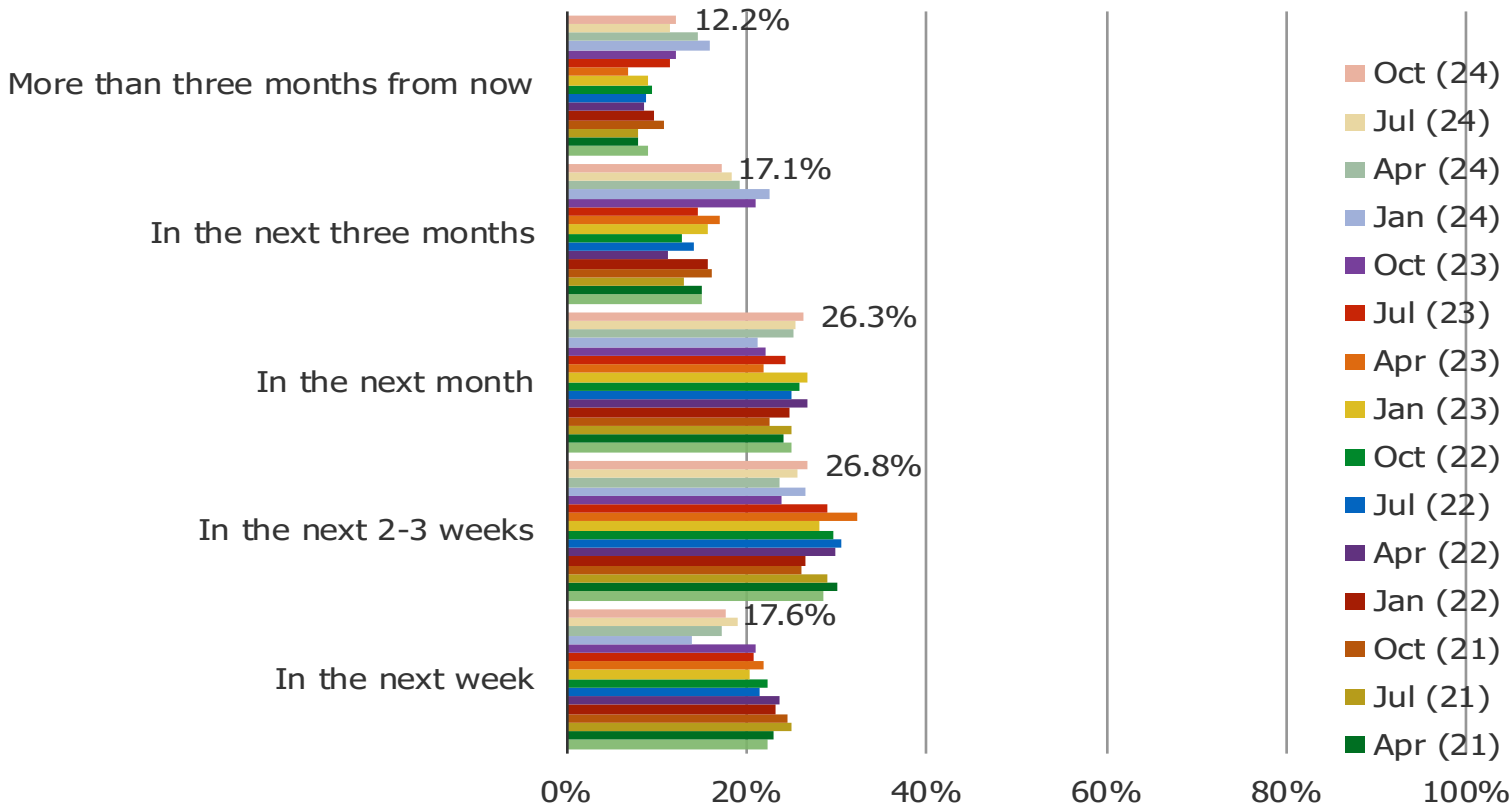
DO YOU USE CHIPOTLE REGULARLY OR OCCASIONALLY FOR IN-RESTAURANT DINING OR TAKEOUT/DELIVERY?

Posed to all respondents.



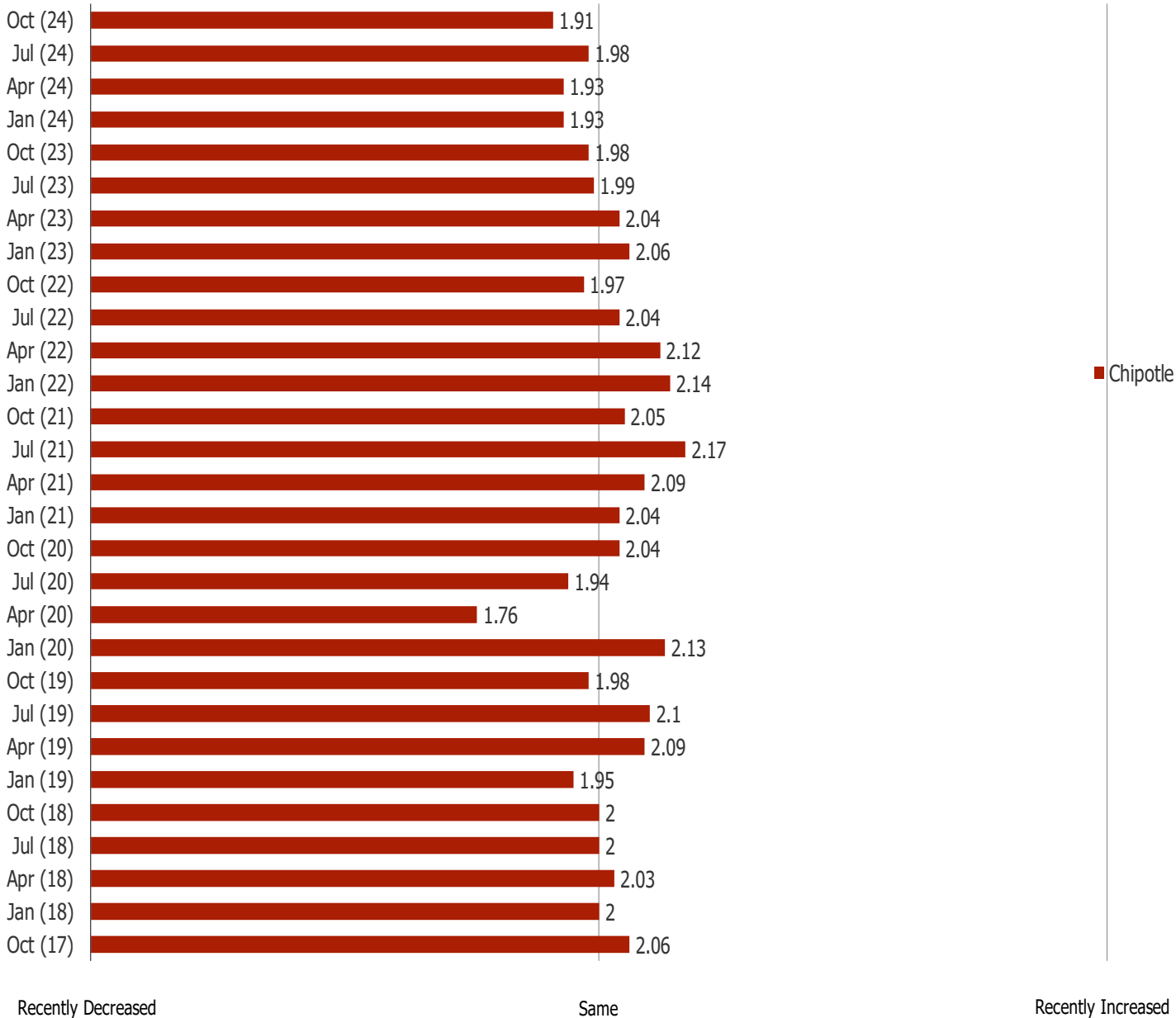
WHEN DO YOU THINK YOU WILL GET CHIPOTLE NEXT?

Posed to Chipotle customers that visited in the past year.



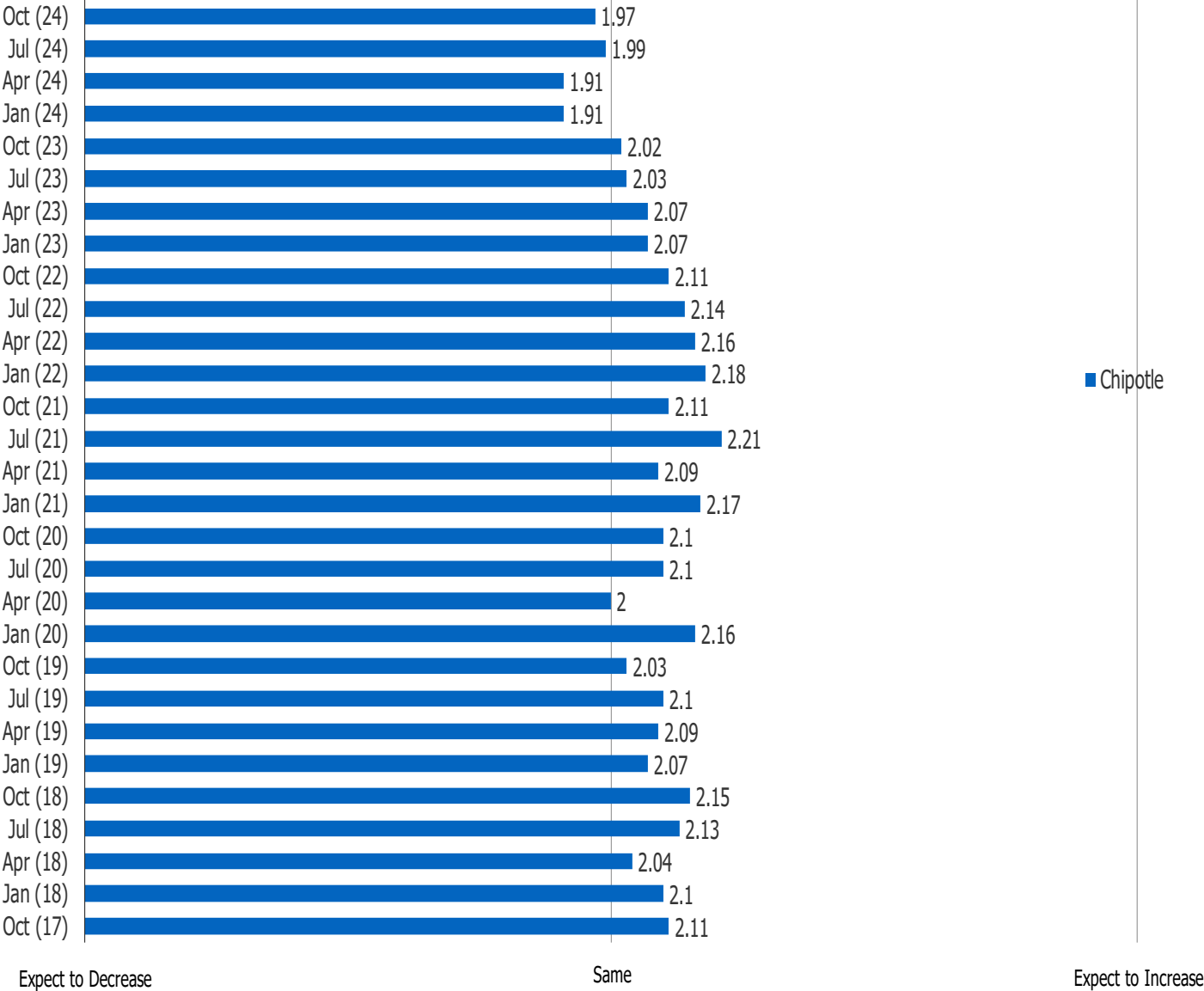
HAVE YOU CHANGED HOW OFTEN YOU TAKEOUT OR DINE HERE?

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?

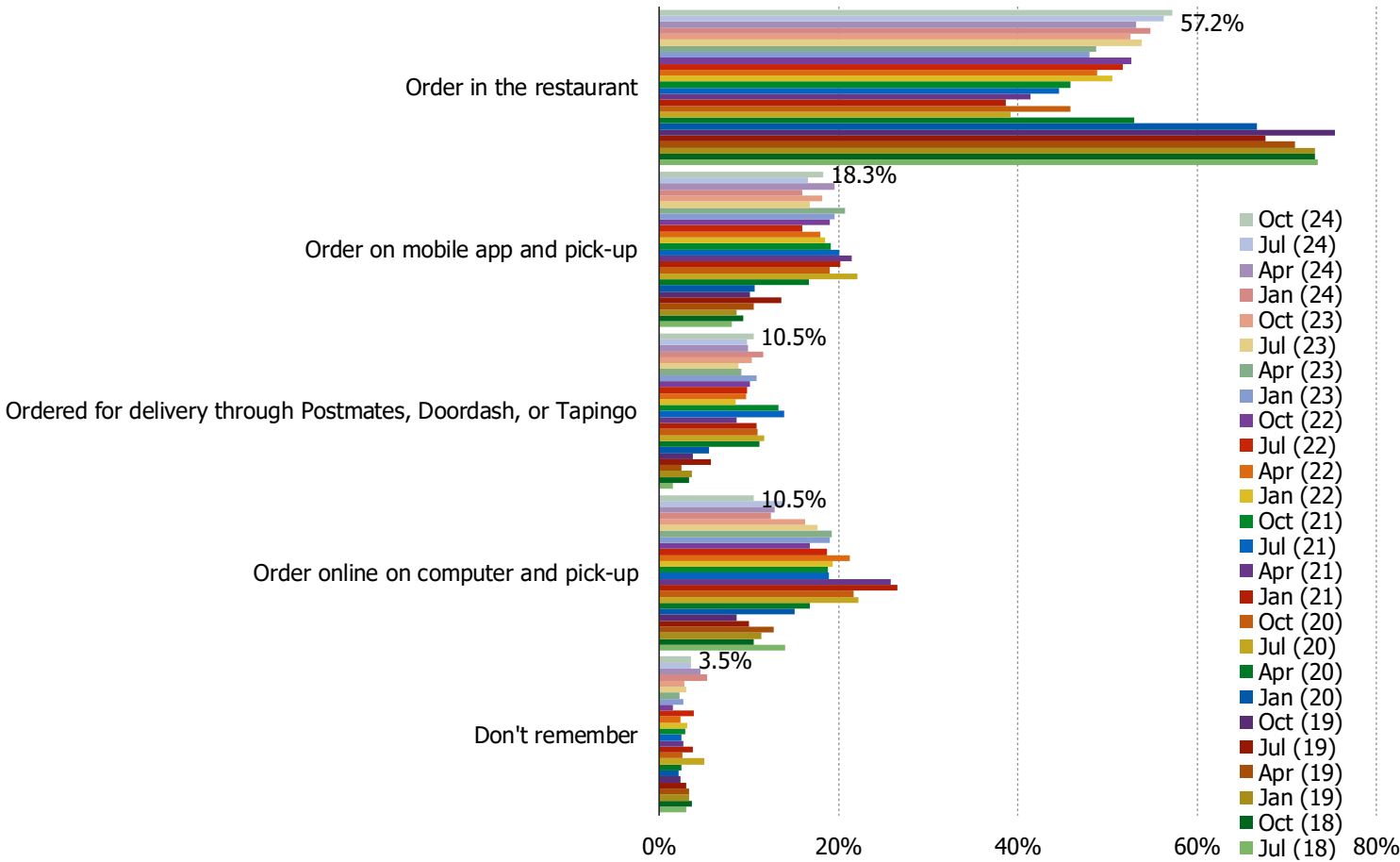
Posed to Chipotle customers who said they regularly or occasionally use Chipotle.



## CHIPOTLE: ORDERING METHODS

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

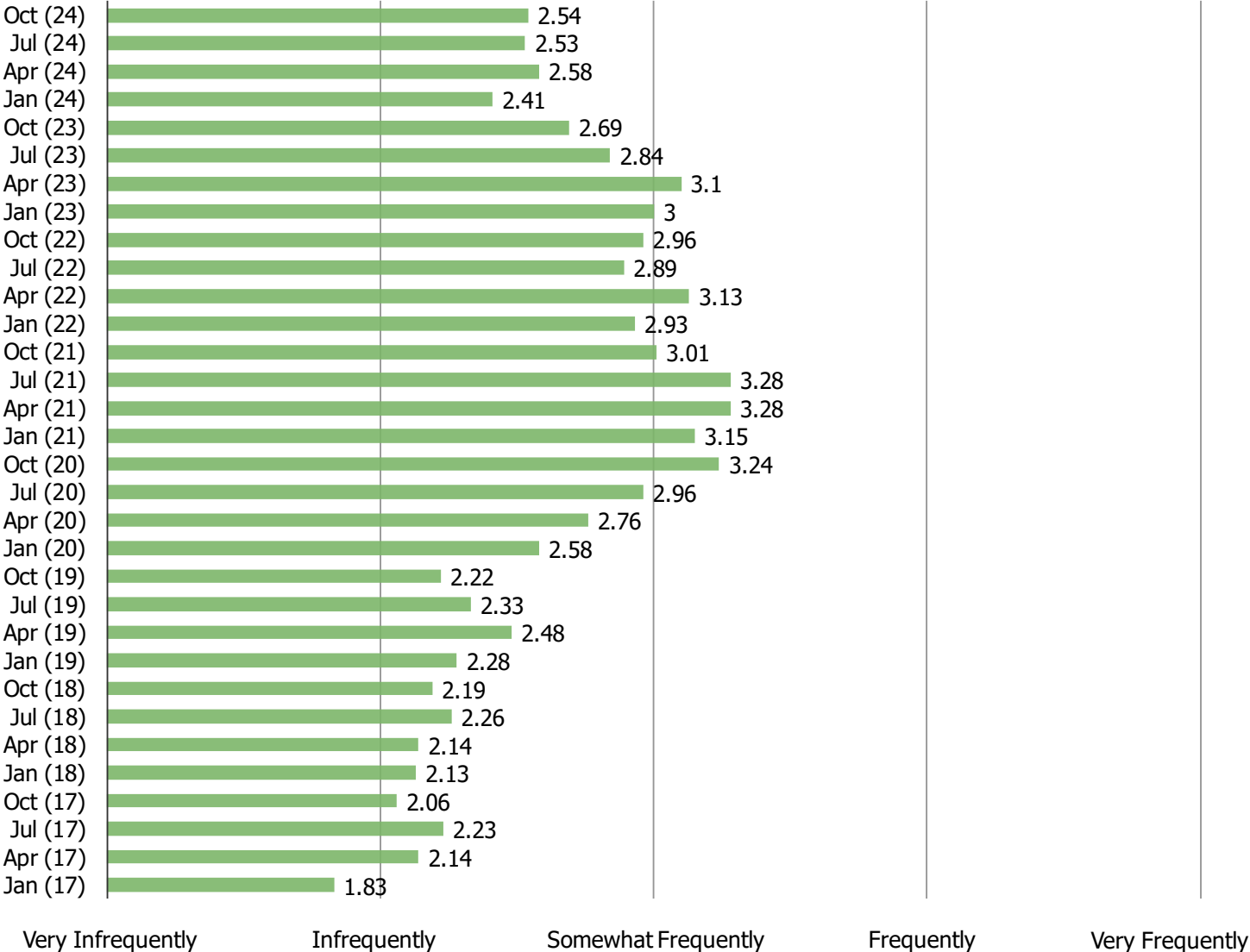
Posed to Chipotle customers that visited in the past year.





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

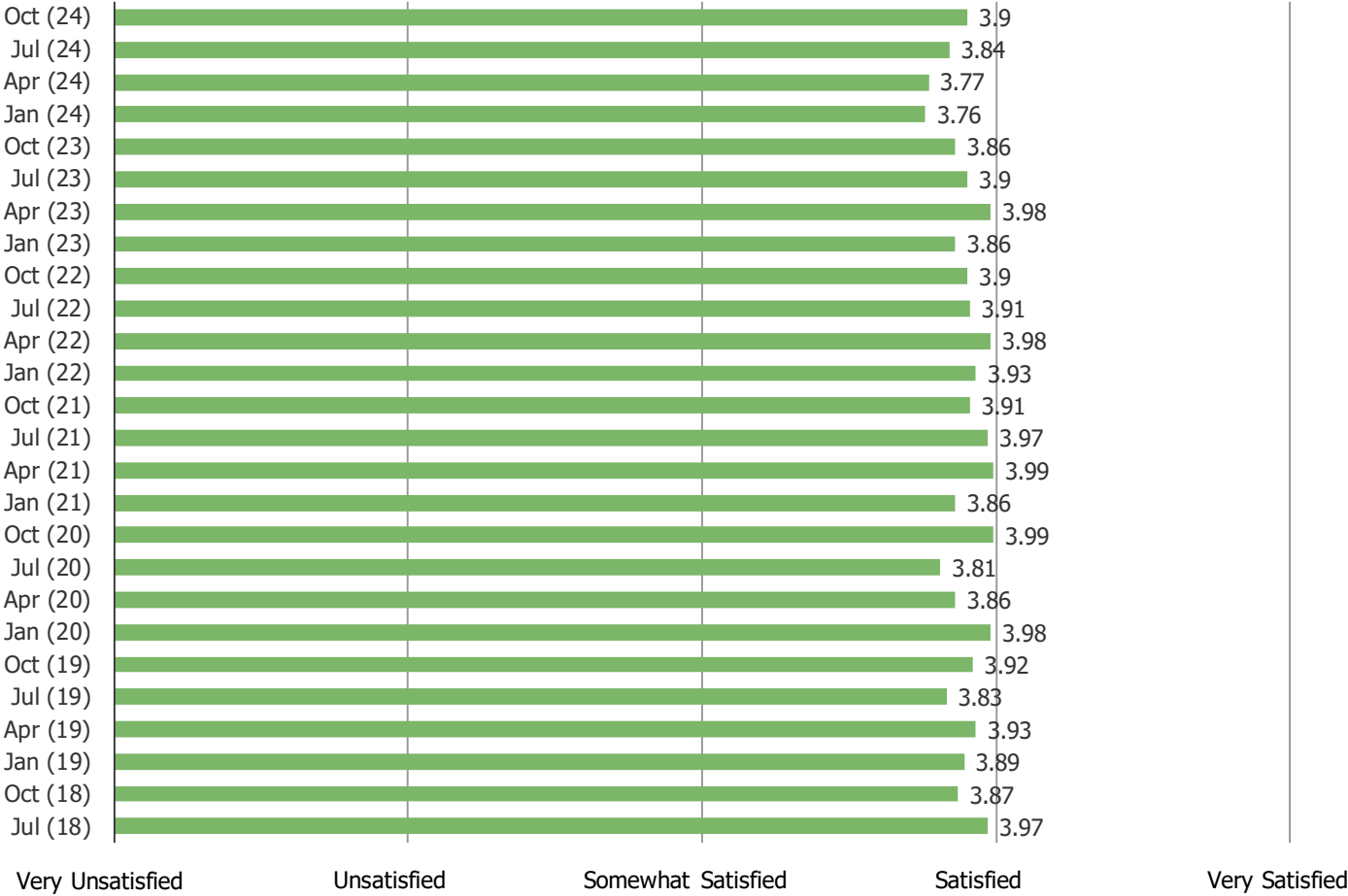
Posed to Chipotle customers that visited in the past year.



## 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.

