

BESPOKE SURVEYS

CMG, Vol 38

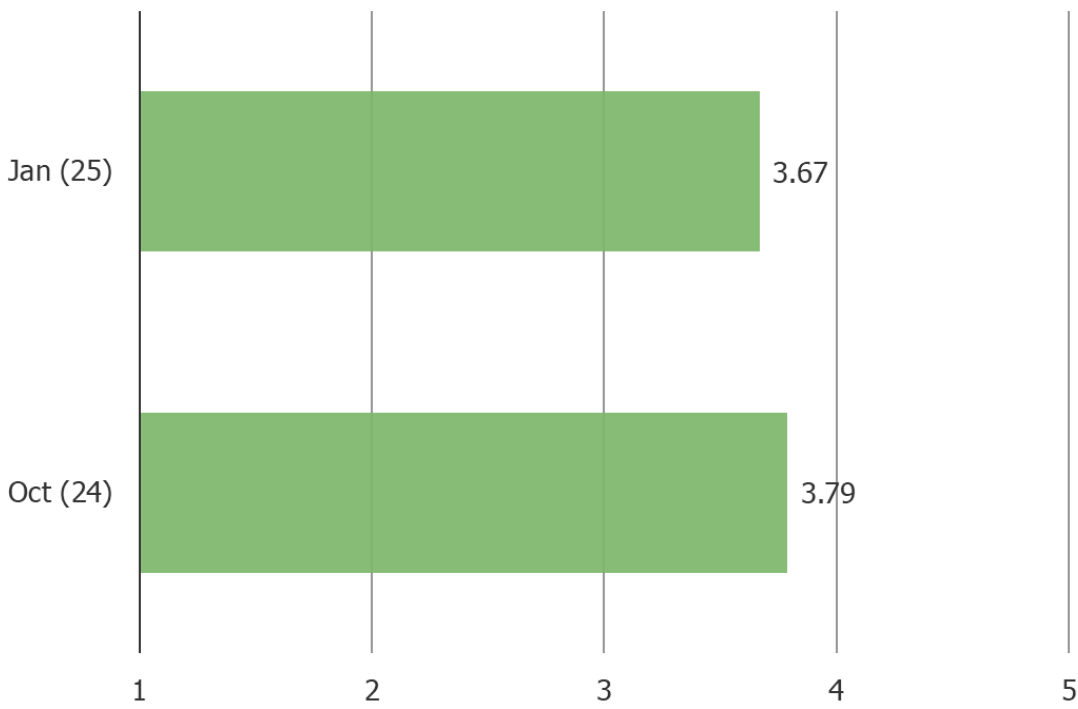
1,250 Consumers Each Quarter, Balanced to Census

CMG

NEW QUESTIONS

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

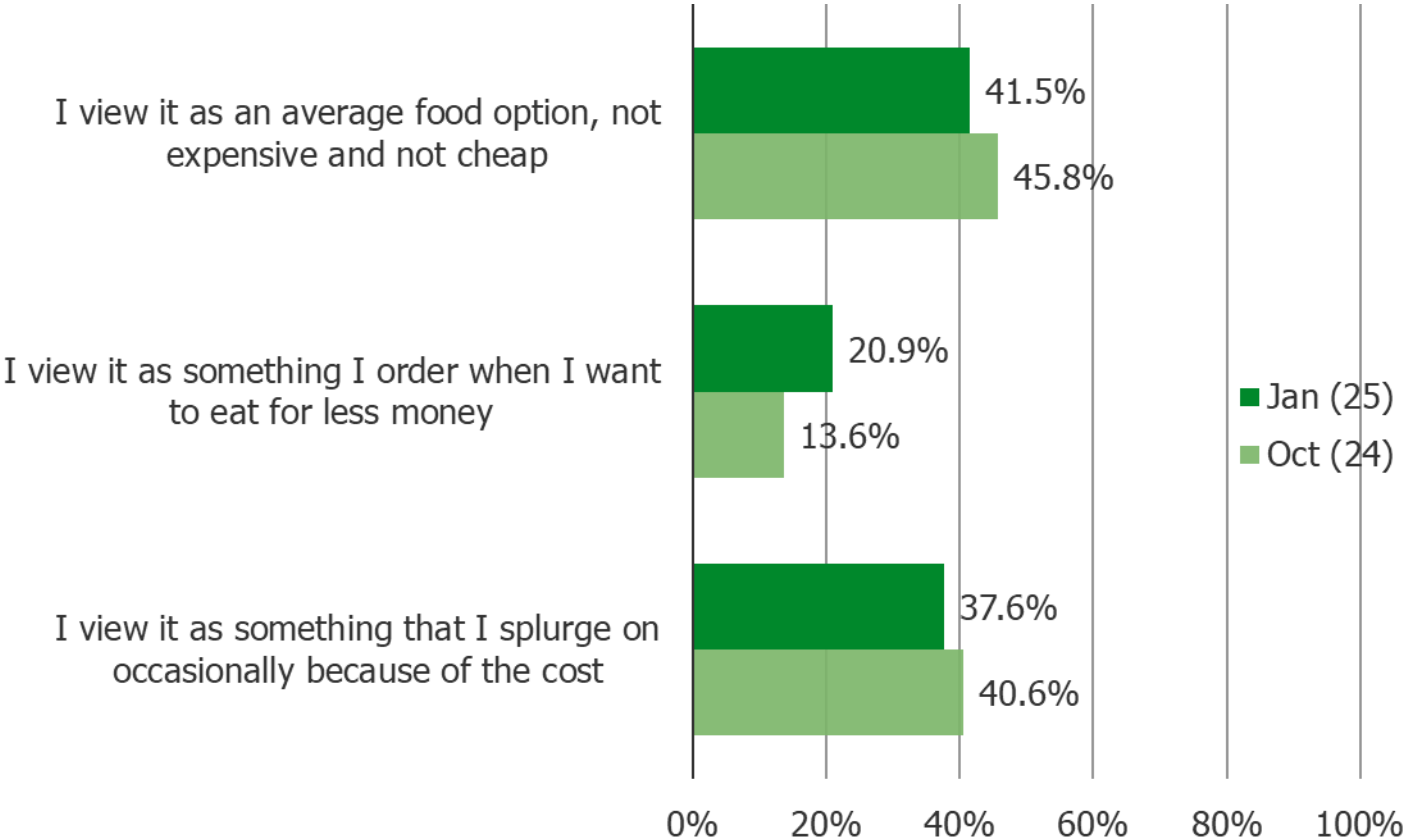
Posed to Chipotle customers who use it regularly or occasionally.



- 1 = Very Unsatisfied
- 2 = Unsatisfied
- 3 = Somewhat Satisfied
- 4 = Satisfied
- 5 = Very Satisfied

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.

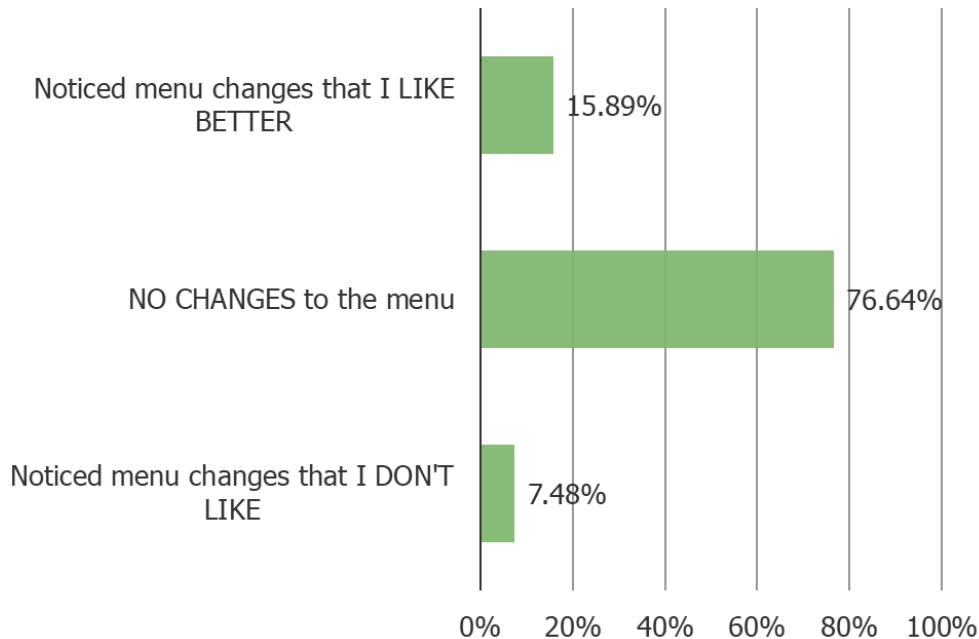


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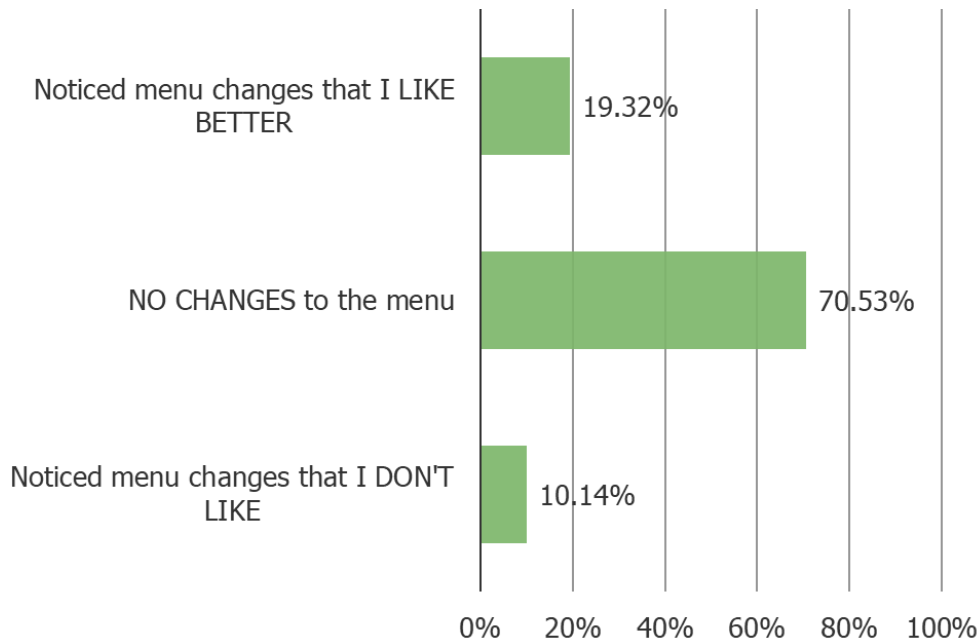
CHIPOTLE: MENU ITEMS

HAVE YOU NOTICED ANY MENU CHANGES RECENTLY AT CHIPOTLE?

Posed to Chipotle customers who use it regularly or occasionally.

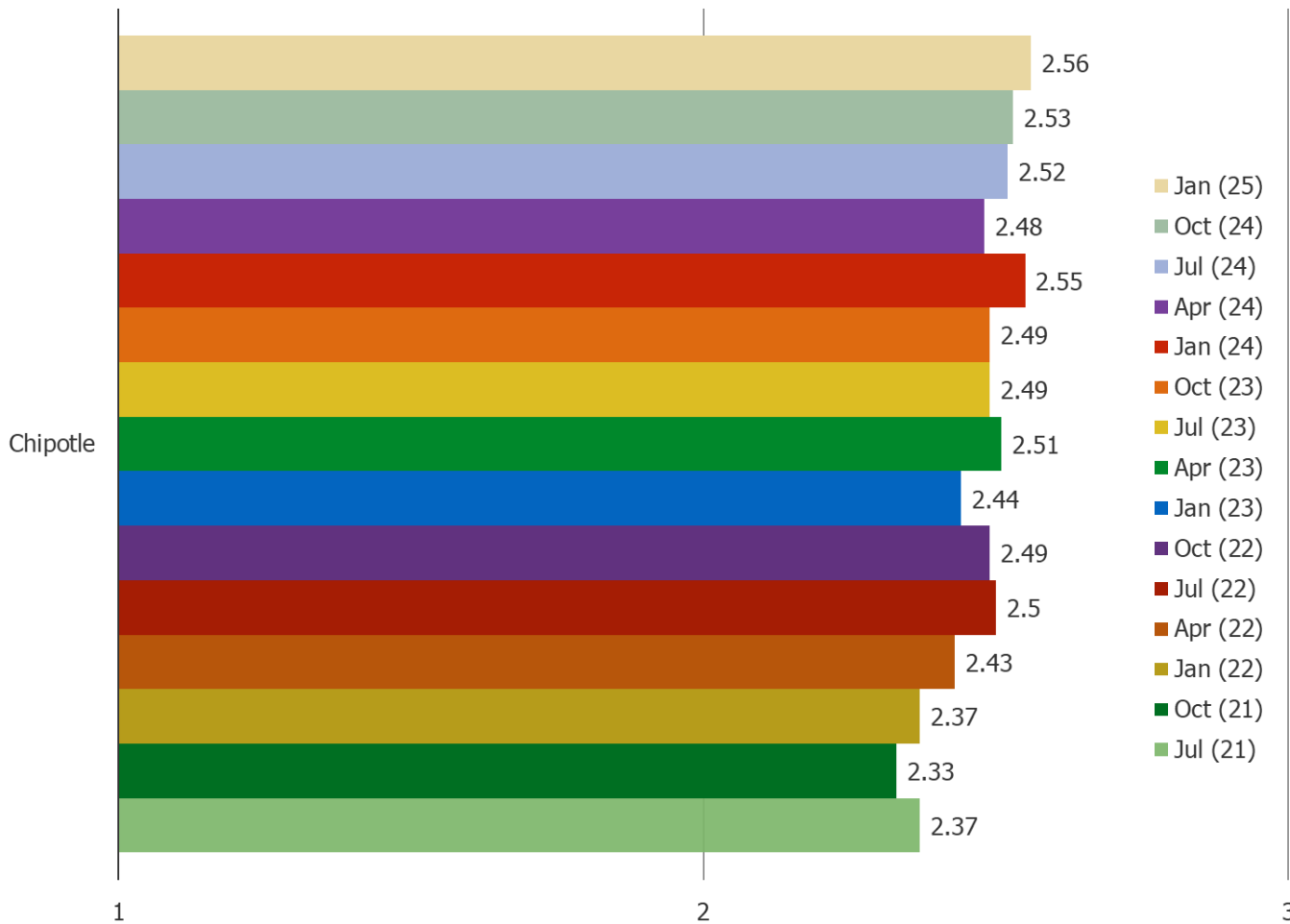


Data from January 2024



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

Posed to Chipotle customers who use it regularly or occasionally.

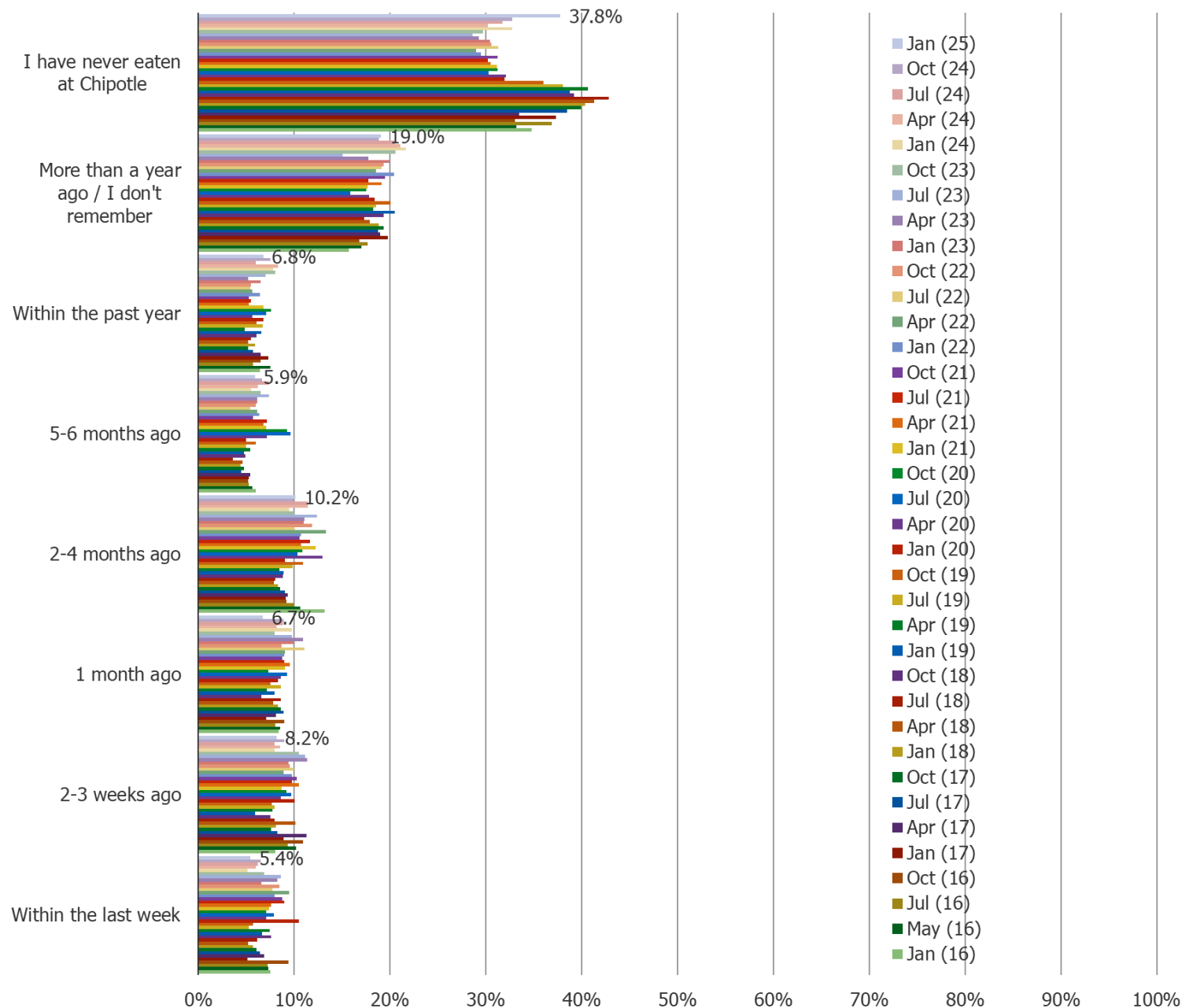


1 = Decreased
2 = No Change
3 = Increased

CHIPOTLE: TRAFFIC TRENDS AND ENGAGEMENT

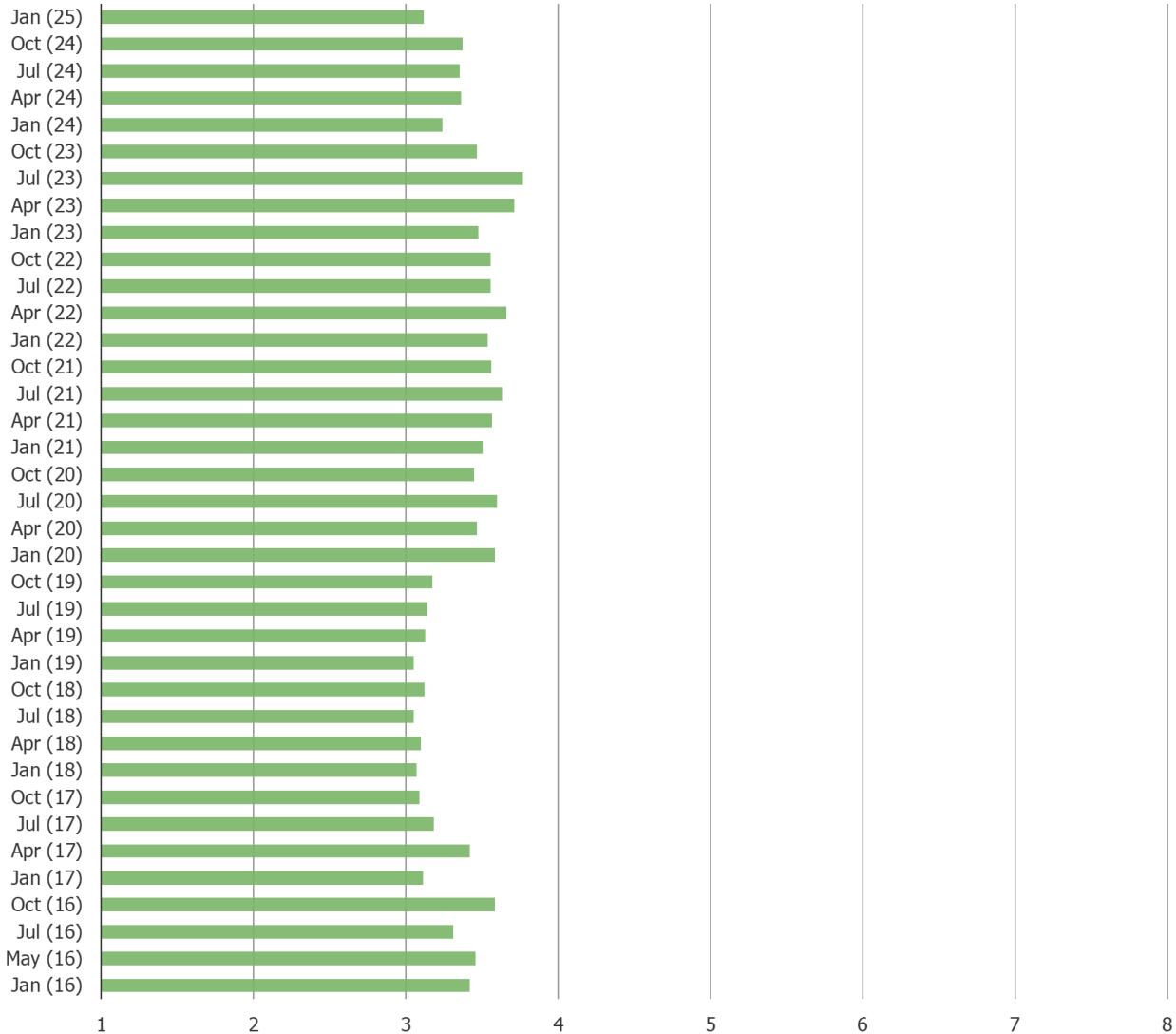
WHEN IS THE LAST TIME YOU ATE CHIPOTLE?

Posed to all respondents.




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

Posed to all respondents.

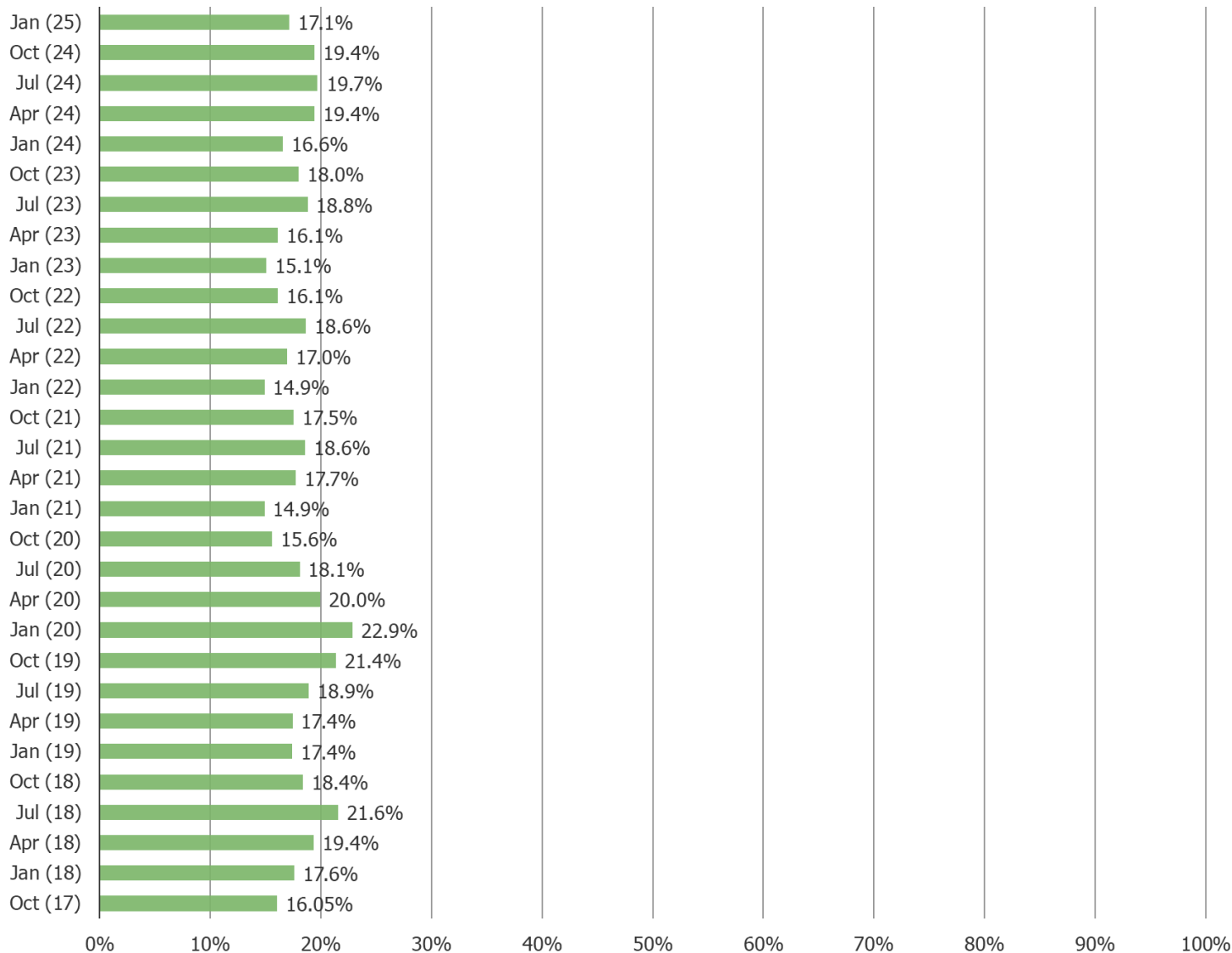


	Weighted Average Calculation
Within the last week	8
2-3 weeks ago	7
1 month ago	6
2-4 months ago	5
5-6 months ago	4
Within the past year	3
More than a year ago / I don't remember	2
I have never eaten at Chipotle	1

More Recent 

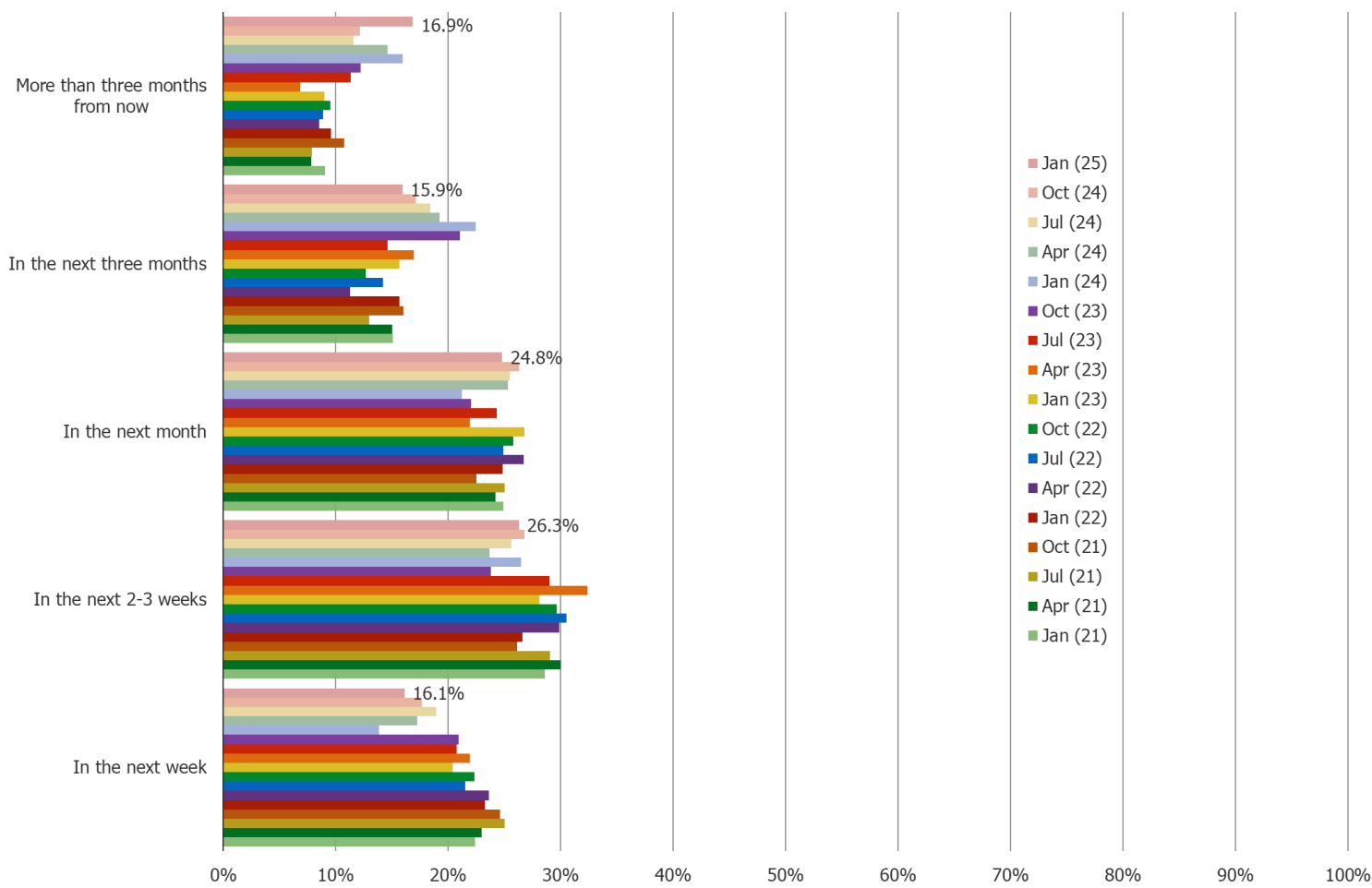
DO YOU USE CHIPOTLE REGULARLY OR OCCASIONALLY FOR IN-RESTAURANT DINING OR TAKEOUT/DELIVERY? (% YES)

Posed to all respondents.



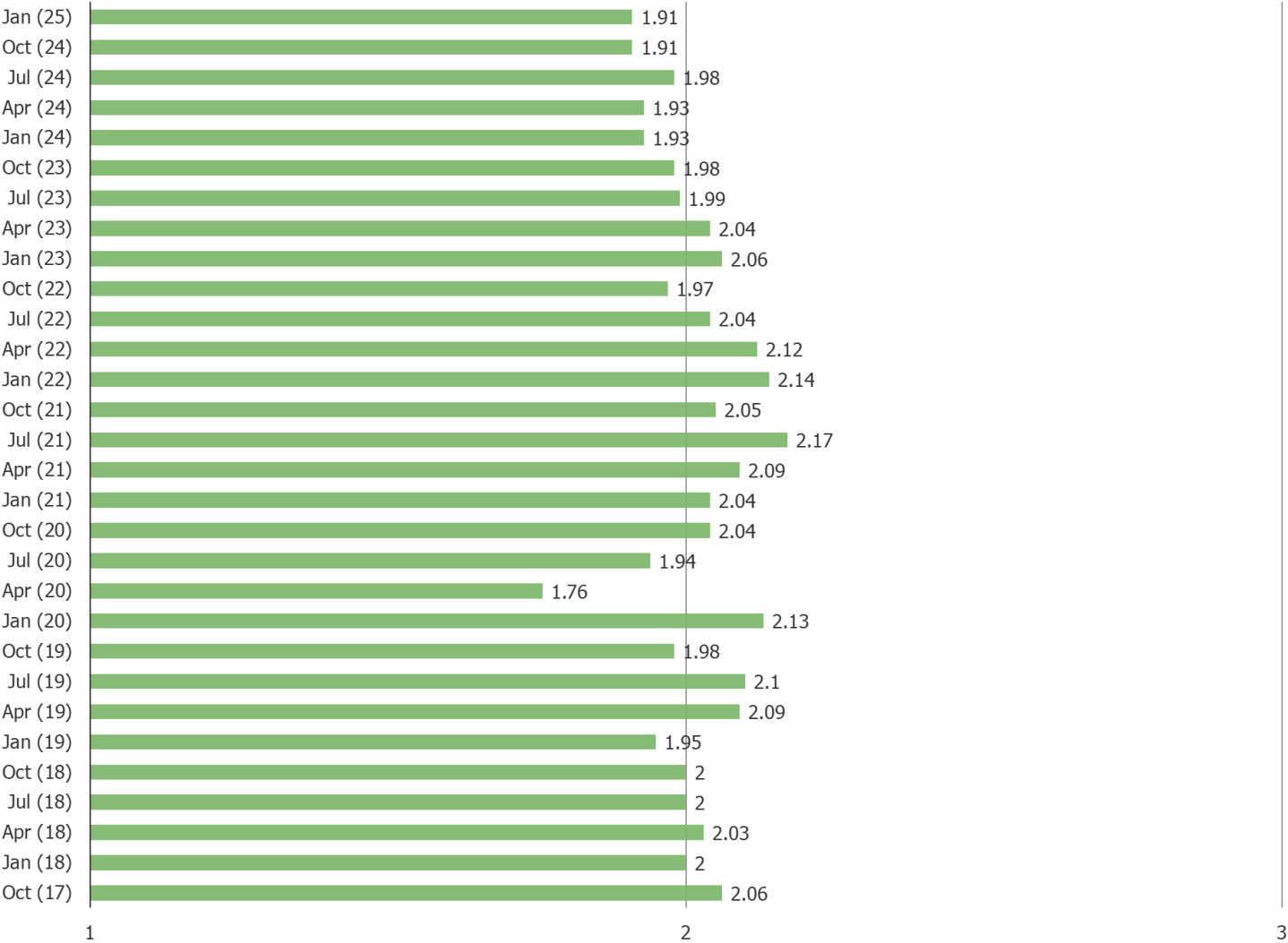
WHEN DO YOU THINK YOU WILL GET CHIPOTLE NEXT?

Posed to Chipotle customers that visited in the past year.



HAVE YOU CHANGED HOW OFTEN YOU TAKEOUT OR DINE HERE?

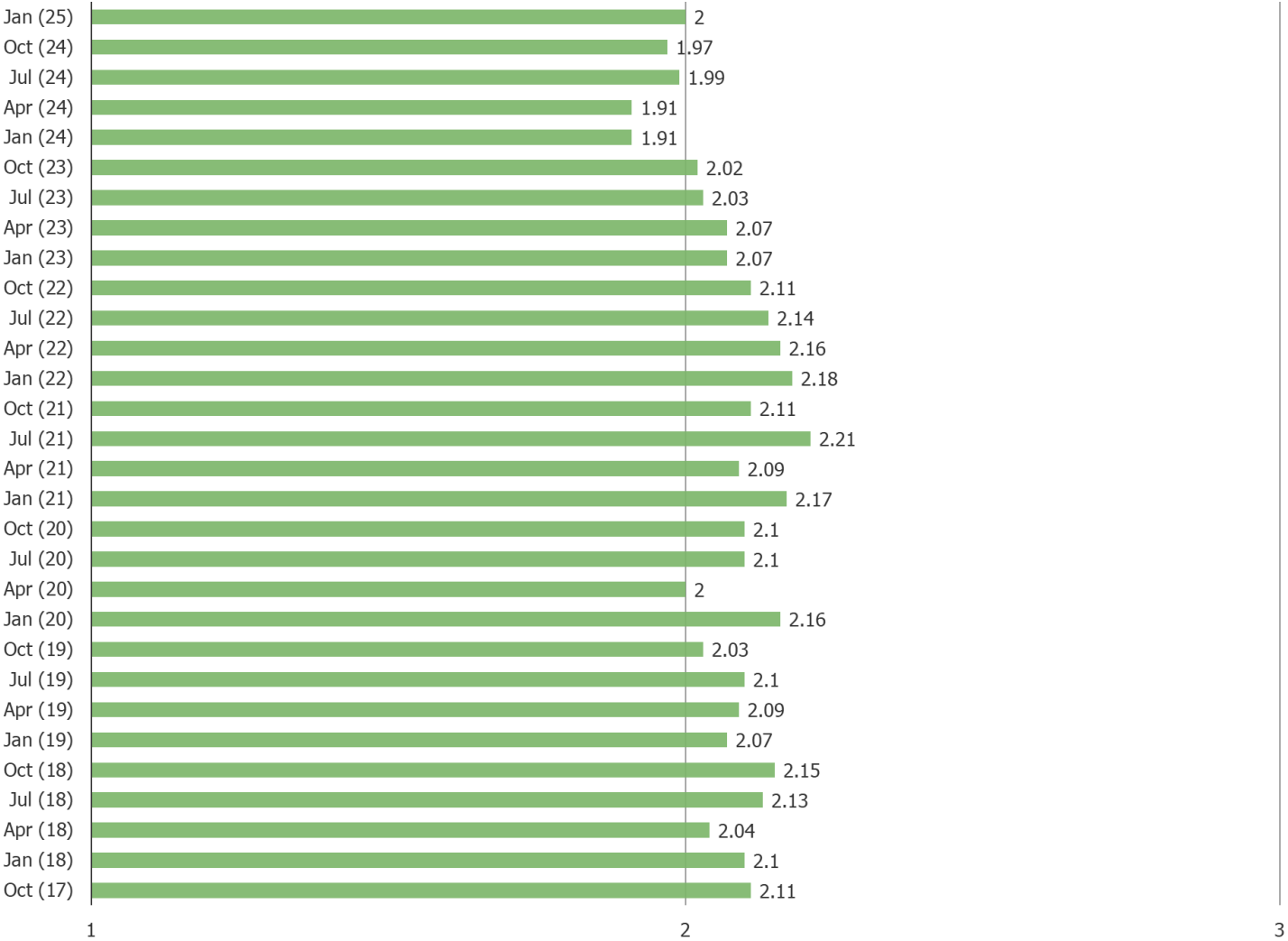
Posed to Chipotle customers who said they regularly or occasionally use Chipotle.



1 = Recently Decreased, 2 = Same, 3 = Recently Increased

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.

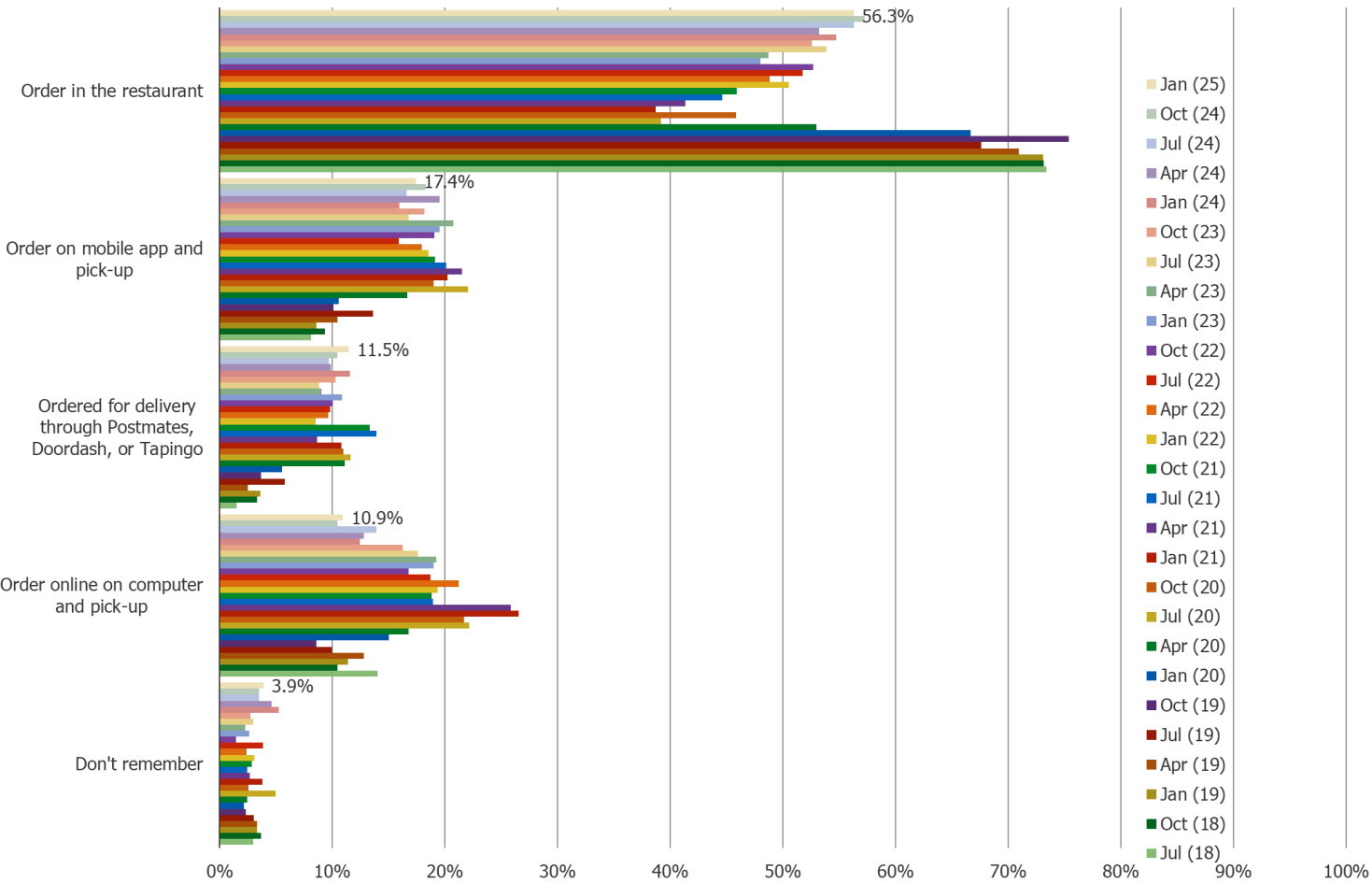


1 = Expects to Decrease, 2 = Same, 3 = Expects to Increase

CHIPOTLE: ORDERING METHODS

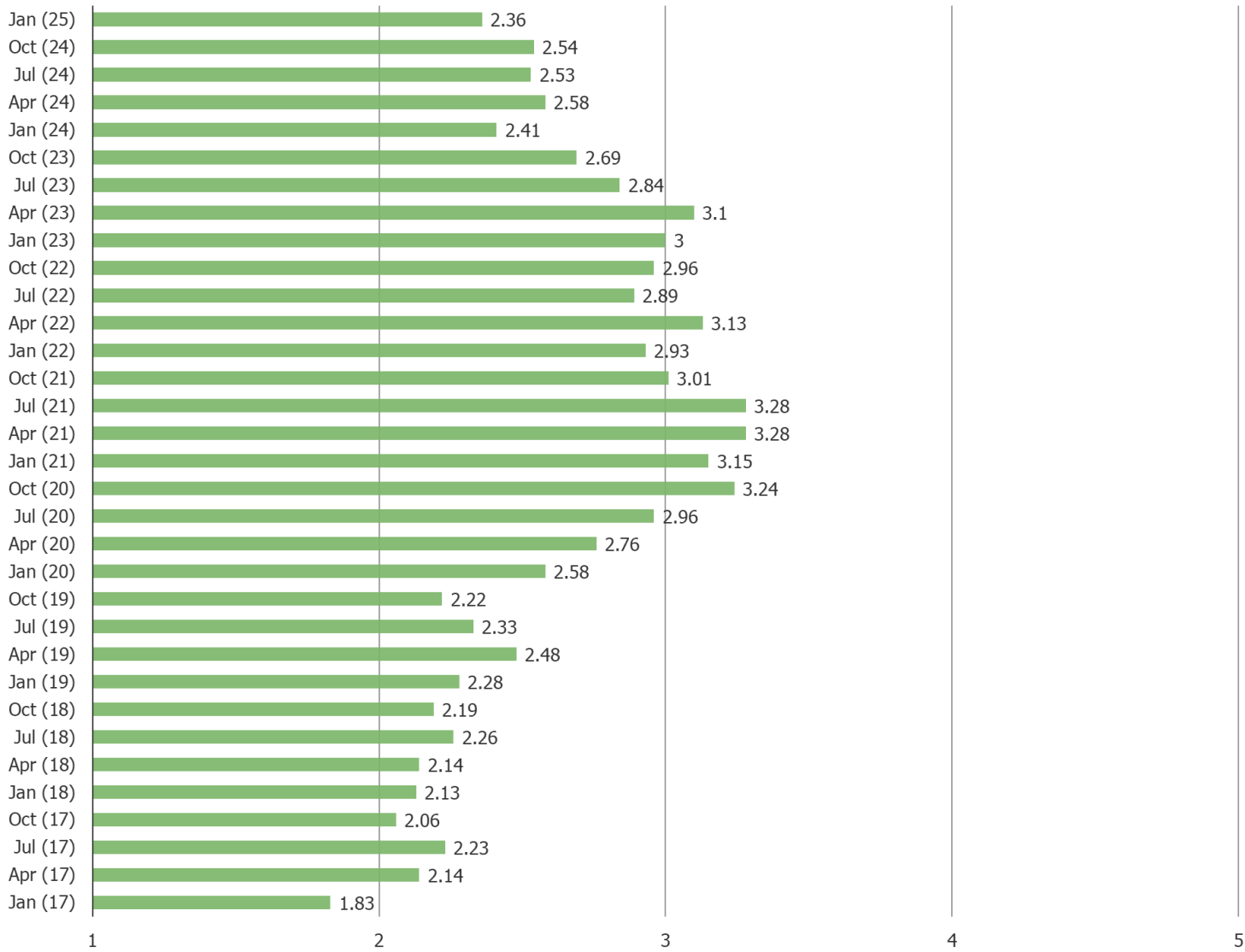
THINKING ABOUT THE LAST TIME YOU HAD CHIPOTLE, DID YOU...

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.



1 = Very Infrequently, 2 = Infrequently, 3 = Somewhat Frequently, 4 = Frequently, 5 = 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.



1 = Very Unsatisfied, 2 = Unsatisfied, 3 = Somewhat Satisfied, 4 = Satisfied, 5 = Very Satisfied

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.

