

BESPOKE SURVEYS

CMG, Vol 42

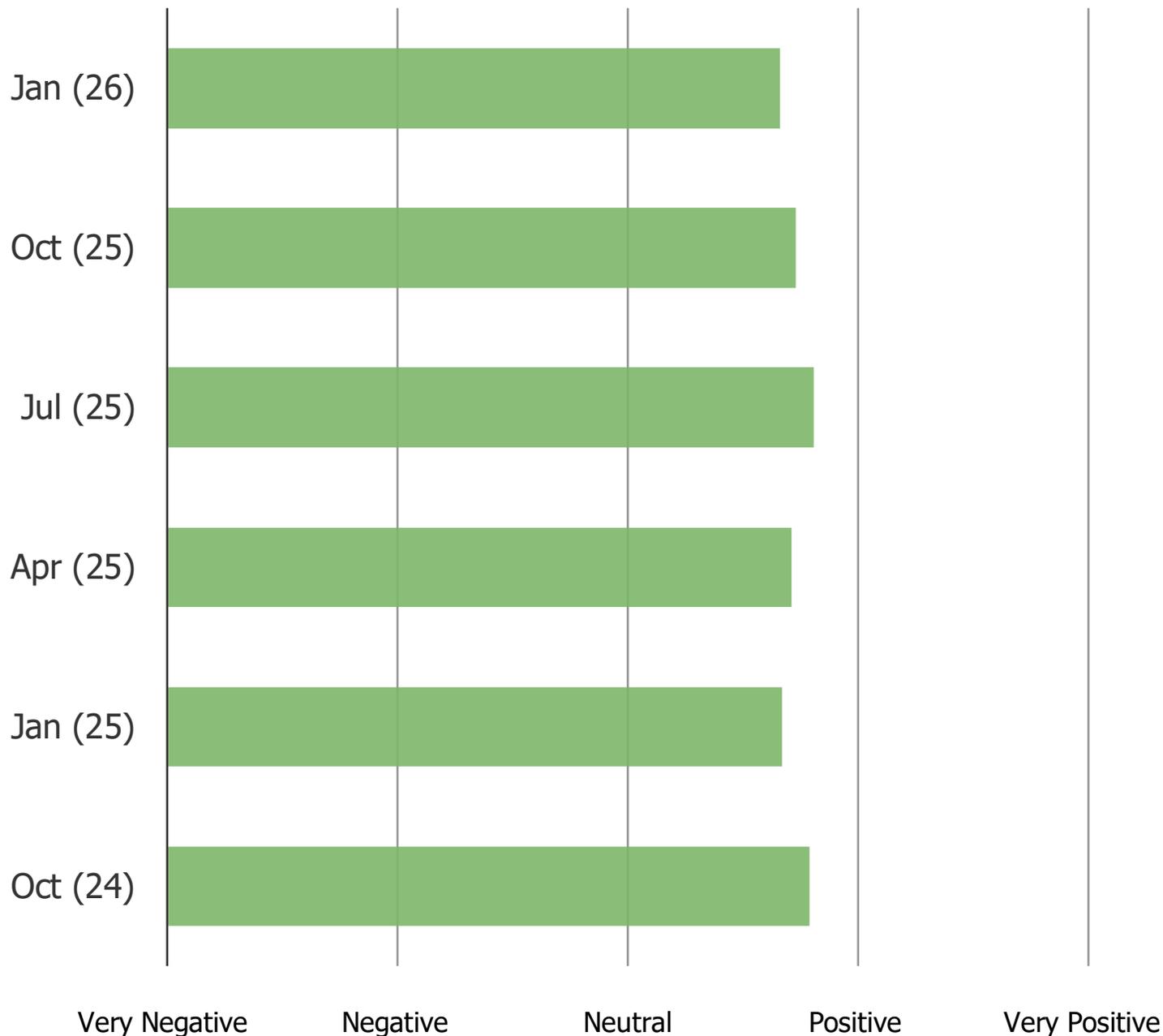
1,000 Consumers Each Quarter, Balanced to Census

CMG

## NEW QUESTIONS

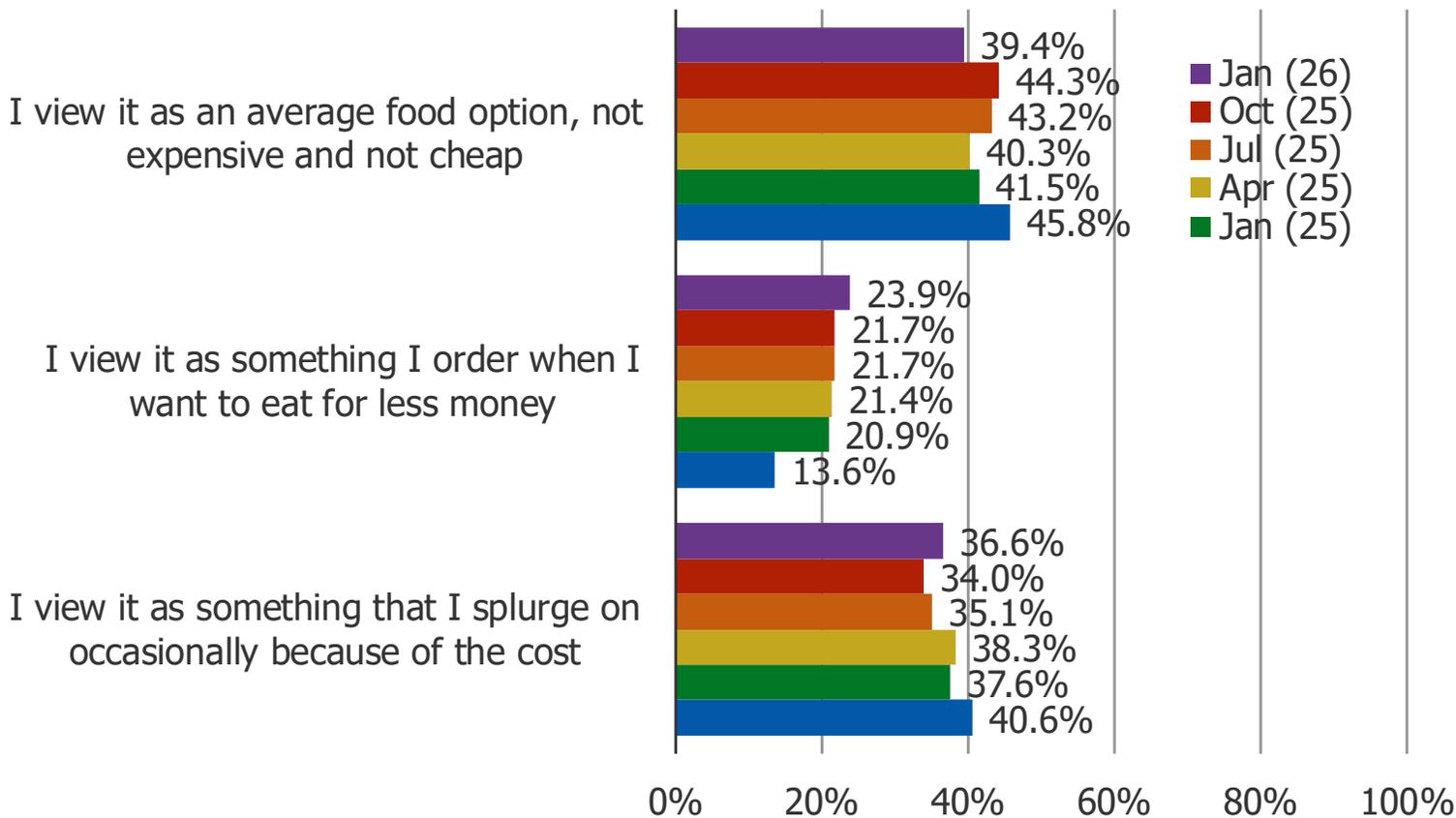
THINKING OF WHEN YOU MOST RECENTLY HAD CHIPOTLE, HOW SATISFIED WERE YOU WITH THE VALUE?

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.

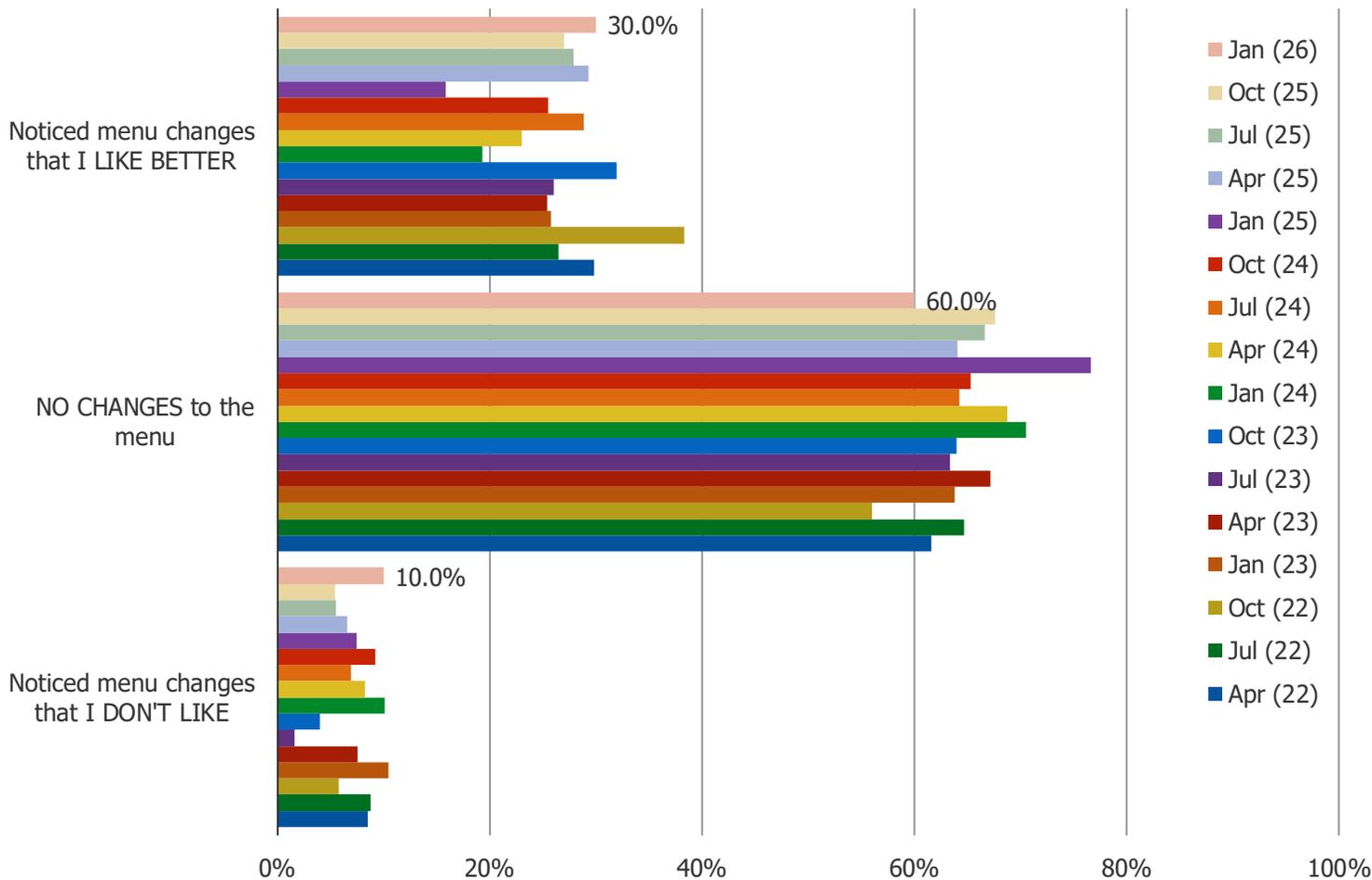


CMG

## CHIPOTLE: MENU ITEMS

HAVE YOU NOTICED ANY MENU CHANGES RECENTLY AT CHIPOTLE?

Posed to Chipotle customers who use it regularly or occasionally.

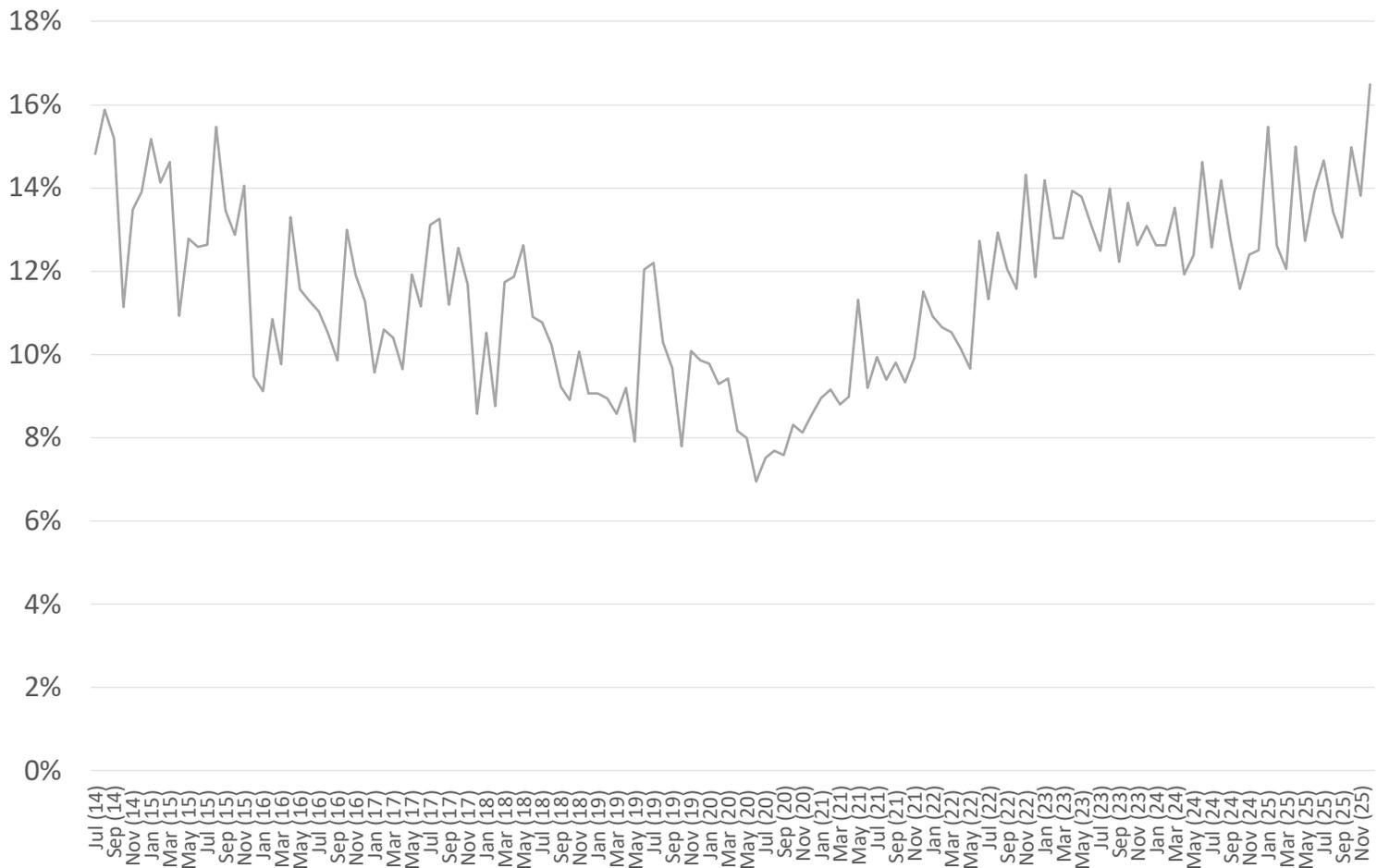


# CHIPOTLE: TRAFFIC TRENDS AND ENGAGEMENT

% OF CONSUMERS WHO SAID THEY WENT TO CHIPOTLE IN THE PAST MONTH... (MONTHLY SURVEY TRACKER)

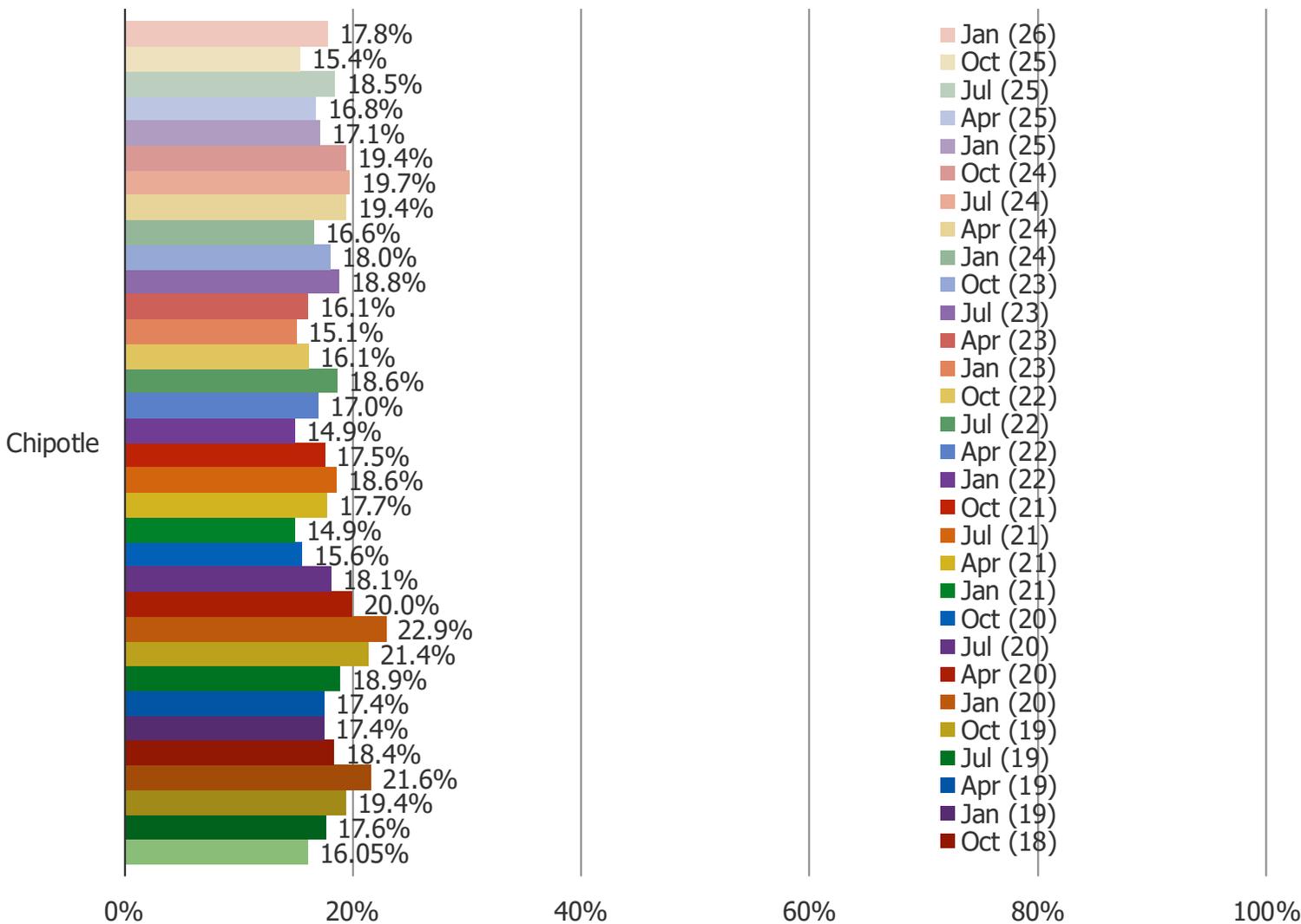
Posed to all respondents.

—Chipotle



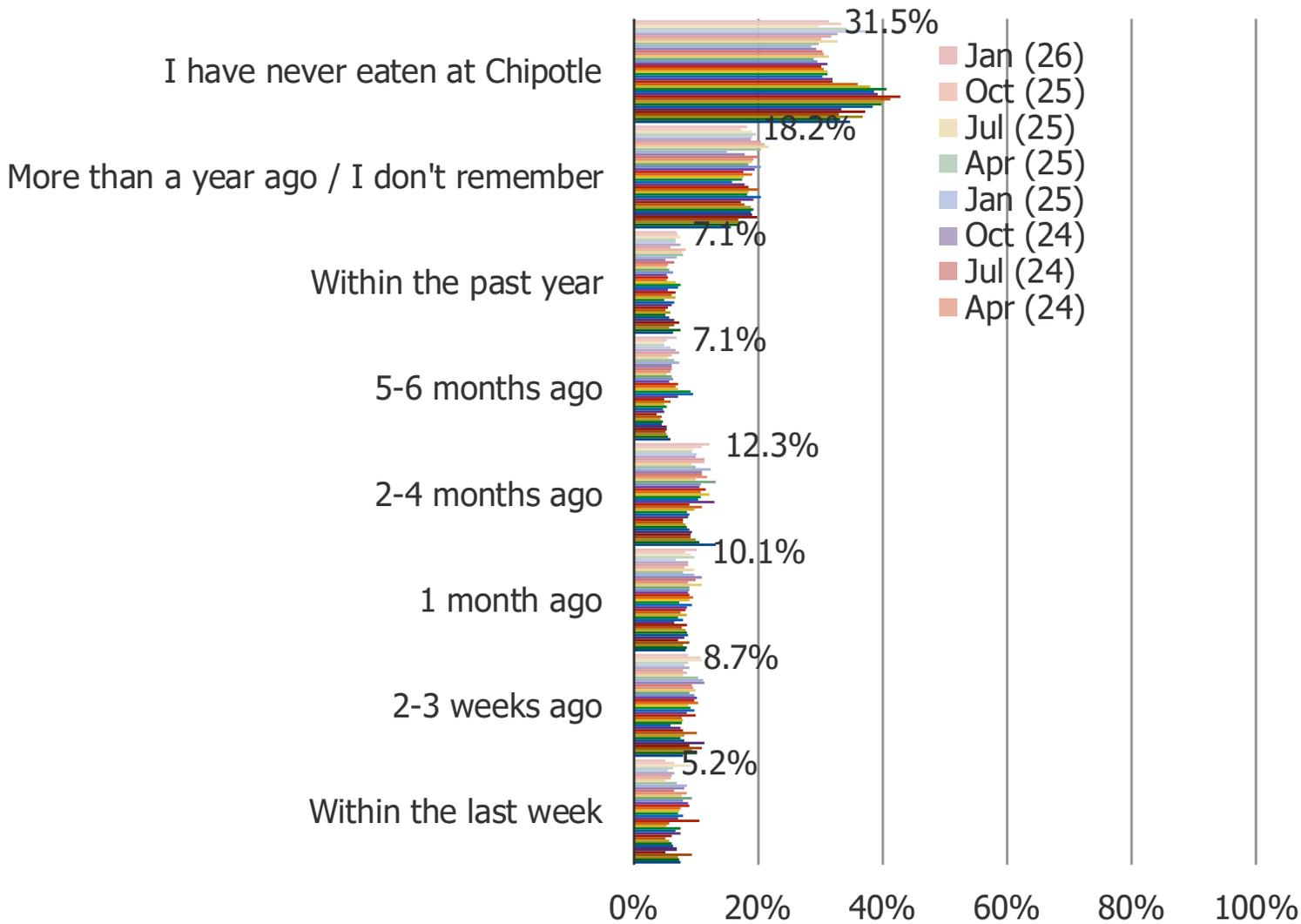
DO YOU USE CHIPOTLE REGULARLY OR OCCASIONALLY FOR IN-RESTAURANT DINING OR TAKEOUT/DELIVERY? (% YES)

Posed to all respondents.



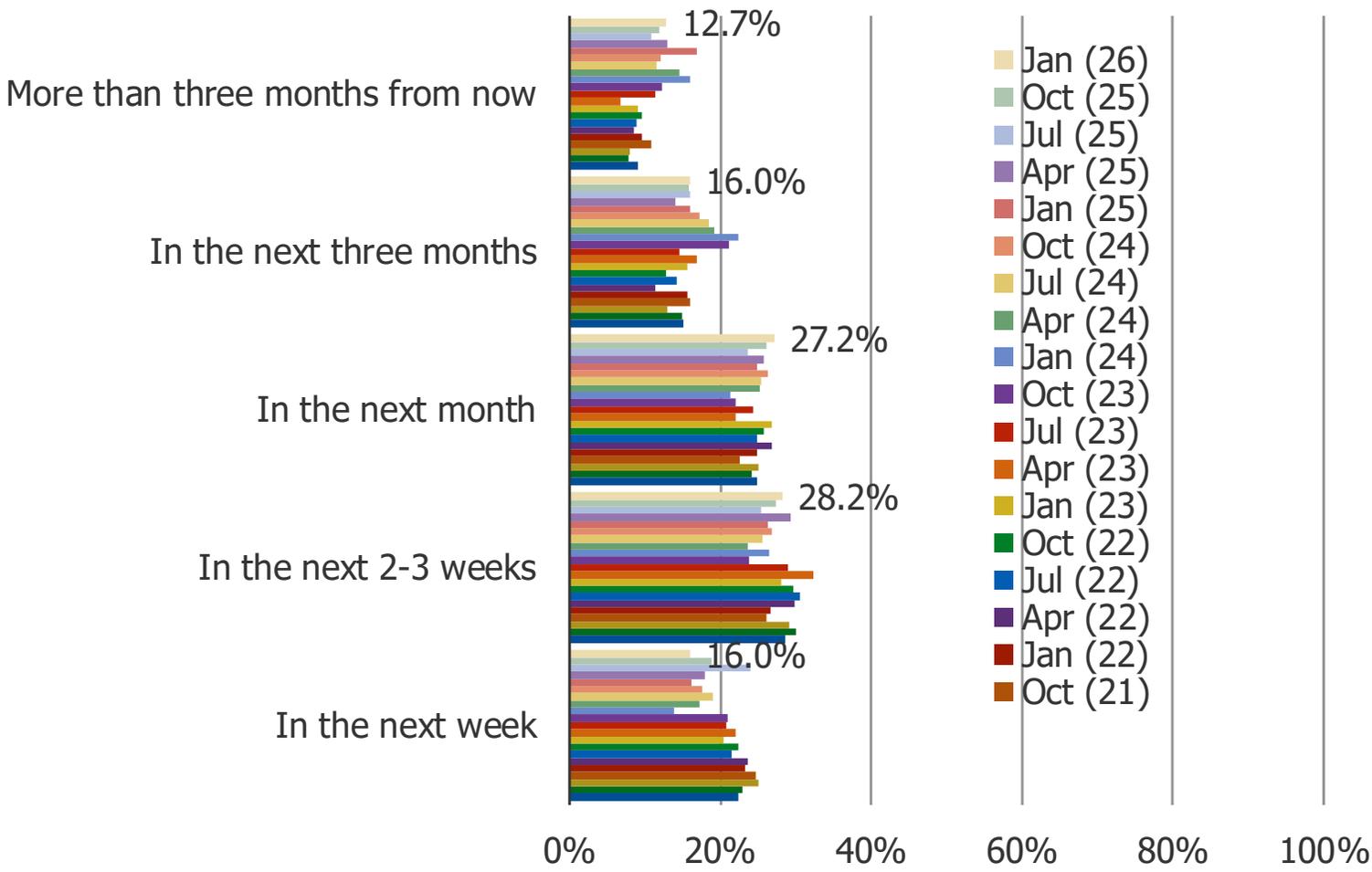
WHEN IS THE LAST TIME YOU ATE CHIPOTLE?

Posed to all respondents.



WHEN DO YOU THINK YOU WILL GET CHIPOTLE NEXT?

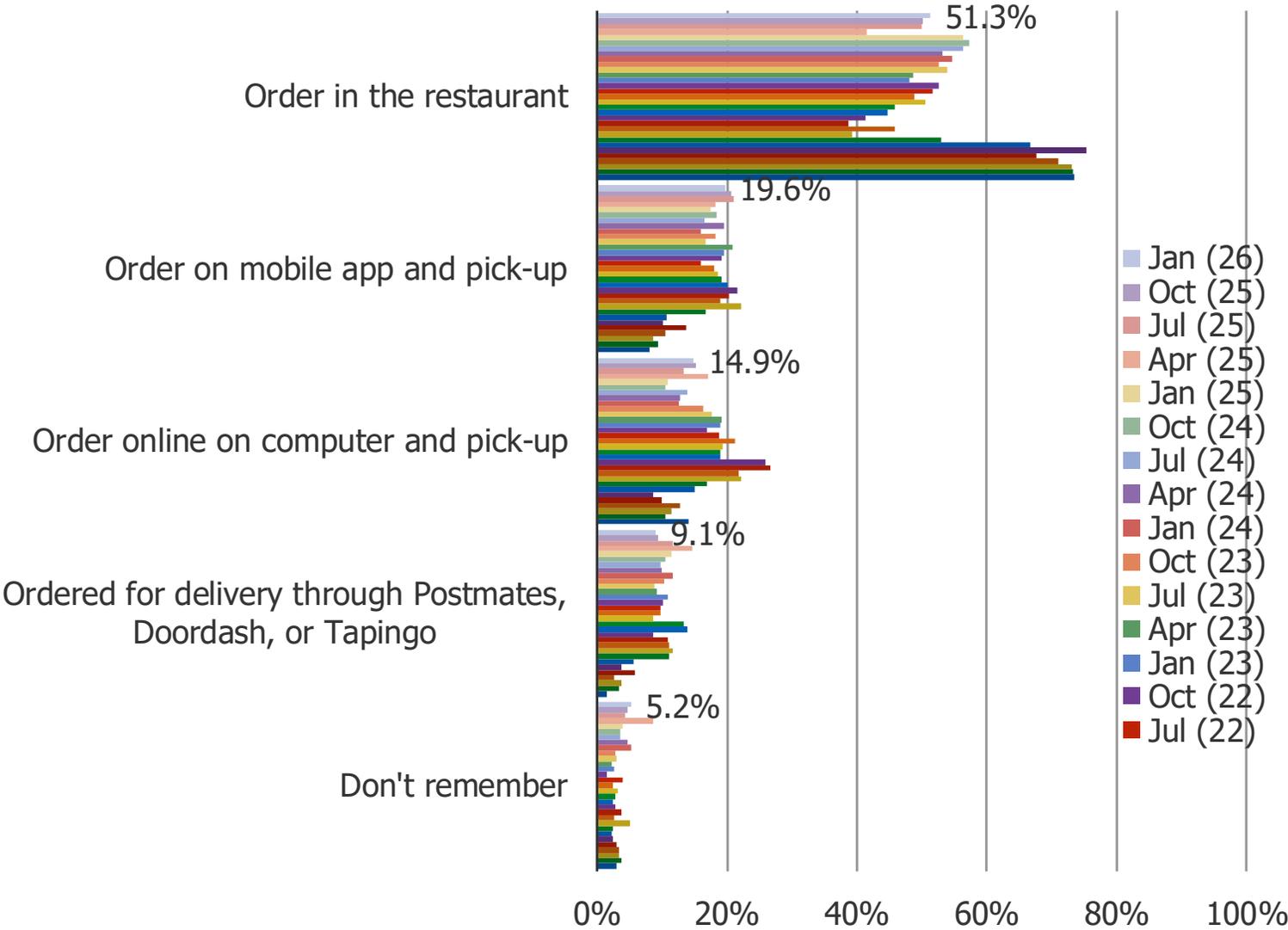
Posed to Chipotle customers that visited in the past year.



## CHIPOTLE: ORDERING METHODS

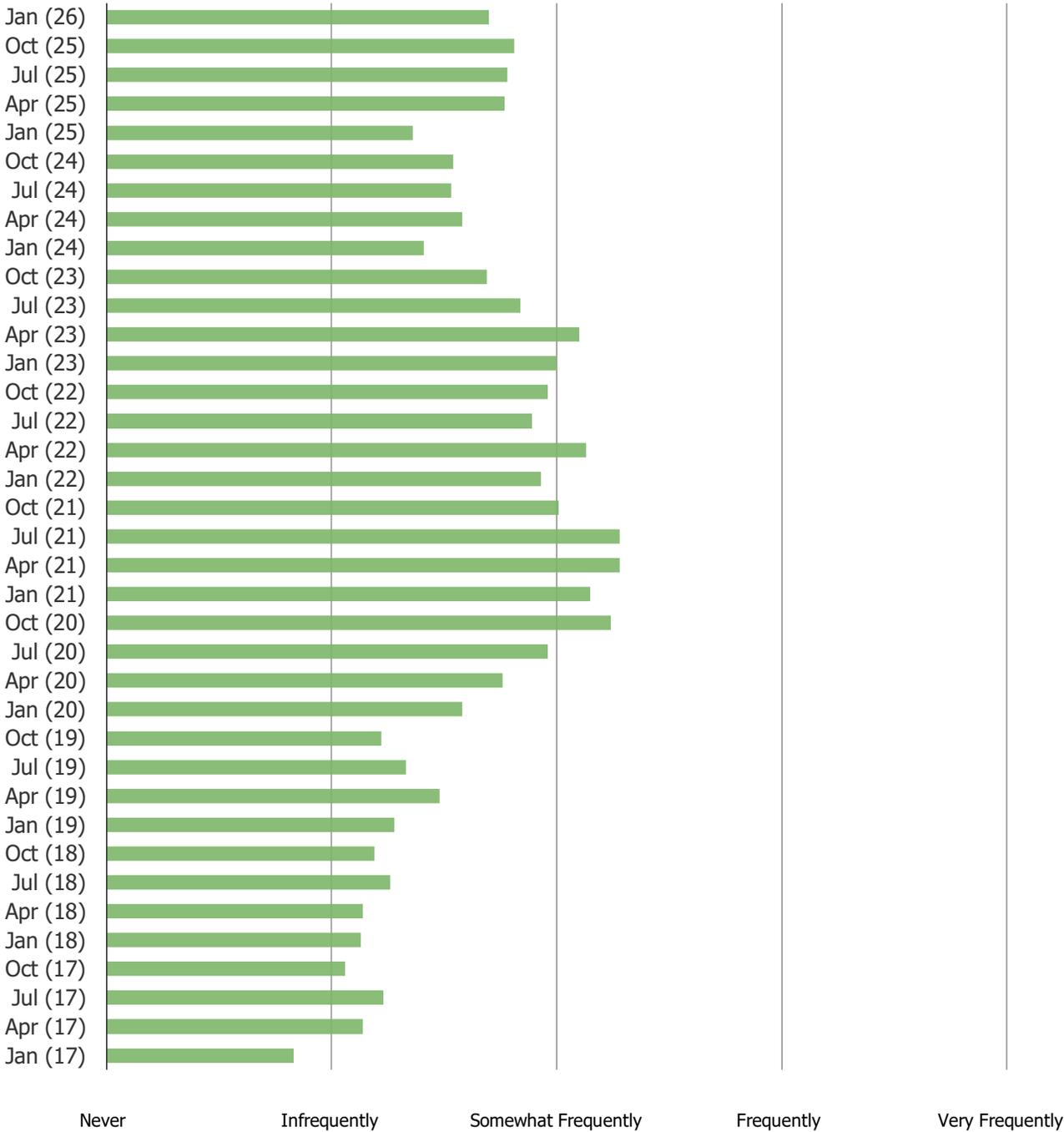
THINKING ABOUT THE LAST TIME YOU HAD CHIPOTLE, DID YOU...

Posed to Chipotle customers that visited in the past year.



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

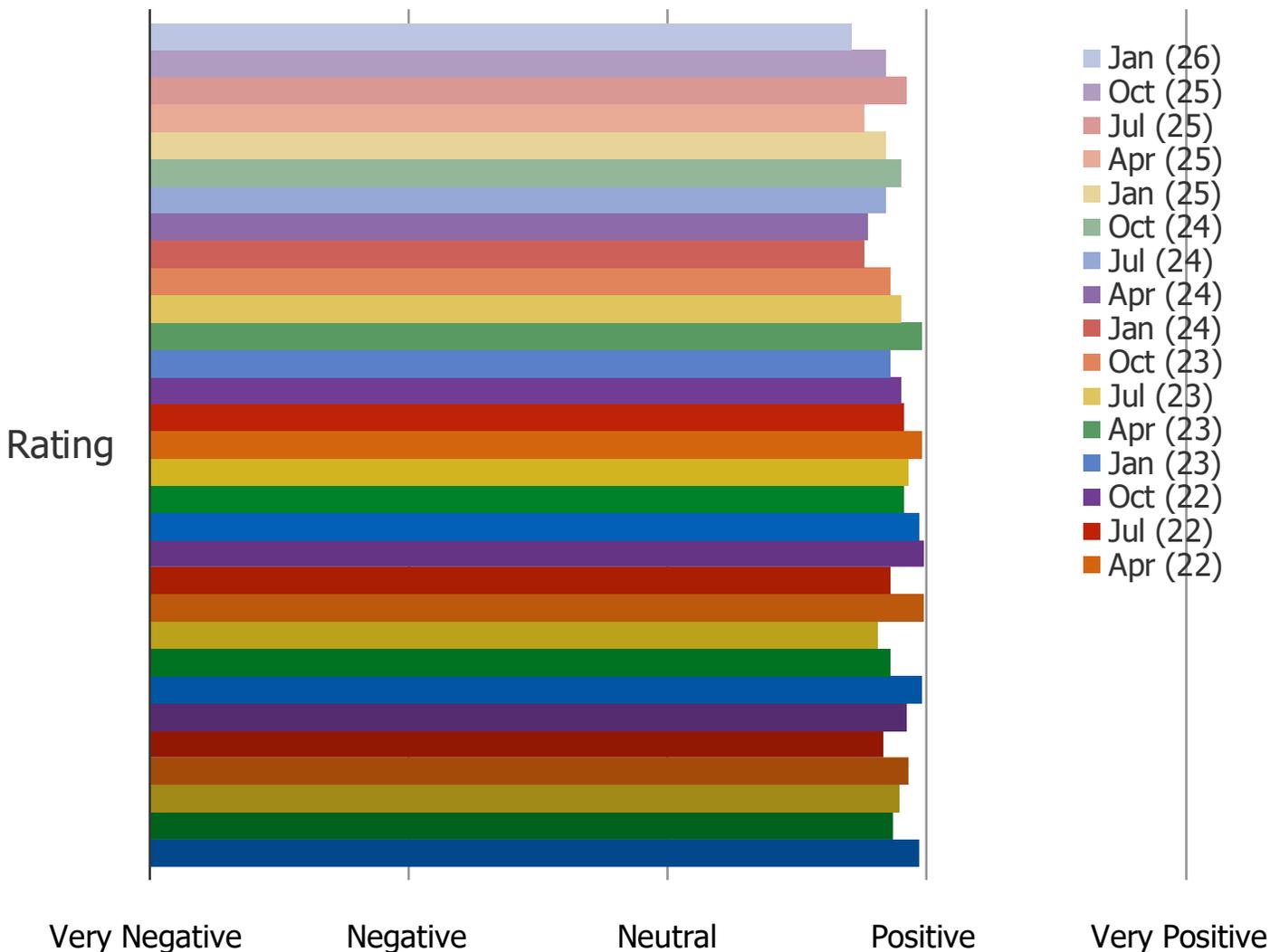
Posed to Chipotle customers that visited in the past year.



## 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.

