

## Chipotle Data Key

In 2016, management sought to understand consumers' attitudes toward Chipotle. They designed a digital survey and asked 500 people in a single city's central park to complete it using an iPad in exchange for a \$5 generic gift card. Over 350 people completed the survey. This is a key to understanding the survey results.

**Q1. What quick-service restaurant have you visited the most in the last six month? \_\_\_\_\_**

Variable name: top1

Description: Participants typed text responses; therefore, some words may be misspelled.

**Q2. How did you first hear about Chipotle? Check one or more boxes.**

- A. Word of mouth
- B. Social media
- C. Walked by
- D. Billboard

Variable names: wom, sm, walk, billboard

Description: participants could choose any of these options by checking a box, including the option to check none. A data column was created for each possible response (wom = word of mouth, sm = social media, walk = walked by), so that 1 meant the participant had checked the box and 0 meant the participant had not checked it.

**Q3. How many times have you eaten at Chipotle in the past three months? \_\_\_\_**

Variable name: patronage

Description: participants entered a number from 0 to 10.

**Q4. What is important to you when you visit a restaurant? Rate the following items as unimportant or important.**

	very unimportant	unimportant	neutral	important	very important
Convenient location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of food options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy menu options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pleasant ambience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Variable names: importantconvenience, importantvariety, importantprice, importancehealthy, importanttaste, importantambience (corresponding to the items above in order)

Description: The participants rated the response to each item and the responses were recorded in the data set using a scale from 1 = very unimportant to 5 = very important. Each item could only have 1 response. Some participants chose to skip some items ratings and the data are blank.

**Q5. How well does Chipotle perform on each of the items below? Rate Chipotle on each item as poor or good.**

	very poor	poor	neutral	good	very good
Convenient location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of food options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy menu options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleasant ambience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Variable names: chipotleconvenience, chipotlevariety, chipotleprice, importancehealthy, chipotletaste, chipotleambience (corresponding to the items above in order)

Description: The participants rated the response to each item and the responses were recorded in the data set using a scale from 1 = very poor to 5 = very good. Each item could only have 1 response. Some participants chose to skip some item ratings and the data are blank.

**Q6. What is your gender?**

- Male
- Female

Variable name: female

Description: The participants rated their own gender as male or female (note that this team did not include an “other” option). The data are recorded as 1 = female and 0 = male.

**Q7. What is your age? \_\_\_\_**

Variable name: age

Description: The participants entered a number that was verified to be between 18 and 115.

**Q8. What is your gross annual income in dollars? \_\_\_\_**

Variable name: income

Description: The participants entered a number that was verified to be between 0 and 1000000.

**Q9. Please agree or disagree with the following statements about yourself.**

	strongly disagree	disagree	neither agree or disagree	agree	strongly agree
I plan things carefully	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have trouble controlling my spending	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to buy local	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating healthy is important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Variable names: plan, spending, buylocal, healthyimportanttome (corresponding to the items above in order)

Description: The participants rated the response to each item and the responses were recorded in the data set using a scale from 1 = strongly disagree to 5 = strongly agree. Each item could only have 1 response. Some participants chose to skip some item ratings and the data are blank.