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 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	O	O	O	O	O
Variety of food options	O	O	O	O	O
Good prices	O	O	O	O	O
Healthy menu options	O	O	O	O	O
Food taste	O	O	O	O	O
Pleasant ambience	O	O	O	O	O

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	O	O	O	O	O
Variety of food options	O	O	O	O	O
Good prices	O	O	O	O	O
Healthy menu options	O	O	O	O	O
Food taste	O	O	O	O	O
Pleasant ambience	O	O	O	O	O

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?

O Male
O 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	O	O	O	O	O
I have trouble controlling my spending	O	O	O	O	O
I like to buy local	O	O	O	O	O
Eating healthy is important	O	O	O	O	O

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.