

Community Interest and Demand Survey: Chipotle

Dear Community Member, Thank you for taking the time to participate in this survey. Your input is invaluable as we seek to better understand the interests and anticipated demand within our local community. The purpose of this survey is to gather insights that will help us assess the interests and preferences of our community members. By understanding your needs and desires, we aim to tailor our offerings and initiatives to better serve you. Your responses will provide us with valuable information that will guide our decision-making process and help us prioritize initiatives that align with the interests of our community. Your participation is greatly appreciated, and your responses will remain confidential. We assure you that the information collected will be used solely for research purposes. Thank you once again for your contribution to shaping the future of our community.

1. Do you eat at the restaurant, Chipotle?

Yes

No

2. Are you a student at North Park University, North Eastern Illinois University, Von Steuben High School, or a local resident?

North Park University

North Eastern Illinois University

Von Steuben High School

I am a local resident

3. Do you live on North Park's campus or are you a commuter to North Park University?

I live on campus

I commute to North Park University

4. Are you familiar with the North Park neighborhood?

Yes

No

5. How satisfied are you with the current food selection in the North Park neighborhood?

(1 star = not satisfied) (5 stars = very satisfied)

1-★

2-★

3-★

4-★

5-★

6. How many days a week do you buy dinner?

1

2

3

4

5

6

7

7. What age group do you belong to?

Under 21

Over 21

8. How often do you travel down Foster / Kedzie?

1

2

3

4

5

6

7

9. How close do you live to North Park University?

- Less than 1 mile
- 1 mile
- 2 miles
- 3 miles
- 4 miles
- 5 miles
- More than 5 miles

10. How many days a week do you eat Chipotle?

- 1
- 2
- 3
- 4
- 5
- 6
- 7

11. Why do you eat at Chipotle?

12. Being a student at North Park, would you eat more Chipotle if it was across the street from our campus?

- Yes
- No

13. Would you eat more Chipotle if there was a restaurant on the corner of Foster and Kedzie?

- Yes
- No

14. How likely are you to stop at Chipotle for lunch or dinner unplanned?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

15. How many people come with you to eat at Chipotle?

16. When you eat at Chipotle, do you eat in store or take your food home?

I eat my food inside the store

I take my food home

I eat half of my food in restaurant and other half at home

17. Would you agree that Chipotle is one of your favorite restaurants?

(1 star = least favorite) (5 stars = favorite)

- 1-★
- 2-★
- 3-★
- 4-★
- 5-★