



Help Us Choose!!!

A survey direct to Mucho Taco's Loyal Customers

Sample
Only



Crafted Data
Insights



Executive Summary

- The survey had a VERY strong response rate, over twice that of a survey conducted in May with the same methodology. Beyond the information gathered, the participatory nature of the survey is a valuable customer engagement tool.
- Tacos El Pastor was the most popular dish, cited as the most “craveable”, “likely to order” and “worth a special trip”.
- Chile Rellenos were chosen as the most “new & innovative”.
- The Ceviche and Poblanos Mushroom Tacos ranked consistently lower on almost all measures of the survey. Whether it was the recipes themselves, or expectations of customers, the taco dishes clearly were preferred.
- There were no real differences in the answers by gender.
- Results across age group different only slightly. Tacos El Pastor was very popular across all age groups. Tacos Carnitas was popular across all ages except 55+. Ceviche ranked well with those 55+ but poorly across all other age brackets.

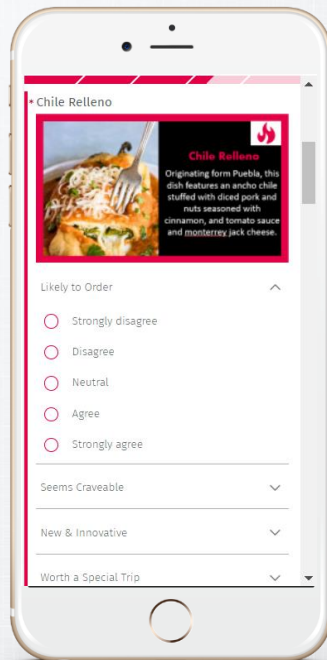
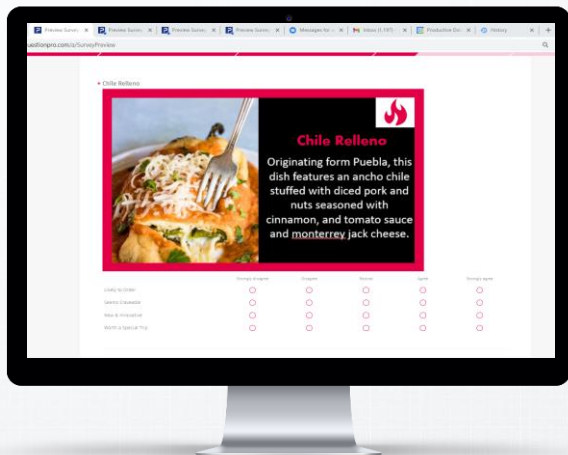
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*Engaging the Mucho
Taco customers on
new menu items.*



Study Methodology

Consumer Based Study



A market research study was fielded from September 17 through September 19 to Mucho Taco’s customers who have opted in to receiving email marketing material. Respondents were asked questions about 6 food items that could potentially be added to the menu.

As the respondents have all opted into email marketing, it is biased towards loyal and more frequent Mucho Taco customers. It does not well represent diners who are unfamiliar with Mucho Taco and its offerings.

Emails sent	16,964
Open Rate	23.5%
Clicks to Survey	1312
Surveys Completed	891 (5.3%)
Average Time Spent	4 minutes



Please rank (1-6) which item you would be MOST likely to order:

Tacos El Pastor was the clear winner, with the a strong average ranking across all age groups. Chiles Rellenos also ranked well, except with the oldest respondents. The Mexican Ceviche had the lowest average scores across ages. These results were consistent across gender.

Average Rank by Age (Lower is Better)

	Overall	18-34	35-44	45-54	55-64	Above 64
Tacos El Pastor	2.6	2.9	2.8	2.7	2.3	2.5
Chiles Rellenos	2.8	2.8	2.8	2.7	3.0	3.0
Pork Carnitas	3.1	3.0	3.0	3.0	3.2	3.2
Vegan Stuffed Poblanos	3.1	3.1	3.1	3.1	3.2	3.3
Poblano Mushroom Tamales	3.3	3.2	3.3	3.5	3.3	3.1
Mexican Ceviche	3.5	4.3	3.3	3.2	3.2	3.1

Average Rank by Gender

	Overall	Female	Male
Tacos El Pastor	2.6	2.7	2.6
Chiles Rellenos	2.8	2.9	2.7
Pork Carnitas	3.1	2.9	3.2
Vegan Stuffed Poblanos	3.1	3.1	3.1
Poblano Mushroom Tamales	3.3	3.3	3.3
Mexican Ceviche	3.5	3.1	4.0



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