



Restaurant Market Potential

Navajo

Prepared by Esri

Demographic Summary		2022	2027
Population		160,828	158,223
Population 18+		114,115	112,304
Households		48,504	48,078
Median Household Income		\$32,761	\$36,348
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	71,422	62.6%	93
Went to family restaurant/steak house 4+ times/month last 30 days	21,265	18.6%	90
Spent at family restaurant/steak house last 30 days: \$1-30	8,091	7.1%	103
Spent at family restaurant/steak house 30 days: \$31-50	9,564	8.4%	99
Spent at family restaurant/steak house last 30 days: \$51-100	16,495	14.5%	102
Spent at family restaurant/steak house last 30 days: \$101-200	7,459	6.5%	76
Spent at family restaurant/steak house last 30 days: \$201+	3,771	3.3%	84
Spent at fine dining last 30 days: \$1-100	2,883	2.5%	84
Spent at fine dining last 30 days: \$101+	2,004	1.8%	47
Went to family restaurant last 6 months: for breakfast	9,874	8.7%	86
Went to family restaurant last 6 months: for lunch	17,592	15.4%	96
Went to family restaurant last 6 months: for dinner	43,901	38.5%	91
Went to family restaurant last 6 months: for snack	1,541	1.4%	88
Went to family restaurant last 6 months: on weekday	28,889	25.3%	90
Went to family restaurant last 6 months: on weekend	37,270	32.7%	90
Went to family restaurant last 6 months: Applebee's	12,726	11.2%	77
Went to family restaurant last 6 months: Bob Evans	2,325	2.0%	81
Went to family restaurant last 6 months: Buffalo Wild Wings	9,007	7.9%	91
Went to family restaurant last 6 months: California Pizza Kitchen	899	0.8%	44
Went to family restaurant last 6 months: Carrabba's	2,576	2.3%	113
Went to family restaurant last 6 months: The Cheesecake Factory	6,281	5.5%	90
Went to family restaurant last 6 months: Chili's Grill & Bar	12,906	11.3%	119
Went to family restaurant last 6 months: Cracker Barrel	16,016	14.0%	140
Went to family restaurant last 6 months: Denny's	7,471	6.5%	100
Went to family restaurant last 6 months: Golden Corral	7,980	7.0%	168
Went to family restaurant last 6 months: IHOP	10,284	9.0%	122
Went to family restaurant last 6 months: Logan's Roadhouse	4,609	4.0%	178
Went to family restaurant last 6 months: LongHorn Steakhouse	6,965	6.1%	115
Went to family restaurant last 6 months: Olive Garden	14,596	12.8%	90
Went to family restaurant last 6 months: Outback Steakhouse	7,212	6.3%	88
Went to family restaurant last 6 months: Red Lobster	9,293	8.1%	113
Went to family restaurant last 6 months: Red Robin	4,270	3.7%	62
Went to family restaurant last 6 months: Ruby Tuesday	3,578	3.1%	112
Went to family restaurant last 6 months: Texas Roadhouse	11,008	9.6%	92
Went to family restaurant last 6 months: T.G.I. Friday's	2,900	2.5%	85
Went to family restaurant last 6 months: Waffle House	8,310	7.3%	152
Went to family restaurant last 6 months: fast food/drive-in	101,567	89.0%	98
Went to fast food/drive-in restaurant 9+ times/month	46,913	41.1%	109
Spent at fast food restaurant last 30 days: <\$1-10	3,684	3.2%	79
Spent at fast food restaurant last 30 days: \$11-\$20	8,430	7.4%	87
Spent at fast food restaurant last 30 days: \$21-\$40	18,079	15.8%	97
Spent at fast food restaurant last 30 days: \$41-\$50	9,489	8.3%	95
Spent at fast food restaurant last 30 days: \$51-\$100	23,554	20.6%	106
Spent at fast food restaurant last 30 days: \$101-\$200	13,280	11.6%	104
Spent at fast food restaurant last 30 days: \$201+	5,544	4.9%	110
Ordered eat-in fast food in the last 6 months	23,907	20.9%	92

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

February 20, 2023

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	23,907	20.9%	92
Went to fast food restaurant in the last 6 months: home delivery	9,187	8.1%	69
Went to fast food restaurant in the last 6 months: take-out/drive-thru	65,797	57.7%	103
Went to fast food restaurant in the last 6 months: take-out/walk-in	20,049	17.6%	82
Went to fast food restaurant in the last 6 months: breakfast	40,002	35.1%	103
Went to fast food restaurant in the last 6 months: lunch	56,416	49.4%	96
Went to fast food restaurant in the last 6 months: dinner	55,555	48.7%	96
Went to fast food restaurant in the last 6 months: snack	12,278	10.8%	87
Went to fast food restaurant in the last 6 months: weekday	68,517	60.0%	98
Went to fast food restaurant in the last 6 months: weekend	53,994	47.3%	95
Went to fast food restaurant in the last 6 months: A & W	2,252	2.0%	101
Went to fast food restaurant in the last 6 months: Arby's	19,340	16.9%	99
Went to fast food restaurant in the last 6 months: Baskin-Robbins	3,062	2.7%	82
Went to fast food restaurant in the last 6 months: Boston Market	1,389	1.2%	59
Went to fast food restaurant in the last 6 months: Burger King	34,789	30.5%	108
Went to fast food restaurant in the last 6 months: Captain D's	9,093	8.0%	267
Went to fast food restaurant in the last 6 months: Carl's Jr.	5,655	5.0%	95
Went to fast food restaurant in the last 6 months: Checkers	4,025	3.5%	133
Went to fast food restaurant in the last 6 months: Chick-fil-A	36,453	31.9%	106
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	8,850	7.8%	54
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	2,266	2.0%	139
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	8,342	7.3%	229
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	2,511	2.2%	84
Went to fast food restaurant in the last 6 months: Dairy Queen	18,569	16.3%	111
Went to fast food restaurant in the last 6 months: Del Taco	2,873	2.5%	75
Went to fast food restaurant in the last 6 months: Domino's Pizza	17,641	15.5%	104
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	9,365	8.2%	58
Went to fast food restaurant in the last 6 months: Five Guys	6,419	5.6%	60
Went to fast food restaurant in the last 6 months: Hardee's	10,808	9.5%	179
Went to fast food restaurant in the last 6 months: Jack in the Box	7,859	6.9%	90
Went to fast food restaurant in the last 6 months: Jersey Mike's	4,572	4.0%	73
Went to fast food restaurant in the last 6 months: Jimmy John's	3,679	3.2%	59
Went to fast food restaurant in the last 6 months: KFC	26,971	23.6%	130
Went to fast food restaurant in the last 6 months: Krispy Kreme	9,548	8.4%	129
Went to fast food restaurant in the last 6 months: Little Caesars	21,980	19.3%	162
Went to fast food restaurant in the last 6 months: Long John Silver's	4,637	4.1%	159
Went to fast food restaurant in the last 6 months: McDonald's	61,176	53.6%	103
Went to fast food restaurant in the last 6 months: Panda Express	11,926	10.5%	91
Went to fast food restaurant in the last 6 months: Panera Bread	9,103	8.0%	64
Went to fast food restaurant in the last 6 months: Papa John's	10,555	9.2%	116
Went to fast food restaurant in the last 6 months: Papa Murphy's	3,056	2.7%	70
Went to fast food restaurant in the last 6 months: Pizza Hut	19,626	17.2%	135
Went to fast food restaurant in the last 6 months: Popeyes Chicken	14,612	12.8%	103
Went to fast food restaurant in the last 6 months: Sonic Drive-In	24,297	21.3%	179
Went to fast food restaurant in the last 6 months: Starbucks	13,244	11.6%	60
Went to fast food restaurant in the last 6 months: Steak 'n Shake	5,244	4.6%	119
Went to fast food restaurant in the last 6 months: Subway	25,134	22.0%	105
Went to fast food restaurant in the last 6 months: Taco Bell	34,548	30.3%	108
Went to fast food restaurant in the last 6 months: Wendy's	27,265	23.9%	92
Went to fast food restaurant in the last 6 months: Whataburger	11,948	10.5%	191
Went to fast food restaurant in the last 6 months: White Castle	1,712	1.5%	58
Went to fast food restaurant in the last 6 months: Wing-Stop	5,611	4.9%	158
Went to fine dining restaurant last month	5,559	4.9%	61
Went to fine dining restaurant 2+ times last month	2,503	2.2%	58

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