



Retail 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
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	58,257	51.1%	93
Bought any women's clothing in last 12 months	53,934	47.3%	97
Bought any shoes in last 12 months	78,159	68.5%	95
Bought any fine jewelry in last 12 months	21,526	18.9%	98
Bought a watch in last 12 months	17,206	15.1%	106
Automobiles (Households)			
HH owns/leases any vehicle	41,980	86.5%	97
HH bought/leased new vehicle last 12 months	3,330	6.9%	71
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	98,784	86.6%	98
Bought/changed motor oil in last 12 months	58,752	51.5%	108
Had tune-up in last 12 months	26,574	23.3%	95
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	54,928	48.1%	122
Drank beer/ale in last 6 months	39,201	34.4%	84
Cameras (Adults)			
Own digital point & shoot camera/camcorder	6,760	5.9%	61
Own digital SLR camera/camcorder	8,227	7.2%	74
Printed digital photos in last 12 months	23,773	20.8%	82
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	42,703	37.4%	115
Have a smartphone	103,087	90.3%	98
Have a smartphone: Android phone (any brand)	56,580	49.6%	124
Have a smartphone: Apple iPhone	46,394	40.7%	77
Number of cell phones in household: 1	15,072	31.1%	101
Number of cell phones in household: 2	16,400	33.8%	88
Number of cell phones in household: 3+	15,930	32.8%	113
HH has cell phone only (no landline telephone)	33,493	69.1%	103
Computers (Households)			
HH owns a computer	34,433	71.0%	87
HH owns desktop computer	14,429	29.7%	79
HH owns laptop/notebook	27,345	56.4%	86
HH owns any Apple/Mac brand computer	6,538	13.5%	60
HH owns any PC/non-Apple brand computer	30,205	62.3%	94
HH purchased most recent computer in a store	15,012	31.0%	84
HH purchased most recent computer online	8,601	17.7%	79
HH spent \$1-\$499 on most recent home computer	7,253	15.0%	96
HH spent \$500-\$999 on most recent home computer	6,900	14.2%	75
HH spent \$1,000-\$1,499 on most recent home computer	4,396	9.1%	76
HH spent \$1,500-\$1,999 on most recent home computer	1,415	2.9%	56
HH spent \$2,000+ on most recent home computer	1,621	3.3%	71

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	74,195	65.0%	104
Bought brewed coffee at convenience store in last 30 days	12,567	11.0%	89
Bought cigarettes at convenience store in last 30 days	12,344	10.8%	151
Bought gas at convenience store in last 30 days	49,794	43.6%	116
Spent at convenience store in last 30 days: \$1-19	6,741	5.9%	78
Spent at convenience store in last 30 days: \$20-\$39	11,209	9.8%	96
Spent at convenience store in last 30 days: \$40-\$50	10,698	9.4%	110
Spent at convenience store in last 30 days: \$51-\$99	7,830	6.9%	114
Spent at convenience store in last 30 days: \$100+	28,961	25.4%	124
Entertainment (Adults)			
Attended a movie in last 6 months	46,204	40.5%	84
Went to live theater in last 12 months	6,797	6.0%	59
Went to a bar/night club in last 12 months	11,109	9.7%	57
Dined out in last 12 months	46,977	41.2%	81
Gambled at a casino in last 12 months	11,124	9.7%	85
Visited a theme park in last 12 months	14,680	12.9%	90
Viewed movie (video-on-demand) in last 30 days	9,312	8.2%	63
Viewed TV show (video-on-demand) in last 30 days	6,158	5.4%	64
Watched any pay-per-view TV in last 12 months	5,002	4.4%	68
Downloaded a movie over the Internet in last 30 days	6,513	5.7%	75
Downloaded any individual song in last 6 months	22,812	20.0%	102
Used internet to watch a movie online in the last 30 days	32,995	28.9%	85
Used internet to watch a TV program online in last 30 days	18,183	15.9%	73
Played a video/electronic game (console) in last 12 months	14,358	12.6%	107
Played a video/electronic game (portable) in last 12 months	7,229	6.3%	106
Financial (Adults)			
Have home mortgage (1st)	30,361	26.6%	74
Used ATM/cash machine in last 12 months	63,729	55.8%	93
Own any stock	6,744	5.9%	49
Own U.S. savings bond	3,580	3.1%	51
Own shares in mutual fund (stock)	4,370	3.8%	34
Own shares in mutual fund (bonds)	3,746	3.3%	47
Have interest checking account	27,371	24.0%	68
Have non-interest checking account	40,703	35.7%	101
Have savings account	61,180	53.6%	78
Have 401K retirement savings plan	17,202	15.1%	69
Own/used any credit/debit card in last 12 months	94,432	82.8%	93
Avg monthly credit card expenditures: \$1-110	13,769	12.1%	101
Avg monthly credit card expenditures: \$111-\$225	8,886	7.8%	99
Avg monthly credit card expenditures: \$226-\$450	7,849	6.9%	78
Avg monthly credit card expenditures: \$451-\$700	8,109	7.1%	88
Avg monthly credit card expenditures: \$701-\$1,000	5,393	4.7%	63
Avg monthly credit card expenditures: \$1001-2000	6,106	5.4%	54
Avg monthly credit card expenditures: \$2001+	4,783	4.2%	47
Did banking online in last 12 months	47,909	42.0%	79
Did banking on mobile device in last 12 months	38,369	33.6%	80

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used bread in last 6 months	46,211	95.3%	101
HH used chicken (fresh or frozen) in last 6 months	32,208	66.4%	97
HH used turkey (fresh or frozen) in last 6 months	5,831	12.0%	83
HH used fish/seafood (fresh or frozen) in last 6 months	27,939	57.6%	99
HH used fresh fruit/vegetables in last 6 months	39,549	81.5%	93
HH used fresh milk in last 6 months	40,378	83.2%	100
HH used organic food in last 6 months	9,017	18.6%	74
Health (Adults)			
Exercise at home 2+ times per week	37,312	32.7%	81
Exercise at club 2+ times per week	8,565	7.5%	55
Visited a doctor in last 12 months	81,132	71.1%	90
Used vitamin/dietary supplement in last 6 months	65,673	57.5%	95
Home (Households)			
HH did any home improvement in last 12 months	14,212	29.3%	86
HH used any maid/professional cleaning service in last 12 months	6,451	13.3%	65
HH purchased low ticket HH furnishings in last 12 months	9,115	18.8%	87
HH purchased big ticket HH furnishings in last 12 months	10,597	21.8%	84
HH bought any small kitchen appliance in last 12 months	12,508	25.8%	101
HH bought any large kitchen appliance in last 12 months	7,042	14.5%	93
Insurance (Adults/Households)			
Currently carry life insurance	49,637	43.5%	90
Carry medical/hospital/accident insurance	82,743	72.5%	89
Carry homeowner/personal property insurance	53,724	47.1%	83
Carry renter's insurance	9,680	8.5%	80
HH has auto insurance: 1 vehicle in household covered	14,054	29.0%	98
HH has auto insurance: 2 vehicles in household covered	13,952	28.8%	93
HH has auto insurance: 3+ vehicles in household covered	11,825	24.4%	98
Pets (Households)			
Household owns any pet	26,055	53.7%	102
Household owns any cat	11,018	22.7%	99
Household owns any dog	21,596	44.5%	112
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	45,128	39.5%	112
Buy based on quality not price	19,993	17.5%	102
Buy on credit rather than wait	15,751	13.8%	105
Only use coupons brands: usually buy	19,108	16.7%	123
Will pay more for environmentally safe products	14,837	13.0%	95
Buy based on price not brands	33,980	29.8%	104
Am interested in how to help the environment	23,605	20.7%	101
Reading (Adults)			
Bought digital book in last 12 months	13,330	11.7%	67
Bought hardcover book in last 12 months	18,990	16.6%	68
Bought paperback book in last 12 month	27,154	23.8%	76
Read any daily newspaper (paper version)	17,308	15.2%	98
Read any digital newspaper in last 30 days	44,399	38.9%	78
Read any magazine (paper/electronic version) in last 6 months	95,284	83.5%	94

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	71,422	62.6%	93
Went to family restaurant/steak house: 4+ times a month	21,265	18.6%	90
Went to fast food/drive-in restaurant in last 6 months	101,567	89.0%	98
Went to fast food/drive-in restaurant 9+ times/month	46,913	41.1%	109
Fast food restaurant last 6 months: eat in	23,907	20.9%	92
Fast food restaurant last 6 months: home delivery	9,187	8.1%	69
Fast food restaurant last 6 months: take-out/drive-thru	65,797	57.7%	103
Fast food restaurant last 6 months: take-out/walk-in	20,049	17.6%	82
Television & Electronics (Adults/Households)			
Own any tablet	55,562	48.7%	87
Own any e-reader	8,079	7.1%	58
Own e-reader/tablet: iPad	28,839	25.3%	73
HH has Internet connectable TV	19,118	39.4%	92
Own any portable MP3 player	12,003	10.5%	77
HH owns 1 TV	8,963	18.5%	94
HH owns 2 TVs	11,811	24.4%	89
HH owns 3 TVs	11,088	22.9%	103
HH owns 4+ TVs	10,034	20.7%	100
HH subscribes to cable TV	13,044	26.9%	72
HH subscribes to fiber optic	1,415	2.9%	54
HH owns portable GPS navigation device	8,842	18.2%	89
HH purchased video game system in last 12 months	3,139	6.5%	84
HH owns any Internet video device for TV	19,326	39.8%	88
Travel (Adults)			
Took domestic trip in continental US last 12 months	46,316	40.6%	76
Took 3+ domestic non-business trips in last 12 months	8,548	7.5%	59
Spent on domestic vacations in last 12 months: \$1-999	9,802	8.6%	69
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6,375	5.6%	90
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,663	2.3%	62
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	3,533	3.1%	82
Spent on domestic vacations in last 12 months: \$3,000+	3,715	3.3%	51
Domestic travel in last 12 months: used general travel website	3,269	2.9%	48
Took foreign trip (including Alaska and Hawaii) in last 3 years	25,226	22.1%	66
Took 3+ foreign trips by plane in last 3 years	3,994	3.5%	44
Spent on foreign vacations in last 12 months: \$1-999	4,716	4.1%	57
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,594	4.0%	104
Spent on foreign vacations in last 12 months: \$3,000+	4,242	3.7%	62
Foreign travel in last 3 years: used general travel website	3,310	2.9%	44
Nights spent in hotel/motel in last 12 months: any	42,321	37.1%	82
Took cruise of more than one day in last 3 years	9,963	8.7%	81
Member of any frequent flyer program	13,206	11.6%	47
Member of any hotel rewards program	20,698	18.1%	70

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