



DANBURY FAIR
DANBURY, CT

MARKET PROFILE 2020

MAJOR RETAILERS Anthropologie, Apple, Arhaus, Banana Republic, Brooks Brothers, Dick's Sporting Goods, Disney Store, Free People, H&M, JCPenney, Lord & Taylor, L.L. Bean, LEGO, lululemon, Macy's, Microsoft, Michael Kors, Primark, Ulta, Williams-Sonoma

RESTAURANTS & ENTERTAINMENT Brio Tuscan Grille, Chipotle, Shake Shack, The Cheesecake Factory

FOOD COURT 10 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,271,000 | **BUILT / RENOVATED** 1986 / 2007 / 2018

FOR MORE INFORMATION 203-830-4380 | Macerich.com






DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		BRIDGEPORT-STAMFORD-NORWALK, CT [MSA]	
2019 Total Population		267,407		629,481		957,170	
2024 Total Population		270,874		633,727		980,032	
2019-2024 Population Growth		1.3%		0.7%		2.4%	
HOUSEHOLDS							
2019 Total Households		95,525		224,438		345,788	
2024 Total Households		96,564		225,526		352,915	
2019-2024 Household Growth		1.1%		0.5%		2.1%	
INCOME							
Average Household Income		\$129,109		\$144,214		\$142,164	
Median Household Income		\$95,262		\$104,234		\$92,568	
Per Capita Income		\$46,184		\$51,509		\$51,428	
HOUSEHOLD INCOME RANGES							
\$50,000 +		71,370	74.7%	173,275	77.2%	245,183	70.9%
\$75,000 +		57,704	60.4%	144,026	64.2%	199,068	57.6%
\$100,000 +		45,964	48.1%	117,793	52.5%	164,176	47.5%
\$150,000 +		26,484	27.7%	73,303	32.7%	106,047	30.7%
AGE							
Median Age		42.4		44.4		40.7	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		81,898	43.4%	210,009	46.9%	308,701	47.0%
White Collar		93,674	64.8%	230,173	68.5%	325,747	66.1%
RACE / ETHNICITY							
White		214,736	80.3%	530,313	84.2%	675,001	70.5%
Black		11,617	4.3%	24,709	3.9%	113,617	11.9%
American Indian		763	0.3%	1,536	0.2%	2,759	0.3%
Asian		13,671	5.1%	27,993	4.4%	55,284	5.8%
Pacific Islander		109	0.0%	208	0.0%	424	0.0%
Other Race		26,512	9.9%	44,721	7.1%	110,085	11.5%
Hispanic or Latino		45,733	17.1%	82,371	13.1%	200,036	20.9%
Not Hispanic or Latino		221,675	82.9%	547,110	86.9%	757,134	79.1%
EMPLOYMENT / DAYTIME POPULATION		3 MILE		5 MILE		7 MILE	
Total Businesses		4,428		6,979		10,018	
Total Employees		45,510		71,129		96,980	
Daytime Population		70,711		114,232		161,005	

TRADE AREA MAP



LEGEND

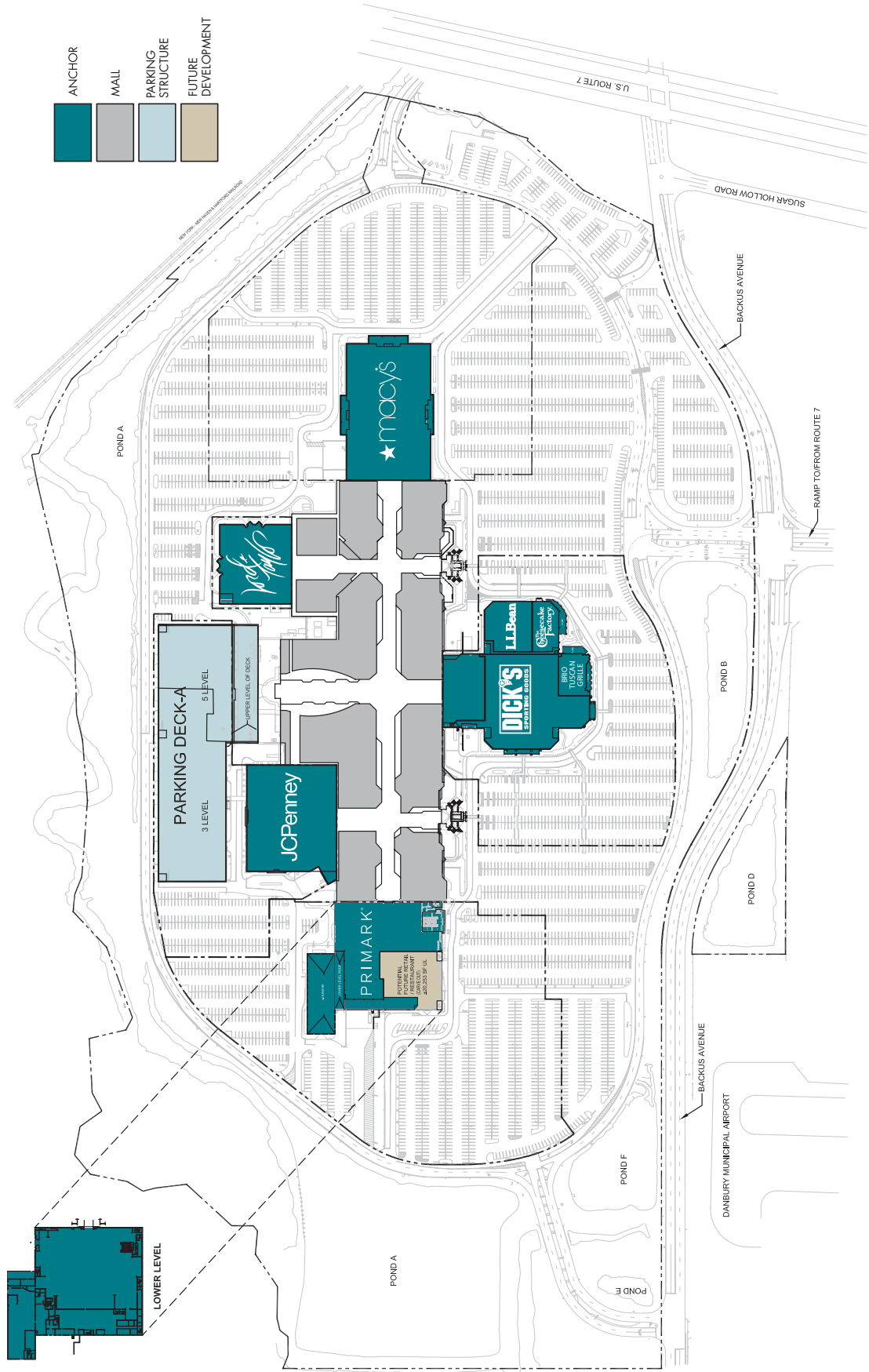
-  DANBURY FAIR
-  PRIMARY TRADE AREA
-  SECONDARY TRADE AREA
-  COMPETITIVE CENTERS
-  OTHER CENTERS



10% PCW



SITE PLAN



MARKET FACT SHEET

TRADE AREA HAS HIGHEST SPENDING POTENTIAL OF ANY U.S. METRO AREA GAFO (PLUS HEALTH/PERSONAL CARE AND FOOD SERVICE)

- DANBURY FAIR TOTAL TRADE AREA: \$29,114
- WASHINGTON-ARLINGTON-ALEXANDRIA, DC-VA-MD-WV MSA: \$26,406
- SAN FRANCISCO-OAKLAND-HAYWARD, CA MSA: \$26,514
- OXNARD-THOUSAND OAKS-VENTURA, CA MSA: \$24,154
- UNITED STATES: \$17,268

IN FAIRFIELD COUNTY, ARTS GENERATE \$130 MILLION IN ECONOMIC ACTIVITY, PROVIDE HOUSEHOLD INCOME OF \$88 MILLION AND PRODUCE \$10.5 MILLION IN REVENUE

CONNECTICUT IS A MAJOR PLAYER IN THE BIOTECHNOLOGY CORRIDOR, STRETCHING FROM NEW YORK CITY, CREATING 500,000 WHITE COLLAR JOBS IN THE STATE

HOUSEHOLDS EARNING MORE THAN \$200,000 PER YEAR REPRESENT THE SINGLE LARGEST GROUP IN FAIRFIELD COUNTY

RANKED #2 BEST CITY TO LIVE IN THE U.S. WITH A POPULATION OVER 65,000 (24/7 WALL ST)



AVERAGE VALUE OF A HOME IN TRADE AREA IS NEARLY \$500,000 VS. NATIONAL AVERAGE OF \$286,000

87% OF GREATER DANBURY HIGH SCHOOL SENIORS CONTINUE THEIR EDUCATION AT FOUR-YEAR COLLEGES

DANBURY FAIR’S METRO AREA OF NORWALK-STAMFORD-BRIDGEPORT IS RANKED #1 OUT OF ALL MEDIUM METRO AREAS FOR TELEWORKING (WORK-FROM-HOME) AT 70% OF ALL OFFICE WORKERS (BESTPLACES.NET)

CONNECTICUT IS HOME TO 200+ HEDGE FUND MANAGERS WITH OVER \$300 BILLION IN FUNDS UNDER MANAGEMENT; ONLY 2ND TO NEW YORK

DANBURY GENERATES 10% OF TOTAL RETAIL STORE SALES – MORE THAN \$5 BILLION – HIGHEST OF ANY CITY IN THE STATE

YEARLY SALES

JAN	6.9%	MAY	7.6%	SEP	7.7%
FEB	6.7%	JUN	8.7%	OCT	7.8%
MAR	7.8%	JUL	7.9%	NOV	9.1%
APR	7.6%	AUG	8.6%	DEC	13.6%



US ROUTE 7

INTERSTATE 84

LORD & TAYLOR

JCPENNEY

PRIMARK

DICK'S SPORTING GOODS

BRIO TUSCAN GRILLE

L.L. BEAN

SHAKE SHACK

MACY'S

CARTER'S/OSHKOSH

PANERA BREAD

BED BATH & BEYOND

PORSCHE
AUDI
VOLKSWAGEN

JOS A BANK

SLEEP NUMBER

DULUTH TRADING CO.

PETCO

WHOLE FOODS

NINE WEST

THE CHEESECAKE FACTORY

BARNES & NOBLE

THE CHRISTMAS TREE SHOPPE

DAVID'S BRIDAL

GAME STOP

BUFFALO WILD WINGS

COLD STONE CREAMERY

OLIVE GARDEN

RED LOBSTER

DANBURY MUNICIPAL AIRPORT

SLEEPY'S