



DANBURY FAIR
DANBURY, CT

MARKET PROFILE 2021

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

RESTAURANTS & ENTERTAINMENT Barbarie's Grill, Chipotle, LongHorn Steakhouse, Shake Shack, The Cheesecake Factory | **FOOD COURT** 10 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,226,000 | **BUILT / RENOVATED** 1986 / 2007 / 2018

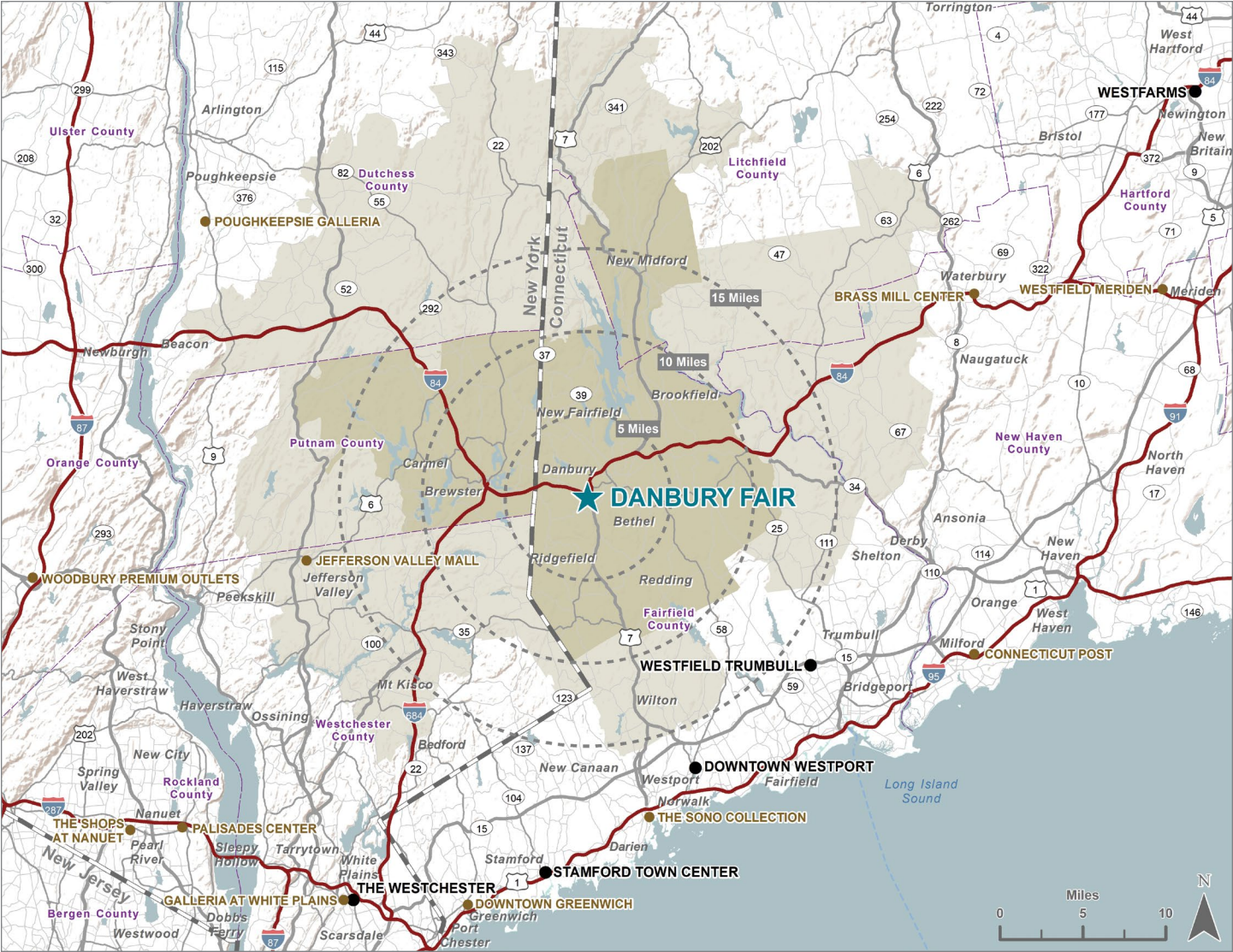
FOR MORE INFORMATION 203-830-4380 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		BRIDGEPORT-STAMFORD-NORWALK, CT [MSA]	
2020 Total Population		265,385		624,061		949,791	
2025 Total Population		266,666		622,765		966,138	
2020-2025 Population Growth		0.5%		-0.2%		1.7%	
HOUSEHOLDS							
2020 Total Households		95,517		224,539		345,103	
2025 Total Households		95,896		224,072		350,310	
2020-2025 Household Growth		0.4%		-0.2%		1.5%	
INCOME							
Average Household Income		\$130,022		\$145,517		\$144,806	
Median Household Income		\$95,516		\$105,278		\$93,447	
Per Capita Income		\$46,846		\$52,442		\$52,690	
HOUSEHOLD INCOME RANGES							
\$50,000 +		71,429	74.8%	173,505	77.3%	245,156	71.0%
\$75,000 +		57,718	60.4%	144,778	64.5%	200,423	58.1%
\$100,000 +		46,072	48.2%	118,965	53.0%	164,767	47.7%
\$150,000 +		27,232	28.5%	75,334	33.6%	112,261	32.5%
AGE							
Median Age		42.5		44.5		40.8	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		84,605	45.1%	215,030	48.3%	317,309	48.6%
White Collar		90,253	65.7%	218,558	69.4%	319,449	67.0%
RACE / ETHNICITY							
White		212,431	80.0%	524,978	84.1%	667,437	70.3%
Black		11,671	4.4%	24,701	4.0%	113,208	11.9%
American Indian		791	0.3%	1,569	0.3%	2,848	0.3%
Asian		13,613	5.1%	27,420	4.4%	55,063	5.8%
Pacific Islander		114	0.0%	214	0.0%	423	0.0%
Other Race		26,765	10.1%	45,179	7.2%	110,812	11.7%
Hispanic or Latino		46,459	17.5%	83,513	13.4%	201,258	21.2%
Not Hispanic or Latino		218,926	82.5%	540,548	86.6%	748,533	78.8%
EMPLOYMENT / DAYTIME POPULATION		3 MILE		5 MILE		7 MILE	
Total Businesses		4,244		6,709		9,625	
Total Employees		40,954		67,956		91,733	
Daytime Population		61,739		106,323		154,023	

TRADE AREA MAP



LEGEND

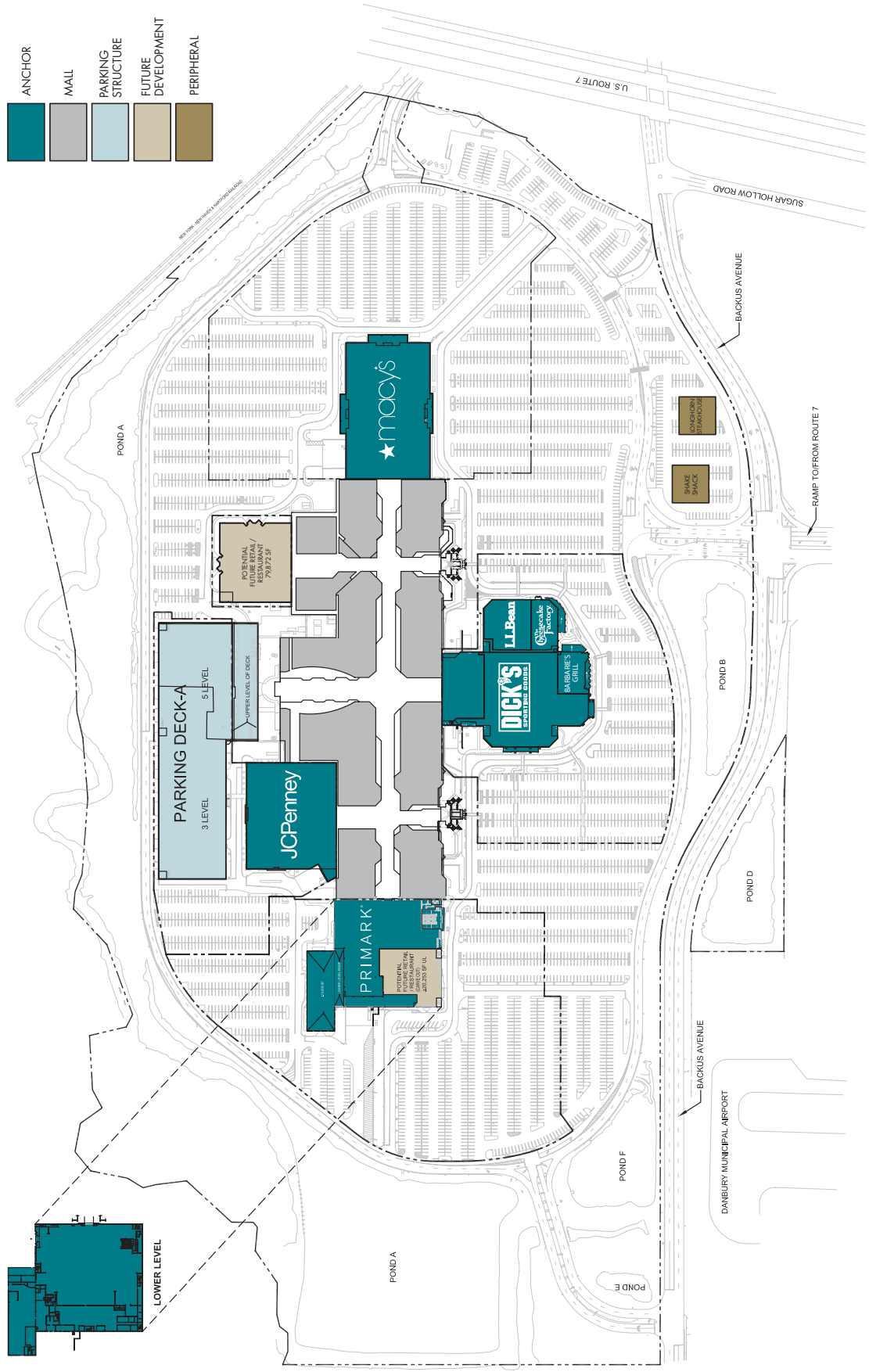
- ★ DANBURY FAIR
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



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 2020, FAIRFIELD COUNTY’S SALES OF SINGLE-FAMILY HOMES SOLD **INCREASED BY 31%**, LEADING THE STATE

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%



DANBURY FAIR

- 1 MACY'S

2 DICK'S SPORTING GOODS

3 JCPENNEY

4 PRIMARK

5 POTTERY BARN
- 6 LULULEMON

7 APPLE STORE

8 ATHLETA

9 ABERCOMBIE + FITCH

10 ANTHROPOLOGIE
- 11 URBAN OUTFITTERS

12 FREE PEOPLE

13 BROOKS BROTHERS

14 LUCKY BRAND JEANS

15 ARHAUS
- 16 ULTA

17 L.L.BEAN

18 THE CHEESECAKE FACTORY

19 SHAKE SHACK (COMING SOON)

20 LONGHORN STEAKHOUSE (COMING SOON)

