



DANBURY FAIR
DANBURY, CT

MARKET PROFILE 2022

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

RESTAURANTS & ENTERTAINMENT Barbarie's Grill, Chipotle, Golf Lounge 18, LongHorn Steakhouse, Shake Shack, The Cheesecake Factory | **FOOD COURT** 10 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,224,000 | **BUILT / RENOVATED** 1986 / 2007 / 2018

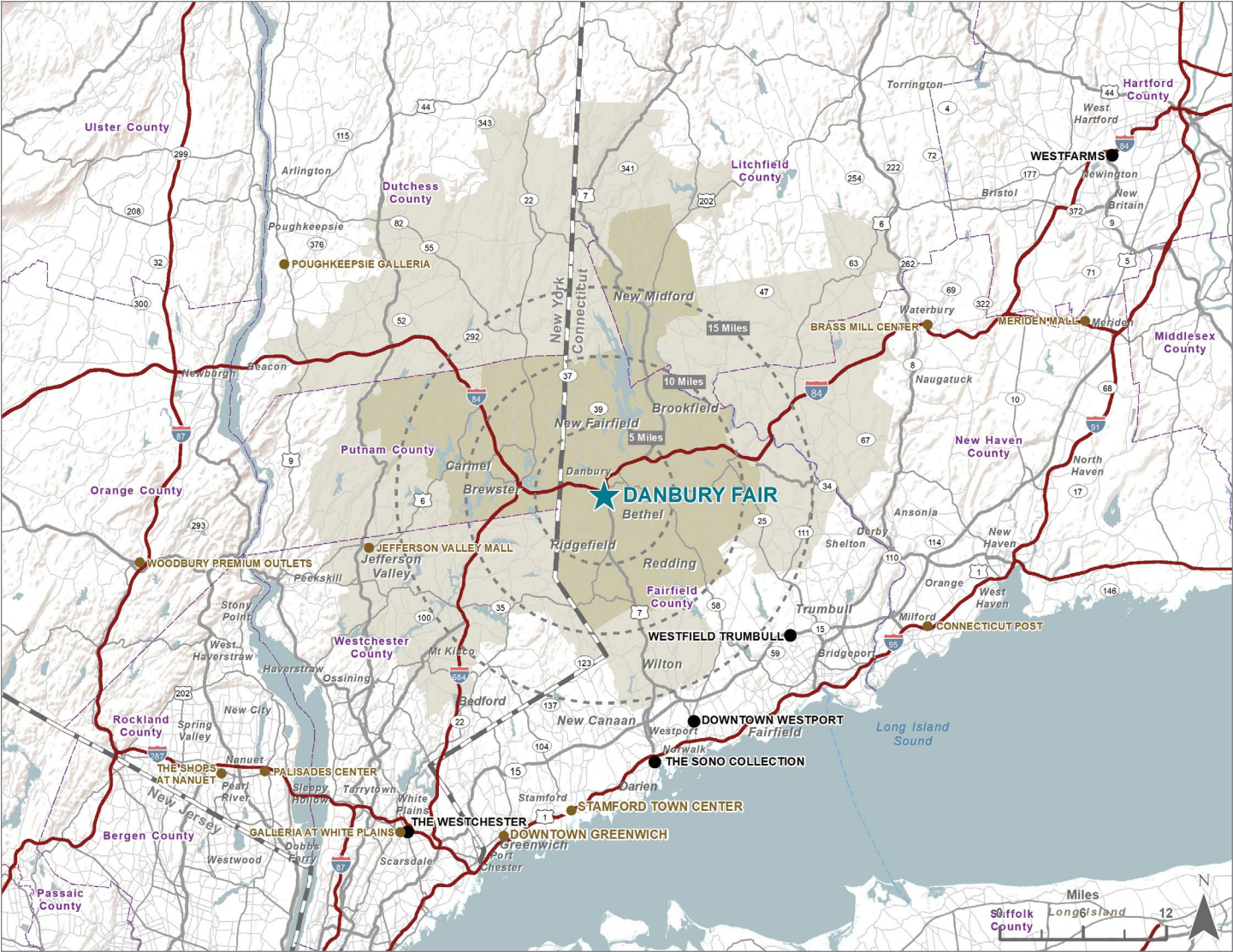
FOR MORE INFORMATION 203-830-4380 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		BRIDGEPORT-STAMFORD-NORWALK, CT [MSA]	
2021 Total Population		263,125		621,152		943,780	
2026 Total Population		264,005		618,915		959,731	
2021-2026 Population Growth		0.3%		-0.4%		1.7%	
HOUSEHOLDS							
2021 Total Households		95,015		223,913		344,480	
2026 Total Households		95,363		223,166		350,082	
2021-2026 Household Growth		0.4%		-0.3%		1.6%	
INCOME							
Average Household Income		\$134,480		\$149,227		\$149,599	
Median Household Income		\$100,263		\$108,364		\$98,218	
Per Capita Income		\$48,598		\$53,863		\$54,682	
HOUSEHOLD INCOME RANGES							
\$50,000 +		73,248	77.1%	176,292	78.7%	251,697	73.1%
\$75,000 +		59,926	63.1%	148,145	66.2%	205,704	59.7%
\$100,000 +		47,670	50.2%	122,575	54.7%	170,212	49.4%
\$150,000 +		28,200	29.7%	77,570	34.6%	116,239	33.7%
AGE							
Median Age		42.7		44.8		41.0	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		84,315	45.2%	214,315	48.2%	319,448	49.0%
White Collar		90,182	67.6%	223,507	71.4%	314,372	69.3%
RACE / ETHNICITY							
White		209,630	79.7%	520,585	83.8%	658,672	69.8%
Black		11,924	4.5%	25,286	4.1%	114,481	12.1%
American Indian		809	0.3%	1,606	0.3%	2,974	0.3%
Asian		13,660	5.2%	27,571	4.4%	55,446	5.9%
Pacific Islander		115	0.0%	222	0.0%	418	0.0%
Other Race		26,987	10.3%	45,882	7.4%	111,789	11.8%
Hispanic or Latino		47,167	17.9%	85,404	13.7%	203,734	21.6%
Not Hispanic or Latino		215,958	82.1%	535,749	86.3%	740,046	78.4%
EMPLOYMENT / DAYTIME POPULATION		3 MILE		5 MILE		7 MILE	
Total Businesses		4,189		6,626		9,458	
Total Employees		41,894		67,594		91,821	
Daytime Population		60,398		104,005		152,019	

TRADE AREA MAP



LEGEND

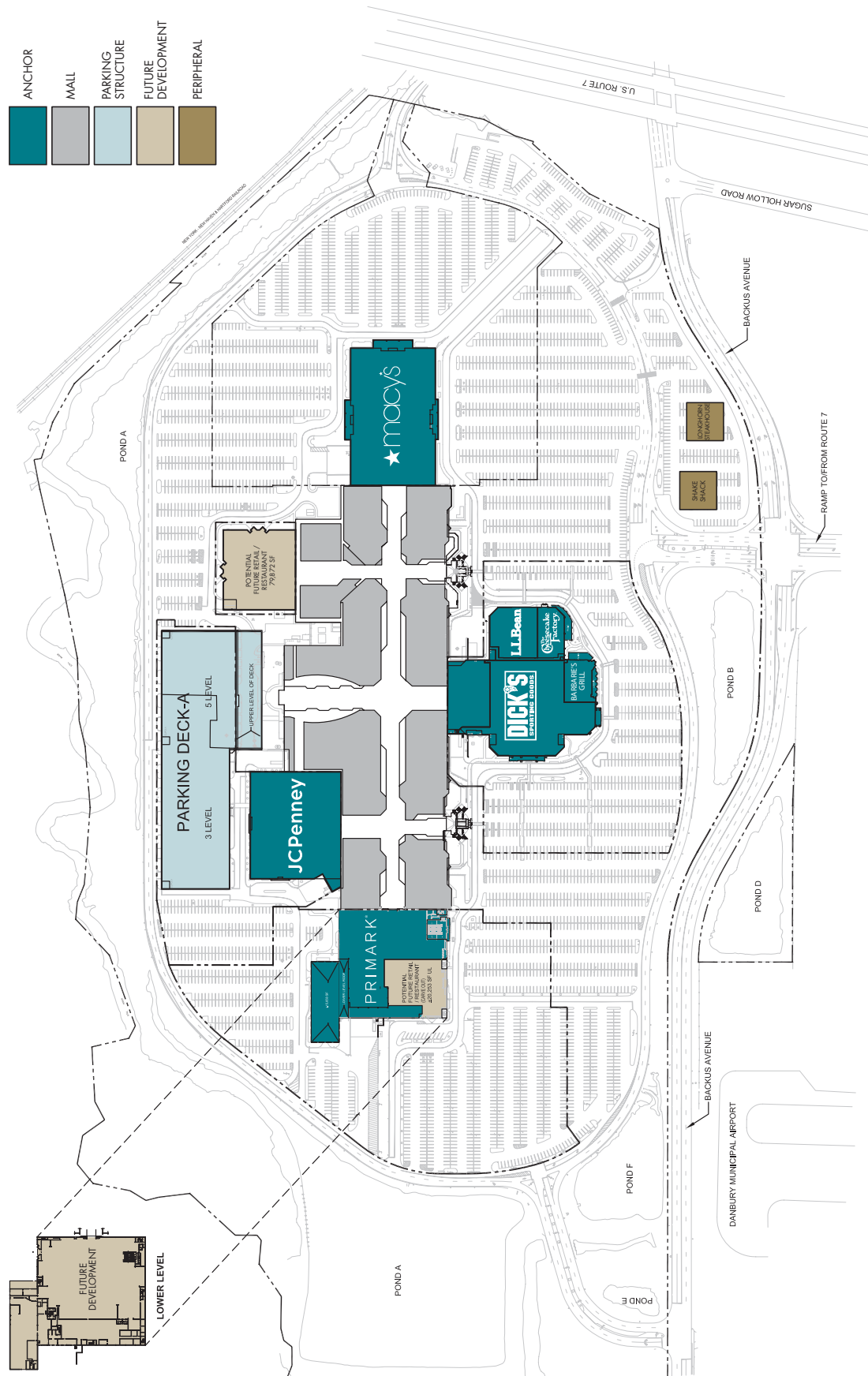
- ★ DANBURY FAIR
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



UPDATED 3/22



MARKET FACT SHEET

DANBURY IS IN THE BRIDGEPORT-STAMFORD-NORWALK MSA WHICH HAS THE **HIGHEST AVERAGE NET WORTH** IN THE U.S. (OF MARKETS WITH POPULATIONS OVER 750,000)

- BRIDGEPORT-STAMFORD-NORWALK, CT: \$1.71 MILLION
- SAN JOSE-SUNNYVALE-SANTA CLARA, CA: \$1.57 MILLION
- SAN FRANCISCO-OAKLAND-HAYWARD, CA: \$1.41 MILLION
- WASHINGTON-ARLINGTON, DC-VA-MD-WV: \$1.40 MILLION
- BOSTON-CAMBRIDGE-NEWTON, MA-NH: \$1.24 MILLION

BRIDGEPORT, STAMFORD AND NORWALK HOUSEHOLDS WITH AN **INCOME OF MORE THAN \$200,000** IS 169% OVER THE U.S. AVERAGE

6,000 NEW JOBS ARE PROJECTED IN THE NEXT 10 YEARS IN CONNECTICUT'S BIOTECH CORRIDOR THAT CURRENTLY EMPLOYS 39,000

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

FAIRFIELD COUNTY RANKS #1 AS **FASTEST GROWING COUNTY** IN STATE



MEDIAN HOME PRICE INCREASED 24% BETWEEN 2019-2021

- 2019: \$299,900
- 2020: \$323,000
- 2021: \$372,500

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 **250+ HEDGE FUND MANAGERS WITH OVER \$300 BILLION** IN FUNDS UNDER MANAGEMENT; ONLY 2ND TO NEW YORK

BRIDGEPORT, STAMFORD AND NORWALK AVERAGE **EXPENDITURE PER HOUSEHOLD** – APPAREL, COSMETICS, ENTERTAINMENT, DINING AND HOUSEHOLD FURNISHINGS – IS **57% ABOVE THE U.S. AVERAGE**

YEARLY SALES

JAN	6.5%	MAY	7.9%	SEP	8.2%
FEB	4.9%	JUN	9.1%	OCT	8.1%
MAR	7.0%	JUL	8.5%	NOV	9.8%
APR	6.9%	AUG	8.4%	DEC	14.7%



DANBURY FAIR

MAJOR RETAILERS INCLUDE:

- | | | | | |
|-----------------------|---------------------|------------------|---------------------|------------------------|
| DICK'S SPORTING GOODS | APPLE STORE | BARBARIE'S GRILL | LONGHORN STEAKHOUSE | SHAKE SHACK |
| JCPENNEY | ABERCROMBIE + FINCH | BROOKS BROTHERS | LUCKY BRAND JEANS | THE CHEESECAKE FACTORY |
| MACY'S | ANTHROPOLOGIE | FREE PEOPLE | LULULEMON | ULTA |
| PRIMARK | ATHLETA | L.L.BEAN | POTTERY BARN | URBAN OUTFITTERS |



NORTH