



DANBURY FAIR
DANBURY, CT

MARKET PROFILE 2023

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

RESTAURANTS & ENTERTAINMENT Barbarie's Grill, Chick-fil-A, Chipotle, Danbury Family Diner, Golf Lounge 18, LongHorn Steakhouse, Shake Shack, Starbucks, The Cheesecake Factory | **FOOD COURT** 10 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,275,000 | **BUILT / RENOVATED** 1986 / 2007 / 2018

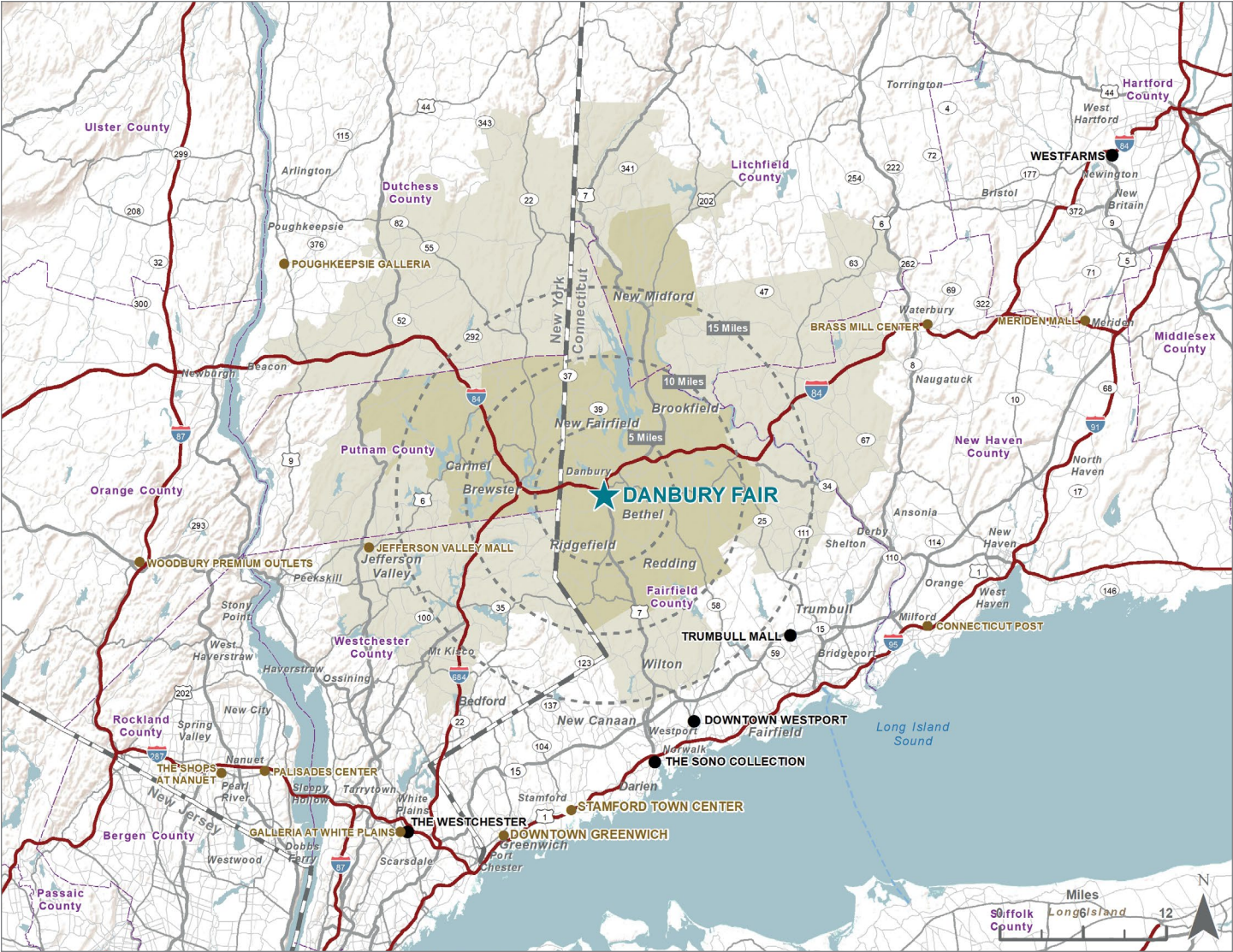
FOR MORE INFORMATION 203-830-4380 | Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		BRIDGEPORT-STAMFORD-NORWALK, CT [MSA]	
2022 Total Population	267,174		620,228		965,260	
2027 Total Population	268,052		618,739		975,723	
2022-2027 Population Growth	0.3%		-0.2%		1.1%	
HOUSEHOLDS						
2022 Total Households	98,734		229,176		357,316	
2027 Total Households	99,234		229,216		361,689	
2022-2027 Household Growth	0.5%		0.0%		1.2%	
INCOME						
Average Household Income	\$151,220		\$168,404		\$166,973	
Median Household Income	\$106,321		\$116,904		\$106,527	
Per Capita Income	\$55,920		\$62,289		\$61,887	
HOUSEHOLD INCOME RANGES						
\$50,000 +	77,770	78.8%	185,289	80.9%	268,024	75.0%
\$75,000 +	65,079	65.9%	159,108	69.4%	223,966	62.7%
\$100,000 +	53,007	53.7%	134,278	58.6%	188,696	52.8%
\$150,000 +	33,107	33.5%	88,954	38.8%	132,892	37.2%
AGE						
Median Age	42.7		44.8		41.0	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	88,724	48.2%	221,406	51.6%	337,860	52.7%
White Collar	88,554	60.8%	218,779	66.2%	326,207	64.8%
RACE/ETHNICITY						
White	182,591	68.3%	465,946	75.1%	581,910	60.3%
Black/African American	10,727	4.0%	21,549	3.5%	107,736	11.2%
American Indian	1,107	0.4%	2,064	0.3%	4,534	0.5%
Asian	12,128	4.5%	25,560	4.1%	52,369	5.4%
Pacific Islander	83	0.0%	171	0.0%	340	0.0%
Other Race	60,538	22.7%	104,938	16.9%	218,371	22.6%
Hispanic or Latino	52,586	19.7%	93,114	15.0%	210,132	21.8%
Not Hispanic or Latino	214,588	80.3%	527,114	85.0%	755,128	78.2%
EMPLOYMENT / DAYTIME POPULATION						
3 MILE			5 MILE		7 MILE	
Total Businesses	4,260		6,802		9,675	
Total Employees	43,741		67,960		92,167	
Daytime Population	67,447		112,336		158,337	

TRADE AREA MAP



LEGEND

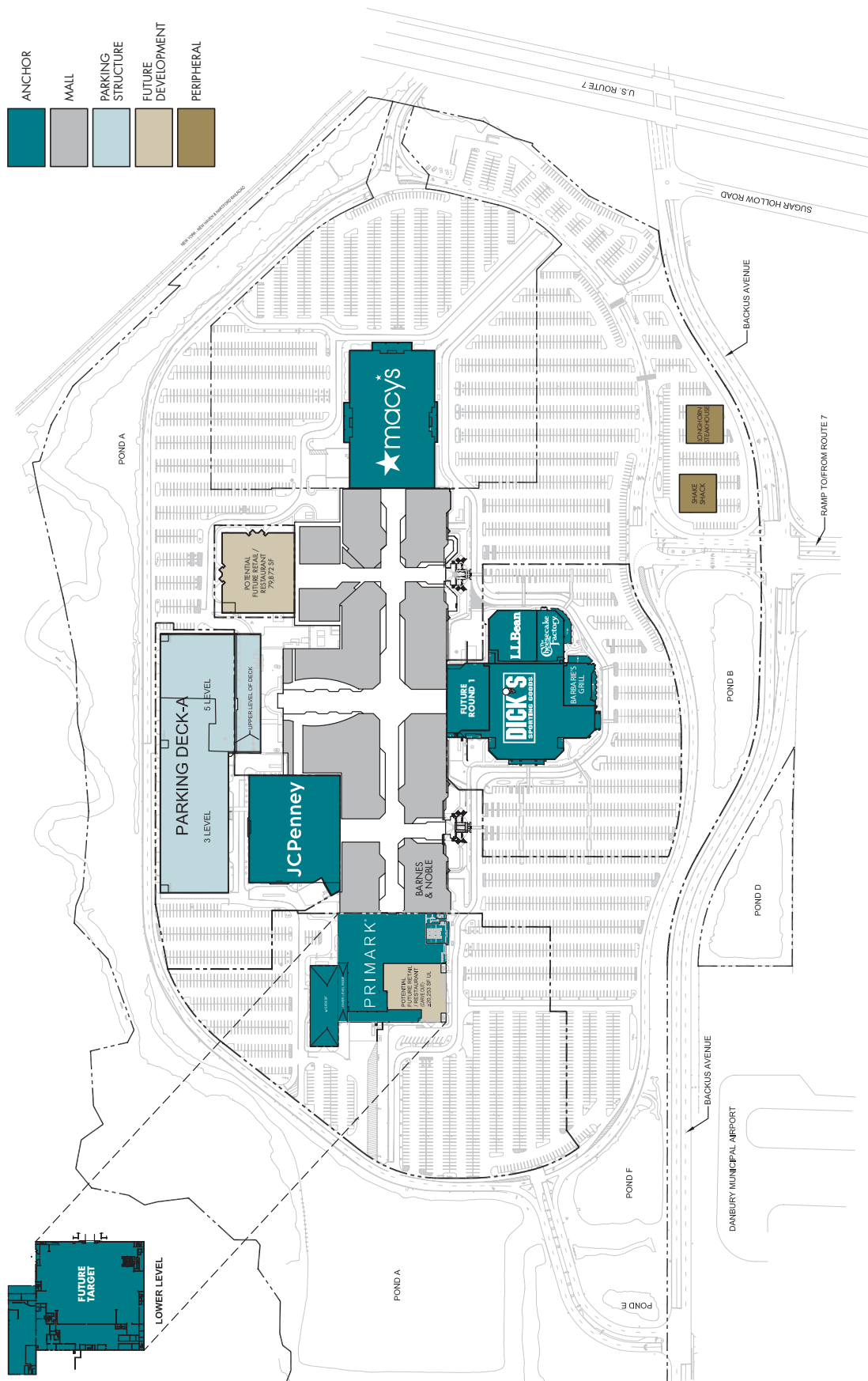
- ★ DANBURY FAIR
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



UPDATED 3/23



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: \$2.16 MILLION
- SAN JOSE-SUNNYVALE-SANTA CLARA, CA: \$1.93 MILLION
- SAN FRANCISCO-OAKLAND-HAYWARD, CA: \$1.78 MILLION
- WASHINGTON-ARLINGTON, DC-VA-MD-WV: \$1.77 MILLION
- BOSTON-CAMBRIDGE-NEWTON, MA-NH: \$1.58 MILLION

BRIDGEPORT, STAMFORD AND NORWALK HOUSEHOLDS WITH AN **AVERAGE HOUSEHOLD INCOME OF \$166,000+**, 59% ABOVE THE NATION

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



MEDIAN HOME PRICE INCREASED 27% FROM 2021- 2022

- 2019: \$299,900
- 2020: \$323,000
- 2021: \$372,500
- 2022: \$472,892

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, ENTERTAINMENT, DINING AND HOUSEHOLD FURNISHINGS – IS **50+% ABOVE THE NATION**

YEARLY SALES

JAN	7.01%	MAY	7.72%	SEP	8.40%
FEB	6.50%	JUN	8.36%	OCT	8.34%
MAR	7.56%	JUL	7.85%	NOV	8.68%
APR	7.72%	AUG	8.50%	DEC	13.34%



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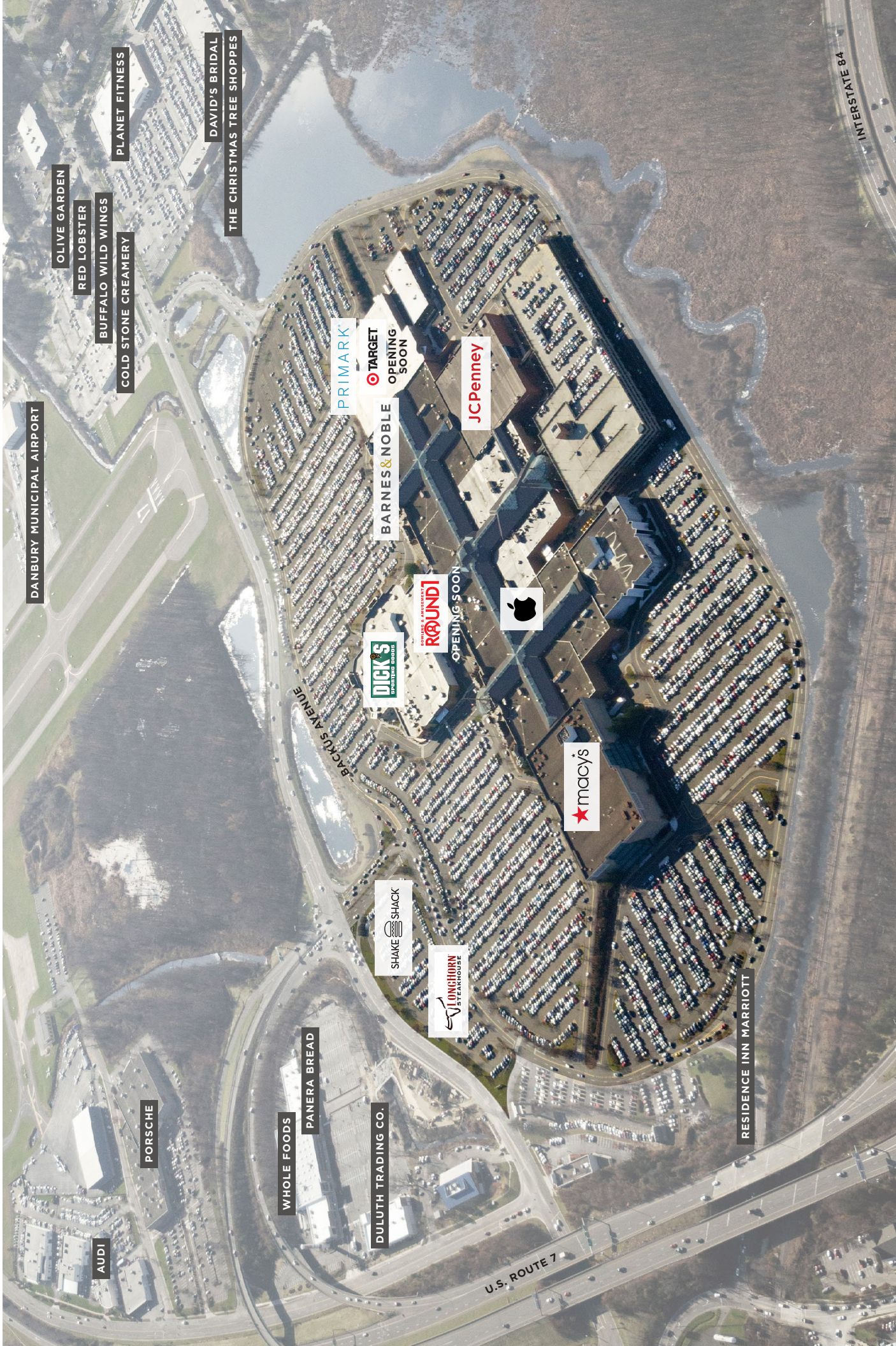
MAJOR RETAILERS INCLUDE:

DICK'S SPORTING GOODS
JCPENNEY
MACY'S
PRIMARK
APPLE STORE
BARNES & NOBLE
SHAKE SHACK
LONGHORN STEAKHOUSE

TARGET
ROUND1
ABERCROMBIE & FITCH
ANTHROPOLOGIE

BROOKS BROTHERS
FIVE BELOW
L.L. BEAN
LULULEMON

POTTERY BARN
THE CHEESECAKE FACTORY
ULTA BEAUTY
URBAN OUTFITTERS



AUDI

PORSCHE

WHOLE FOODS

PANERA BREAD

DULUTH TRADING CO.

SHAKE SHACK

LONGHORN STEAKHOUSE

DICK'S SPORTING GOODS

ROUND1

OPENING SOON

BARNES & NOBLE

PRIMARK

TARGET

OPENING SOON

JCPenney



macys

DANBURY MUNICIPAL AIRPORT

OLIVE GARDEN

RED LOBSTER

BUFFALO WILD WINGS

COLD STONE CREAMERY

PLANET FITNESS

DAVID'S BRIDAL

THE CHRISTMAS TREE SHOPPES

RESIDENCE INN MARRIOTT

INTERSTATE 84

U.S. ROUTE 7