



DANBURY FAIR  
DANBURY, CT

## MARKET PROFILE 2024

**MAJOR RETAILERS** Anthropologie, Apple, Athleta, Barnes & Noble, Brooks Brothers, Dick's Sporting Goods, Five Below, Free People, H&M, JCPenney, J.Crew Factory, L.L. Bean, Lego, lululemon, Macy's, Pottery Barn, Primark, Sephora, Target, Ulta Beauty, Urban Outfitters

**RESTAURANTS & ENTERTAINMENT** Chick-fil-A, Danbury Family Diner, Golf Lounge 18, LongHorn Steakhouse, Round1 Bowling & Arcade, 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](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		BRIDGEPORT-STAMFORD-NORWALK, CT [MSA]	
2023 Total Population	267,370		620,976		965,140	
2028 Total Population	265,408		614,636		963,555	
2023-2028 Population Growth	-0.7%		-1.0%		-0.2%	
HOUSEHOLDS						
2023 Total Households	99,644		231,411		360,159	
2028 Total Households	100,261		232,334		364,483	
2023-2028 Household Growth	0.6%		0.4%		1.2%	
INCOME						
Average Household Income	\$149,497		\$167,392		\$167,632	
Median Household Income	\$103,712		\$113,660		\$105,800	
Per Capita Income	\$55,740		\$62,432		\$62,622	
HOUSEHOLD INCOME RANGES						
\$50,000 +	75,911	76.2%	183,110	79.1%	264,573	73.5%
\$75,000 +	62,712	62.9%	155,141	67.0%	223,876	62.2%
\$100,000 +	51,961	52.1%	131,566	56.9%	189,758	52.7%
\$150,000 +	32,557	32.7%	87,581	37.8%	130,223	36.2%
AGE						
Median Age	42.8		44.8		41.1	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	90,026	47.3%	228,019	51.2%	345,507	51.9%
White Collar	92,955	65.7%	228,302	70.6%	347,860	69.4%
RACE/ETHNICITY						
White	181,192	67.8%	464,287	74.8%	573,271	59.4%
Black/African American	11,209	4.2%	22,250	3.6%	111,286	11.5%
American Indian	1,172	0.4%	2,138	0.3%	4,901	0.5%
Asian	12,420	4.6%	26,375	4.2%	53,189	5.5%
Pacific Islander	85	0.0%	174	0.0%	340	0.0%
Other Race	61,292	22.9%	105,752	17.0%	222,153	23.0%
Hispanic or Latino	54,635	20.4%	96,038	15.5%	218,911	22.7%
Not Hispanic or Latino	212,735	79.6%	524,938	84.5%	746,229	77.3%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	4,135		6,641		9,481	
Total Employees	43,328		67,384		91,870	
Daytime Population	68,196		112,839		159,938	



# TRADE AREA MAP



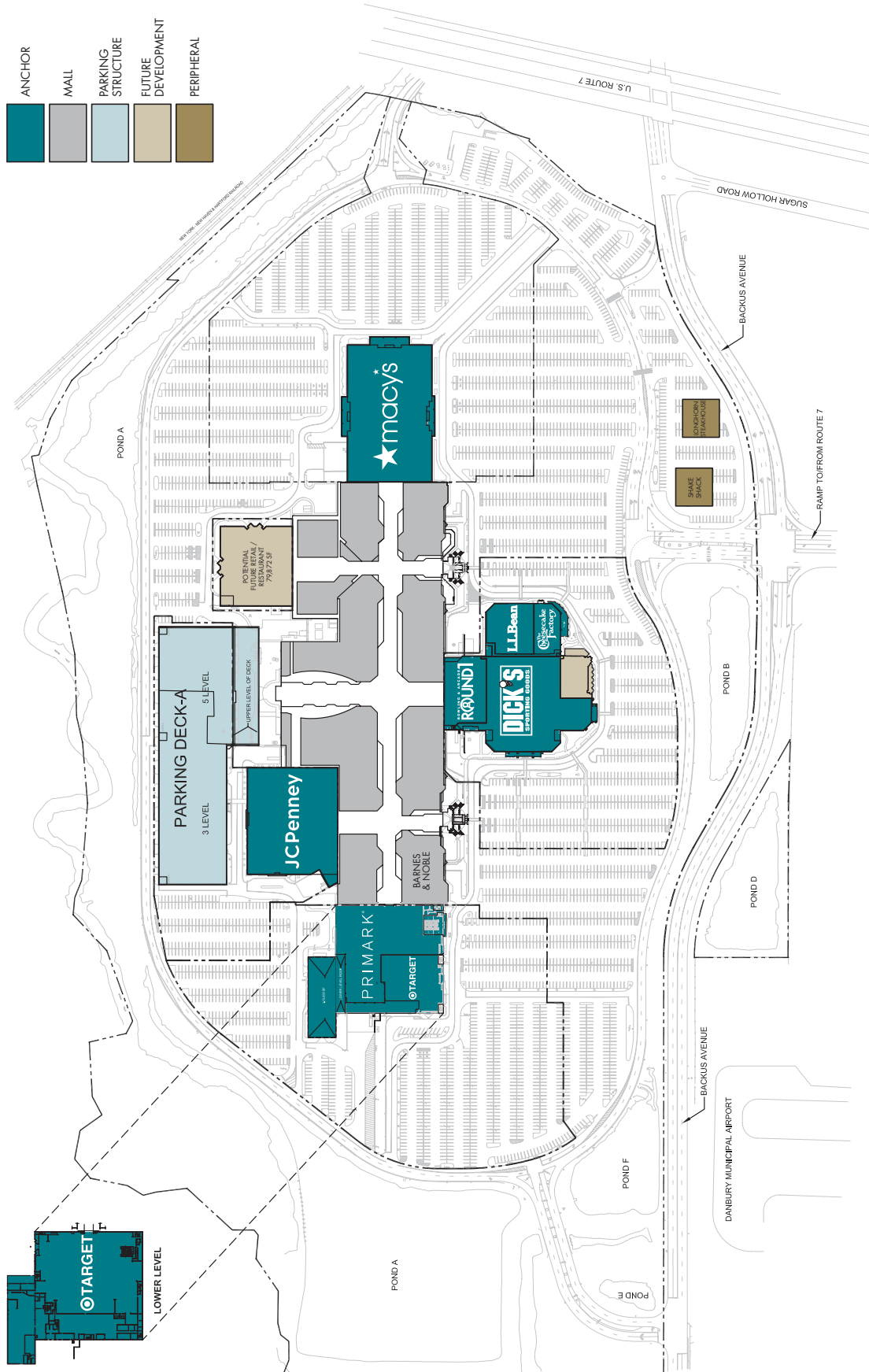
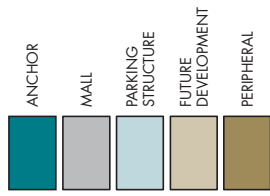
## LEGEND

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



10% PCW

# SITE PLAN



# 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 \$166K+**, 59% ABOVE THE NATION

## 6K NEW JOBS

ARE PROJECTED IN THE NEXT 10 YEARS IN CONNECTICUT'S BIOTECH CORRIDOR THAT CURRENTLY EMPLOYS 39K

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 27% FROM 2021- 2022

2019: \$300K

2020: \$323K

2021: \$373K

2022: \$473K

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	7.4%	MAY	7.4%	SEP	8.1%
FEB	6.9%	JUN	8.5%	OCT	8.1%
MAR	7.6%	JUL	8.0%	NOV	8.7%
APR	7.7%	AUG	8.5%	DEC	13.0%





# DANBURY FAIR

## MAJOR RETAILERS INCLUDE:

TARGET  
 ROUND1 BOWLING & ARCADE  
 DICK'S SPORTING GOODS  
 MACY'S

SHAKE SHACK  
 LONGHORN STEAKHOUSE  
 ANTHROPOLOGIE  
 FIVE BELOW

H&M  
 L.L. BEAN  
 LULULEMON  
 POTTERY BARN

SEPHORA  
 THE CHEESECAKE FACTORY  
 ULTA BEAUTY  
 URBAN OUTFITTERS



AUDI

PORSCHE

WHOLE FOODS

PANERA BREAD

DULUTH TRADING CO.

DANBURY MUNICIPAL AIRPORT

OLIVE GARDEN

RED LOBSTER

BUFFALO WILD WINGS

COLD STONE CREAMERY

DAVID'S BRIDAL

EMS EASTERN MOUNTAIN SPORTS

ELICIT BREWING CO.

BACKUS AVENUE

PRIMARK

TARGET

BARNES & NOBLE

JCPenney

DICK'S SPORTING GOODS

ROUND1 BOWLING & ARCADE



macys

SHAKE SHACK

LONGHORN STEAKHOUSE

RESIDENCE INN MARRIOTT

U.S. ROUTE 7

INTERSTATE 84