



DANBURY FAIR  
DANBURY, CT

## MARKET PROFILE 2025

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

**RESTAURANTS & ENTERTAINMENT** Chick-fil-A, 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** 1,272,000 | **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-DANBURY, CT MSA	
2024 Total Population	285,090		659,920		954,750	
2029 Total Population	282,653		655,797		949,219	
% Population Change 2024 to 2029	-0.9%		-0.6%		-0.6%	
HOUSEHOLDS						
2024 Total Households	106,075		245,299		356,644	
2029 Total Households	107,189		247,944		361,515	
% Household Change 2024 to 2029	1.1%		1.1%		1.4%	
INCOME						
Average Household Income	\$151,300		\$169,896		\$165,607	
Median Household Income	\$109,311		\$120,858		\$108,686	
Per Capita Income	\$56,372		\$63,245		\$61,946	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	83,841	79.0%	199,353	81.3%	273,016	76.6%
Household Income \$75,000 +	72,094	68.0%	174,561	71.2%	234,925	65.9%
Household Income \$100,000 +	58,349	55.0%	146,298	59.6%	191,752	53.8%
Household Income \$150,000 +	37,781	35.6%	100,303	40.9%	134,651	37.8%
AGE						
Median Age	42.8		44.5		40.7	
EDUCATION / OCCUPATION						
Bachelor’s Degree +	92,921	45.5%	243,328	51.0%	339,346	51.2%
White Collar	101,701	66.2%	248,094	71.5%	352,341	69.7%
RACE/ETHNICITY						
White	195,426	68.6%	487,727	73.9%	561,626	58.8%
Black	10,967	3.9%	26,099	4.0%	109,865	11.5%
American Indian	1,287	0.5%	2,334	0.4%	5,382	0.6%
Asian	13,172	4.6%	30,394	4.6%	53,657	5.6%
Pacific Islander	86	0.0%	198	0.0%	345	0.0%
Other Race	30,559	10.7%	48,081	7.3%	114,456	12.0%
2 + Races	33,594	11.8%	65,088	9.9%	109,419	11.5%
Hispanic Population	57,654	20.2%	103,804	15.7%	220,804	23.1%
EMPLOYMENT / DAYTIME POPULATION						
	1 MILE		3 MILE		5 MILE	
Total Businesses	4,237		6,821		9,741	
Total Employees	40,875		66,072		90,903	
Total Daytime Population	64,787		109,421		156,563	



# TRADE AREA MAP



## LEGEND

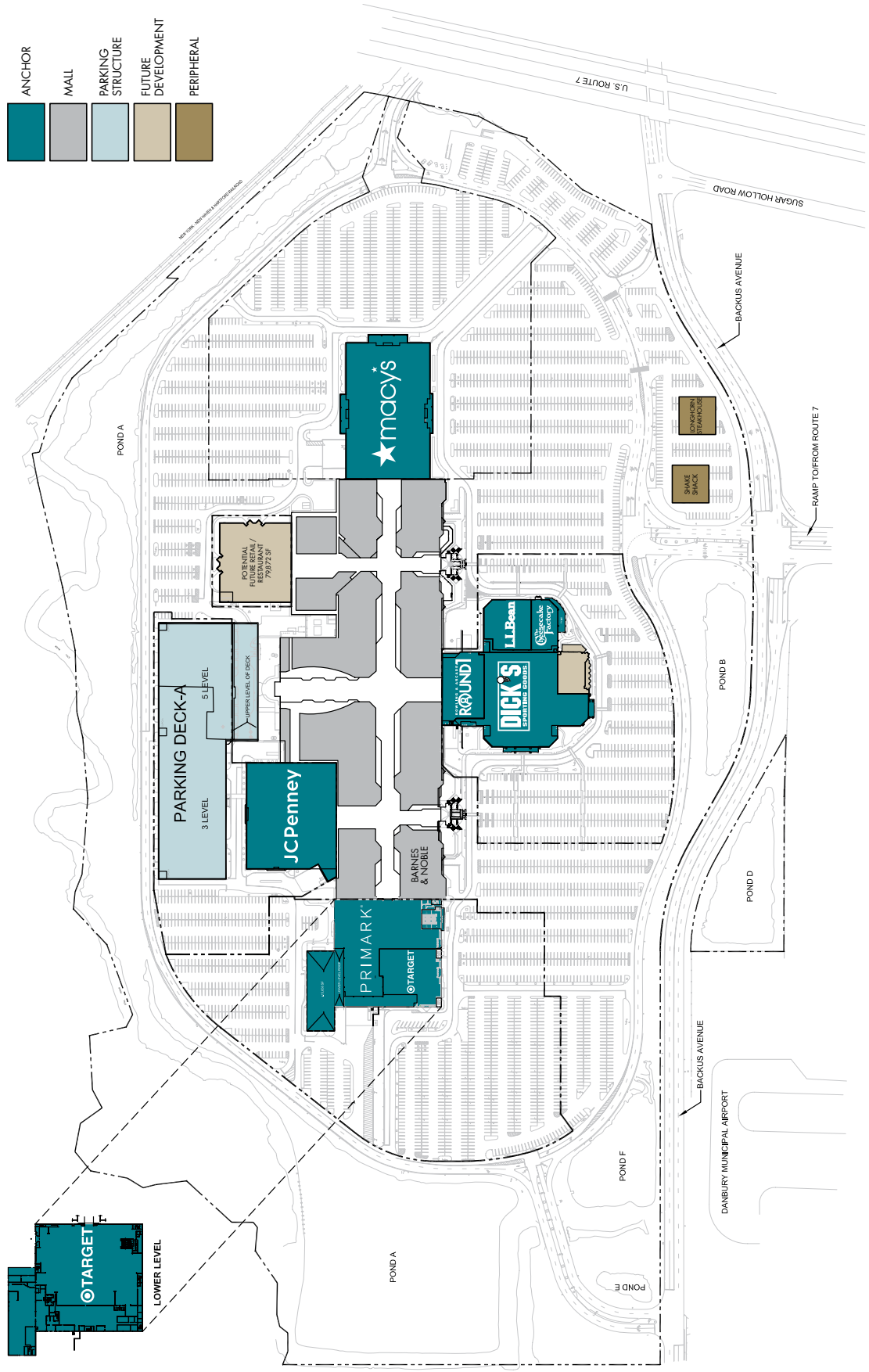
-  DANBURY FAIR
-  PRIMARY TRADE AREA
-  SECONDARY TRADE AREA
-  COMPETITIVE CENTERS
-  OTHER CENTERS



10% PCW



# SITE PLAN



# AT A GLANCE

## CENTER INFORMATION

Danbury Fair, one of Connecticut’s premier destinations, encompasses 1.2M SQ. FT. of top-tier retail, entertainment and dining. Located at the intersection of I-84 and I-684, known as ‘The Gateway of New England,’ it offers convenient access to a variety of shopping experiences.

620K

POPULATION IN  
THE TRADE AREA

\$168K HHI

DANBURY FAIR’S AVERAGE HOUSEHOLD  
INCOME OF \$168K TOWERS ABOVE  
NATIONAL NORMS, WITH HOUSEHOLDS  
**EARNING \$200K+ SURGING 166%  
BEYOND THE U.S. AVERAGE**

8.9M ANNUAL  
SHOPPERS

40% OF DANBURY FAIR SHOPPERS  
COME FROM **NY ZIP CODES**

## MARKET INFORMATION

- **AVERAGE HOME SPEND** in trade area is **\$839K**
- Fairfield County **HOME SALES UP BY 31%** since 2021
- **\$750K+** is the average home spend for residents who **RELOCATED FROM NYC**

## OTHER FACTS

- **NEARBY ATTRACTIONS INCLUDE:** Candlewood Lake, Danbury Ice Arena, Danbury Municipal Airport, Danbury Railway Museum, Richter Park Golf Course and Western Connecticut State University

## ECONOMIC DRIVERS

- Danbury’s economic health is marked by a **LOW UNEMPLOYMENT RATE OF 2.4%** and a strong presence of jobs in healthcare, education and retail
- Its close proximity to major metropolitan centers like **NEW YORK CITY, BOSTON** and **WASHINGTON, D.C.**, makes it an attractive location for businesses
- Danbury ranks as the **10TH MOST DIVERSE CITY IN AMERICA** in 2024, with high cultural and socioeconomic diversity
- Our shoppers boast impressive spending above the U.S. average: **51% MORE ON APPAREL, 46% MORE ON MEALS AT RESTAURANTS** and **50% MORE ON ENTERTAINMENT AND RECREATIONAL ACTIVITIES**





# DANBURY FAIR

## MAJOR RETAILERS INCLUDE:

- TARGET
- PRIMARK
- ROUNDI BOWLING & ARCADE
- DICK'S SPORTING GOODS

- MACY'S
- ANTHROPOLOGIE
- APPLE
- BARNES & NOBLE

- THE CHEESECAKE FACTORY
- FREE PEOPLE
- H&M
- J.CREW FACTORY

- ULTA BEAUTY
- URBAN OUTFITTERS
- WARBY PARKER
- WILLIAMS SONOMA

- L.L.BEAN
- LULULEMON
- POTTERY BARN
- SEPHORA

