



Connecticut Post Mall

MILFORD | CONNECTICUT

MILFORD, CONNECTICUT **NEW HAVEN COUNTY**

NBC RANKS MILFORD IN THE **TOP 25 CITIES** TO LIVE IN CONNECTICUT.

LAST YEAR, MILFORD SAW MORE THAN **\$100 MILLION** INVESTED IN NEW DEVELOPMENTS.

IN 2022, **460+** NEW BUSINESSES OPENED IN MILFORD. OVER THE PAST TWO YEARS, MILFORD SAW A **26%** INCREASE IN NEW BUSINESSES.

MILFORD HAS SEEN A **9.3%** INCREASE IN HOME VALUES SINCE 2022.

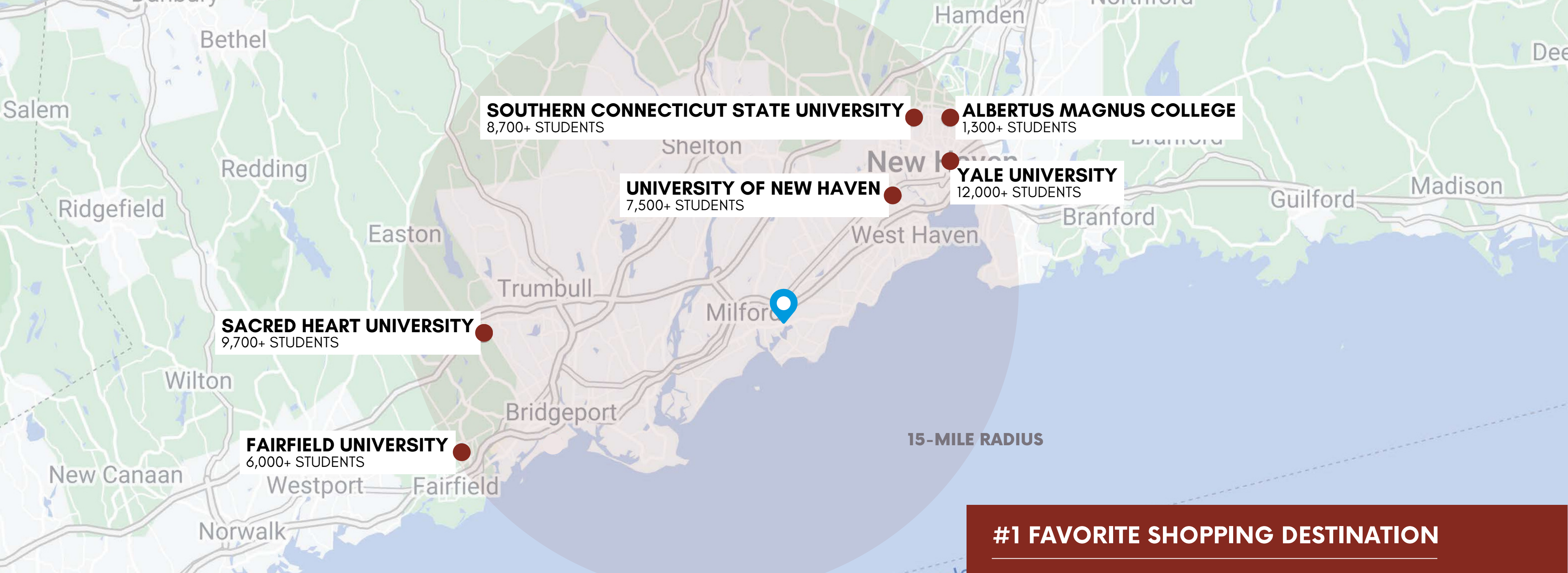
NEW HAVEN COUNTY IS HOME TO IVY LEAGUE **YALE UNIVERSITY**, A MAJOR ECONOMIC DRIVER FOR THIS REGION, DELIVERING **NEARLY \$2 BILLION** ANNUALLY.



COLLEGES/UNIVERSITIES
IN NEW HAVEN COUNTY

 **14%**

HIGHER MEDIAN HHI
COMPARED TO
NATIONAL AVERAGE



**45,200+
STUDENTS WITHIN
15 MILES**

STUDENT POPULATION

WITHIN A SHORT 15-MILE RADIUS, THERE ARE SIX FOUR-YEAR COLLEGES

#1 FAVORITE SHOPPING DESTINATION

CONNECTICUT POST MALL IS THE TOP SHOPPING CENTER FOR YALE UNIVERSITY AND THE UNIVERSITY OF NEW HAVEN STUDENTS.

*BASED ON VISITS



PROPERTY AERIAL

ON AVERAGE, CONNECTICUT POST MALL SEES 168.7K+ VEHICLES PER DAY

 34,249 VEHICLES PER DAY

EAST TOWN RD CPD - 9,754



CONNECTICUT POST MALL



 CPD - 124,784
PROVIDING DIRECT ACCESS TO BOSTON, NYC & PHILADELPHIA

 I-95 EXIT/ENTRANCE RAMPS
ALLOWING DIRECT ACCESS



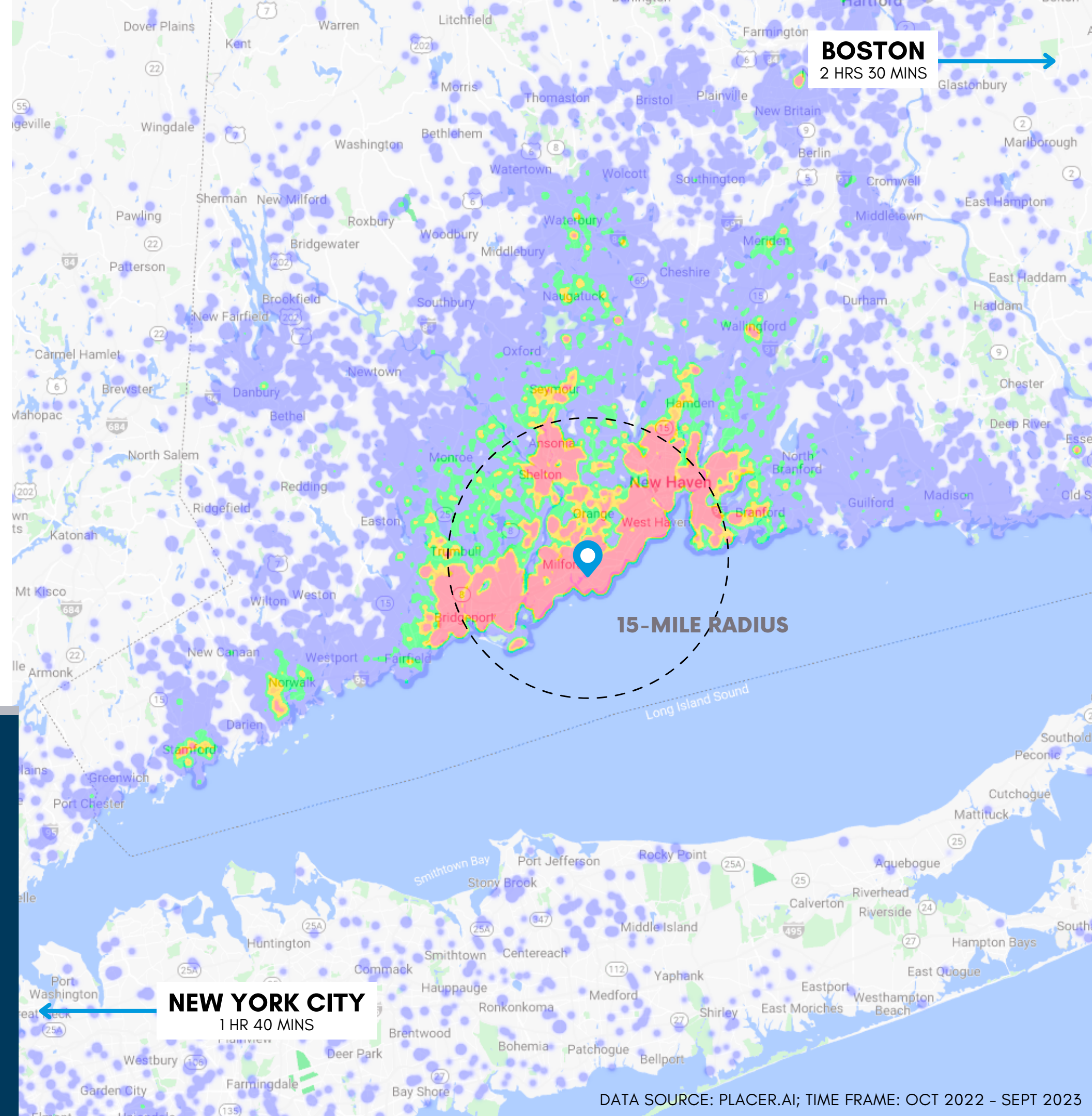
TRAFFIC DATA

Annual Number of Visits **6.9M**
Annual Avg. Visit Frequency **5.34**
Avg. Dwell Time **83 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population **542,812**
Daytime Population **1.8M**
Households **200,803**
Family Households **121,085**
Average HHI **\$78,713**
College Degree **53%**

10,300+ HOUSEHOLDS
WITHIN 5 MILES OF OUR CENTER
EARN \$150,000 OR HIGHER





OUR CORE CUSTOMERS

DATA BASED ON A 5-MILE RADIUS

SPENDING PATTERNS

		ABOVE U.S. AVERAGE
Avg. Household Income	\$118,161	+
Household Income \$200K+	9.5%	+
Avg. Discretionary Income	\$60,849	+
Discretionary Income \$100K-\$125K	11%	+

GENERATIONAL BREAKDOWN

Millennials	18.8%
Gen X	19.6%
Baby Boomers	26.6%

CUSTOMER LOYALTY

LOYALTY CLASSIFIED AS 2+ VISITS



92.6%

6.4M OF OUR CUSTOMER VISITS ARE LOYAL MAKING US THEIR GO-TO SHOPPING DESTINATION.



KIDS EVENTS



HOLIDAY



CARNIVAL

MORE THAN 50 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES



PAINT DATES



HALLOWEEN



POP-UPS

NATIONAL LEASING

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Connecticut
Post Mall

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