



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.

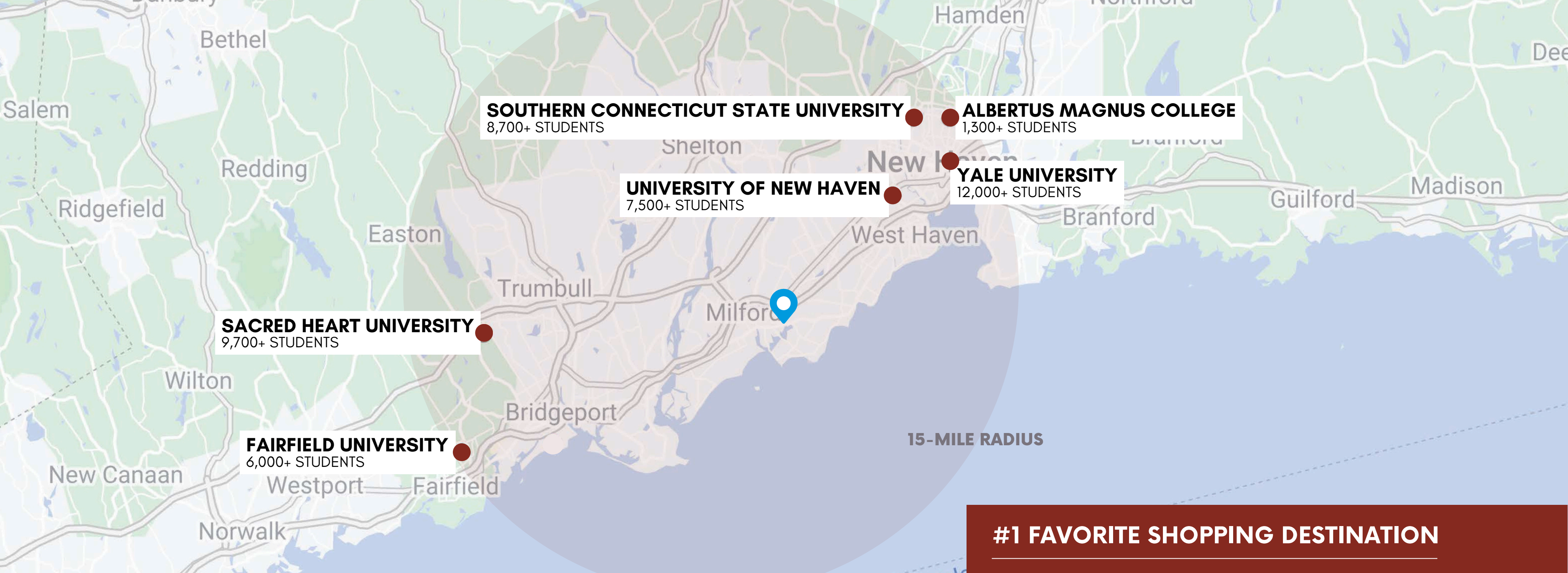
NEW HAVEN COUNTY IS HOME TO IVY LEAGUE **YALE UNIVERSITY**, A MAJOR ECONOMIC DRIVER FOR THIS REGION, DELIVERING **NEARLY \$2 BILLION** ANNUALLY.



COLLEGES/UNIVERSITIES
IN NEW HAVEN COUNTY



HIGHER MEDIAN HHI
COMPARED TO
NATIONAL AVERAGE



15-MILE RADIUS

#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

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

STUDENT POPULATION

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



PROPERTY AERIAL

ON AVERAGE, CONNECTICUT POST MALL SEES 166.9K+ VEHICLES PER DAY

 CPD - 31,929

EAST TOWN RD CPD - 10,222



CONNECTICUT POST MALL



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

 I-95 EXIT/ENTRANCE RAMPS
ALLOWING DIRECT ACCESS



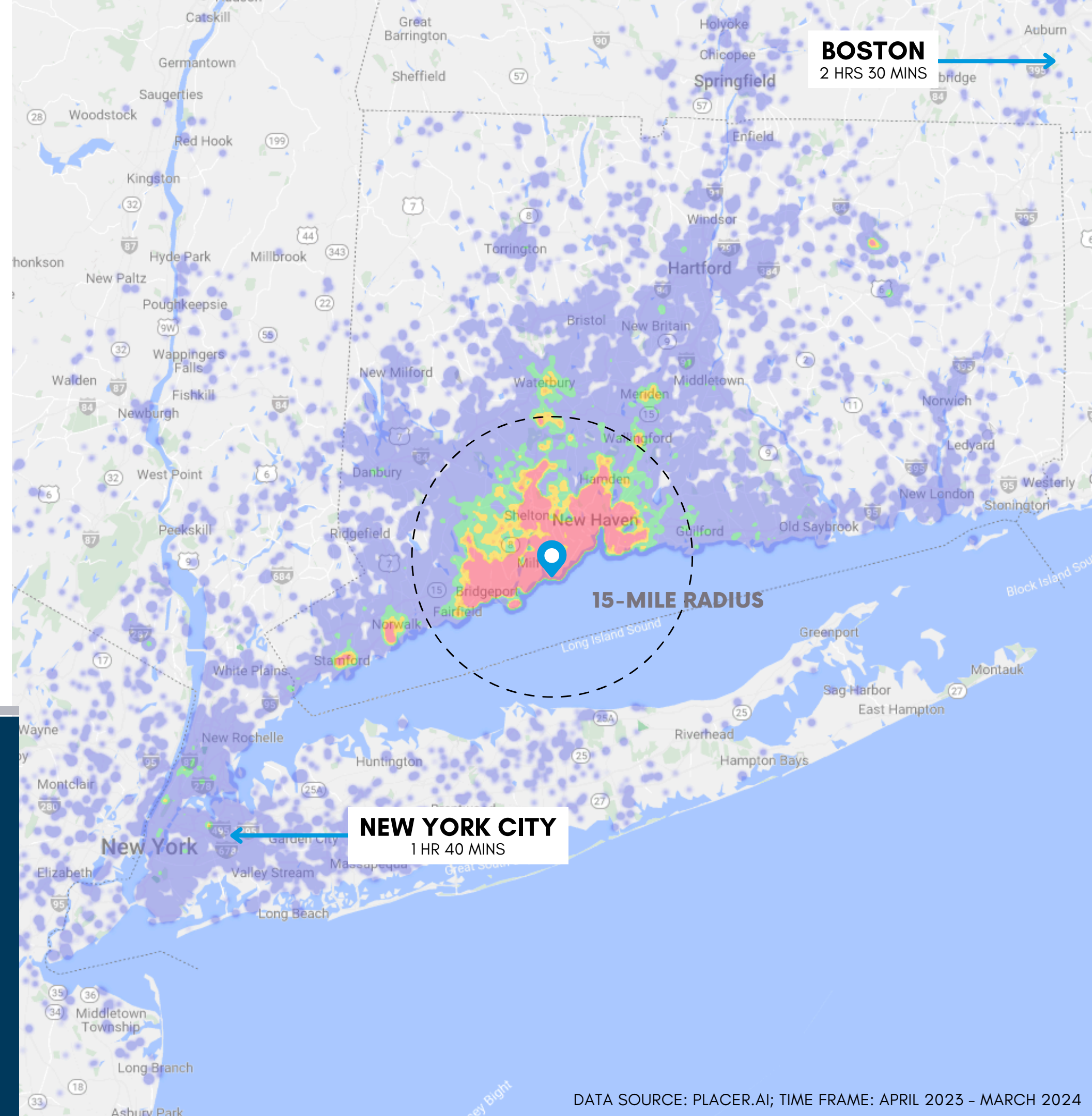
TRAFFIC DATA

Annual Number of Visits **6.6M**
Annual Avg. Visit Frequency **5.64**
Avg. Dwell Time **72 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population **547,716**
Daytime Population **601,110**
Households **213,062**
Family Households **125,126**
Average HHI **\$93,620**
College Degree **56.4%%**

13,600+ 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	\$130,040	+
Household Income \$200K+	17.9%	+
Avg. Discretionary Income	\$66,463	+
Discretionary Income \$100K-\$125K	14.1%	+

PSYCHOGRAPHICS

Booming with Confidence **18.8%**
 Prosperous, established couples in their peak earning years living in suburban homes

Suburban Style **15.8%**
 Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

CUSTOMER LOYALTY

LOYALTY CLASSIFIED AS 2+ VISITS



93%

6.1M OF OUR CUSTOMER VISITS ARE LOYAL MAKING US THEIR GO-TO SHOPPING DESTINATION.



KIDS EVENTS



HOLIDAY



CARNIVAL

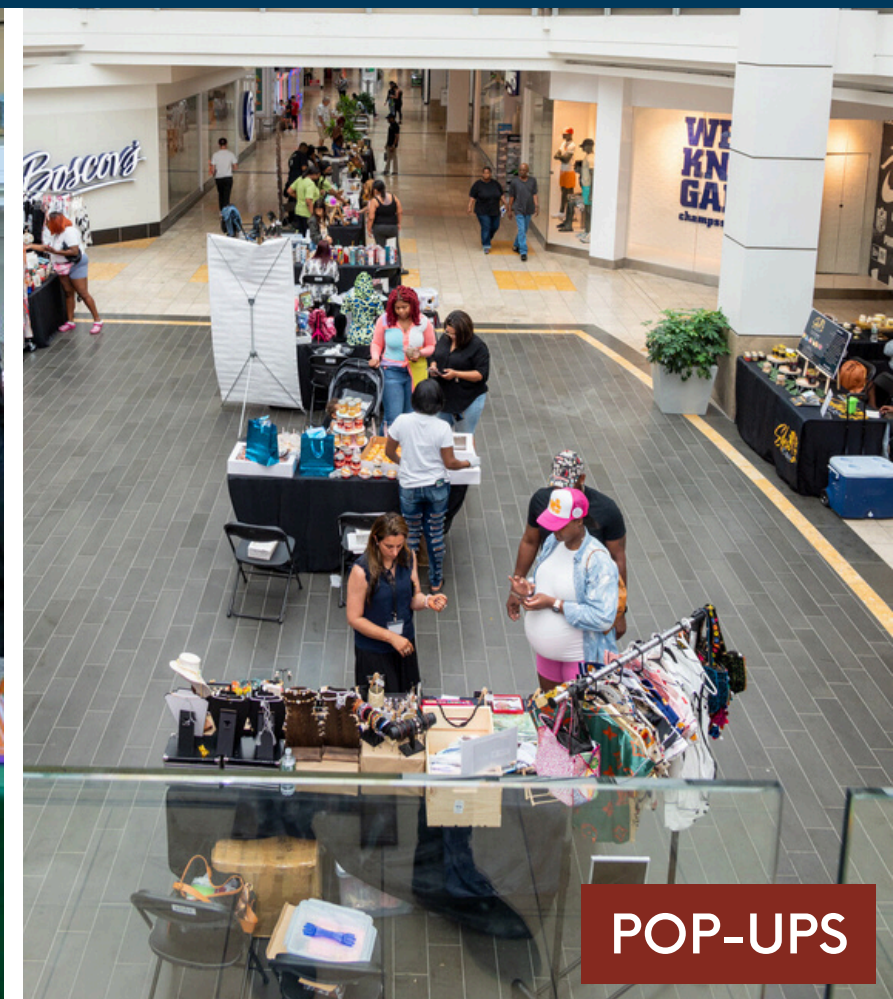
MORE THAN 50 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES



PAINT DATES



HALLOWEEN



POP-UPS

NATIONAL LEASING

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LOCAL LEASING

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