

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.

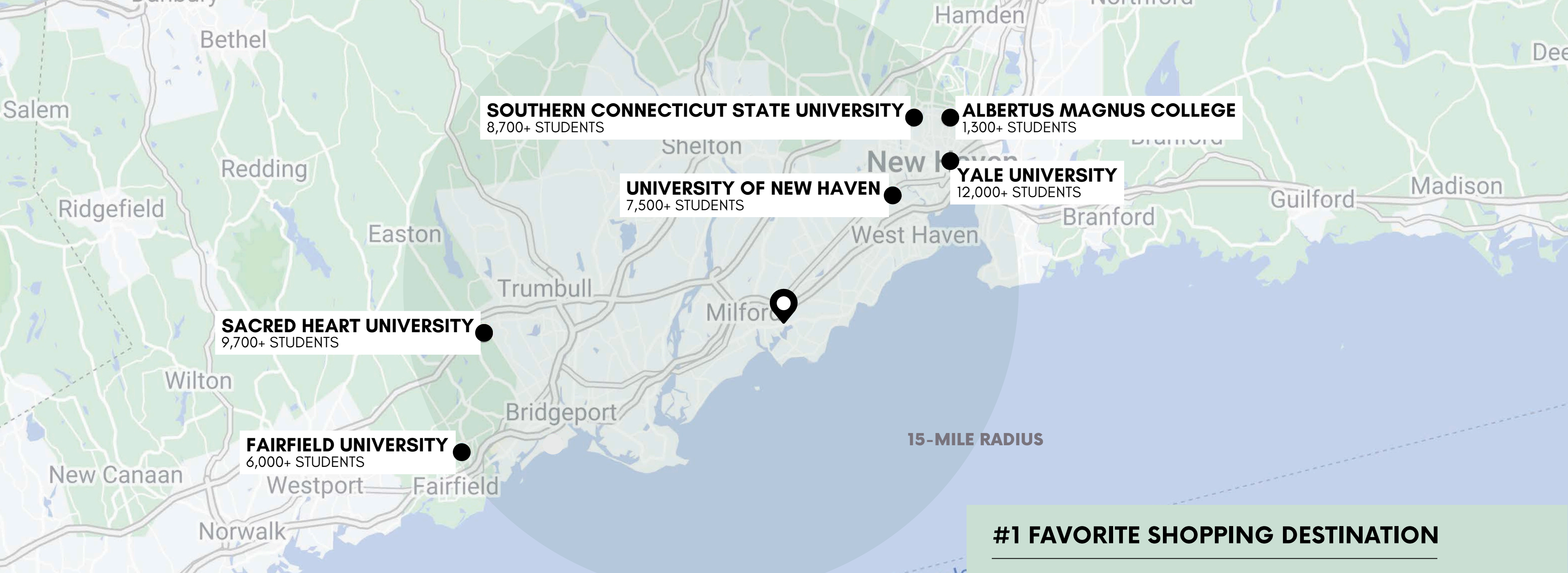
NEW HAVEN COUNTY IS HOME TO IVY LEAGUE **YALE UNIVERSITY**, A MAJOR ECONOMIC DRIVER FOR THIS REGION, DELIVERING **NEARLY \$2 BILLION** ANNUALLY.



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 172K+ VEHICLES PER DAY

 CPD - 35,290

EAST TOWN RD CPD - 8,771



CONNECTICUT POST MALL



 CPD - 127,943
PROVIDING DIRECT ACCESS TO BOSTON, NYC & PHILADELPHIA



 I-95 EXIT/ENTRANCE RAMPS
ALLOWING DIRECT ACCESS

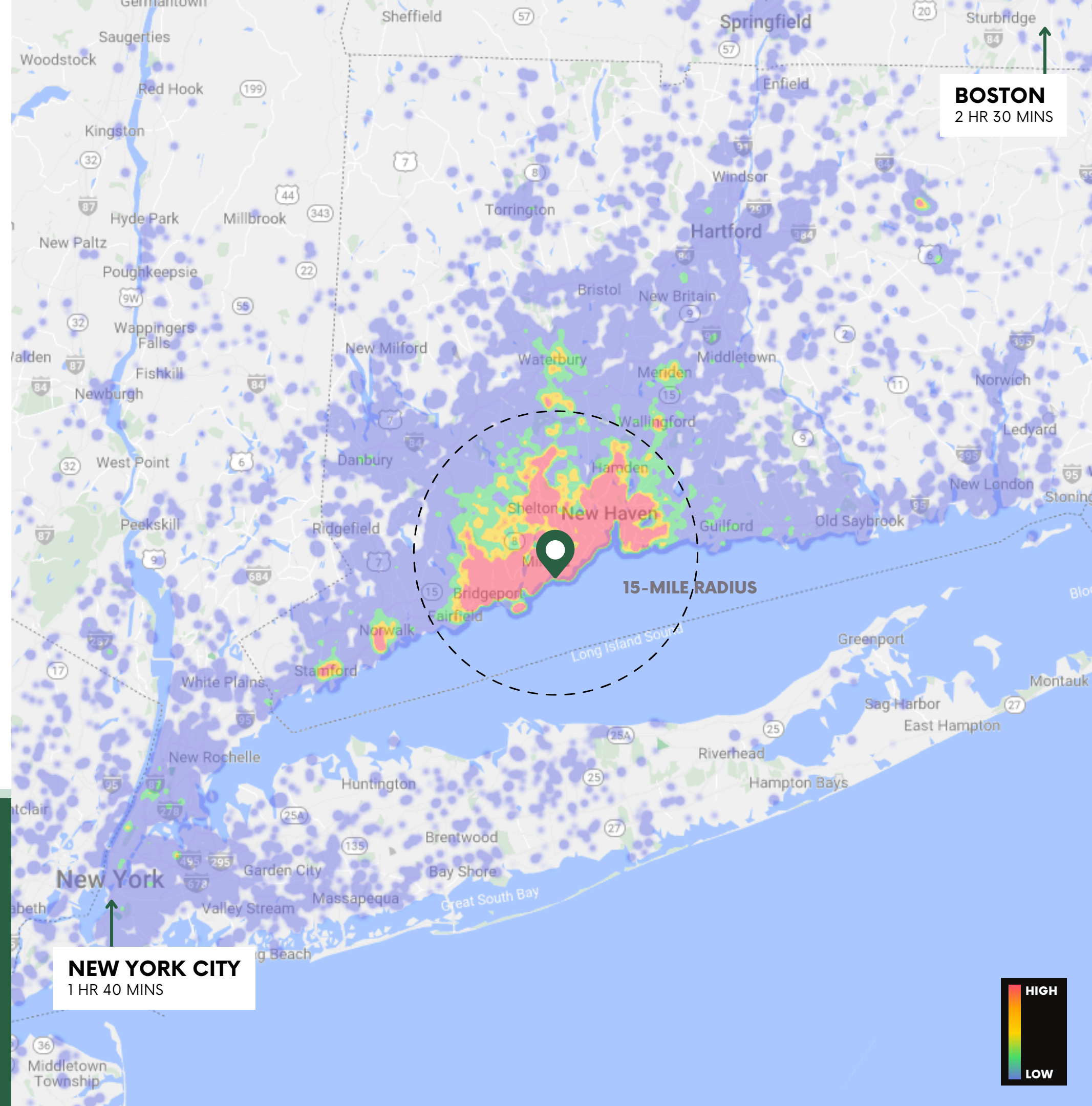
TRAFFIC DATA

Annual Visits **6.4M**
 Annual Avg. Visit Frequency **5.7**
 Avg. Dwell Time **70 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population	532,759	Average HHI	\$103,000
Daytime Population	588,322	HHI \$200K+	9%
Households	206,951	College Degree+	56%
Family Households	122,120		
Gen Z	15%		
Millennials	22%		
Gen X	19%		

WITHIN 5 MILES OF CONNECTICUT POST
MORE THAN 8,150 HOMES
 EARN \$200K OR HIGHER EACH YEAR





CORE CUSTOMER INSIGHTS

SPENDING PATTERNS & PSYCHOGRAPHICS

SPENDING PATTERNS

Avg. Discretionary Income	\$66,463	+	ABOVE U.S. AVERAGE
Discretionary Income \$100K-\$125K	14%	+	

PSYCHOGRAPHICS

Upper Suburban Diverse Families Upper-middle-class suburbanites working white-collar jobs from a range of ethnic backgrounds.	19%	+
Suburban Boomers Empty-nesting middle-class boomers living in suburbs.	18%	+
Budget Boomers Empty-nesters near or at retirement age living on savings.	15%	+



93% OF OUR CUSTOMER VISITS ARE LOYAL MAKING CONNECTICUT POST A GO-TO SHOPPING DESTINATION



MORE THAN 50 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES



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Connecticut
Post Mall

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Centennial

