

Connecticut Post Mall

MILFORD, CONNECTICUT



MILFORD NEW HAVEN COUNTY

New Haven County is home to the **Ivy League Yale University** which consistently ranks among the **top 5 universities globally**.

Yale University is a major economic driver for this region, generating **nearly \$2B annually** and **employing nearly 16,000 people**.

NBC ranks Milford in the **top 25 cities to live** in Connecticut.

Between residential, mixed-use an public facility enhancements, Milford is experiencing a **surge in new developments** with **more than \$100M invested this past year**.

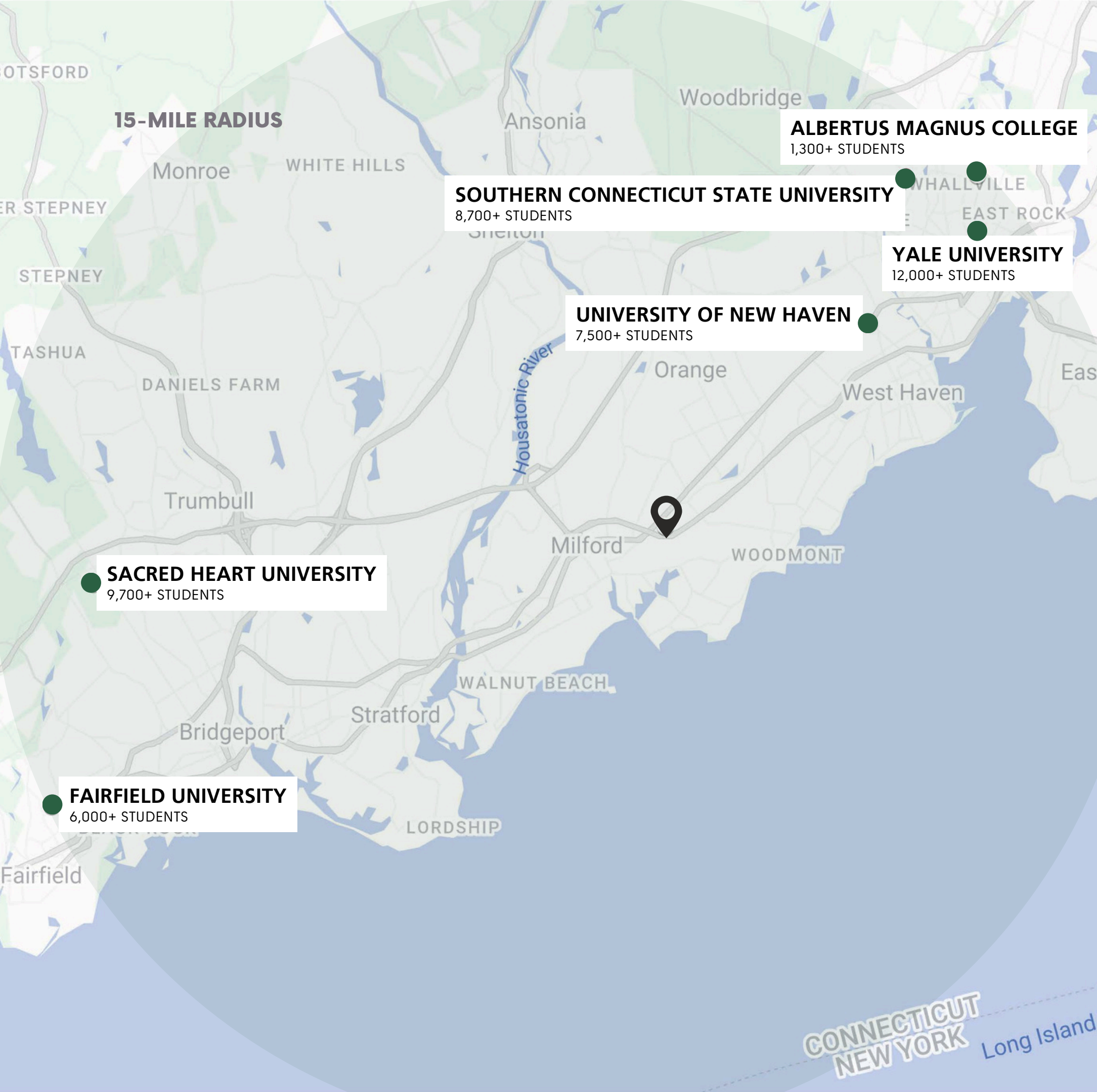
Milford’s entrepreneurial spirit is thriving, with **new business registrations growing by more than 30%** since 2020 and consistently maintaining record levels above 700 per year.

Over the past five years, **more than 3,400 new businesses have been established**, underscoring Milford’s vibrant and expanding economy.



\$ \$52.7B
IN ANNUAL GDP- RANKING WITHIN
THE TOP 80 U.S. COUNTIES

\$ 37%
HIGHER AVERAGE HHI OF **\$110,126**
VS. THE NATIONAL AVERAGE



STUDENT HUB

15-MILE RADIUS HIGHER ED. STUDENTS
125,100+

Connecticut Post Mall is at the center of student hub with **six four-year higher education facilities** within a 15-mile radius boasting **more than 125K students**.

Additionally, Connecticut Post Mall is the **#1 favorite shopping center** for Yale University and University of New Haven based on visits.

PROPERTY AERIAL

MORE THAN
172, 712 CPD

1 35,421 CPD

Michaels

BARNES
& NOBLE

HomeGoods®
Staples

GOLF
GALAXY

Walmart

EAST TOWN RD 9,348 CPD

★ macy's

DAVE &
BUSTER'S

C
CINEMARK

Boscov's

DICK'S
SPORTING GOODS
TARGET®

95 EXIT/ENTRANCE RAMPS
ALLOWING DIRECT ACCESS

95 127,943 CPD
PROVIDING DIRECT ACCESS TO
BOSTON, NYC & PHILADELPHIA

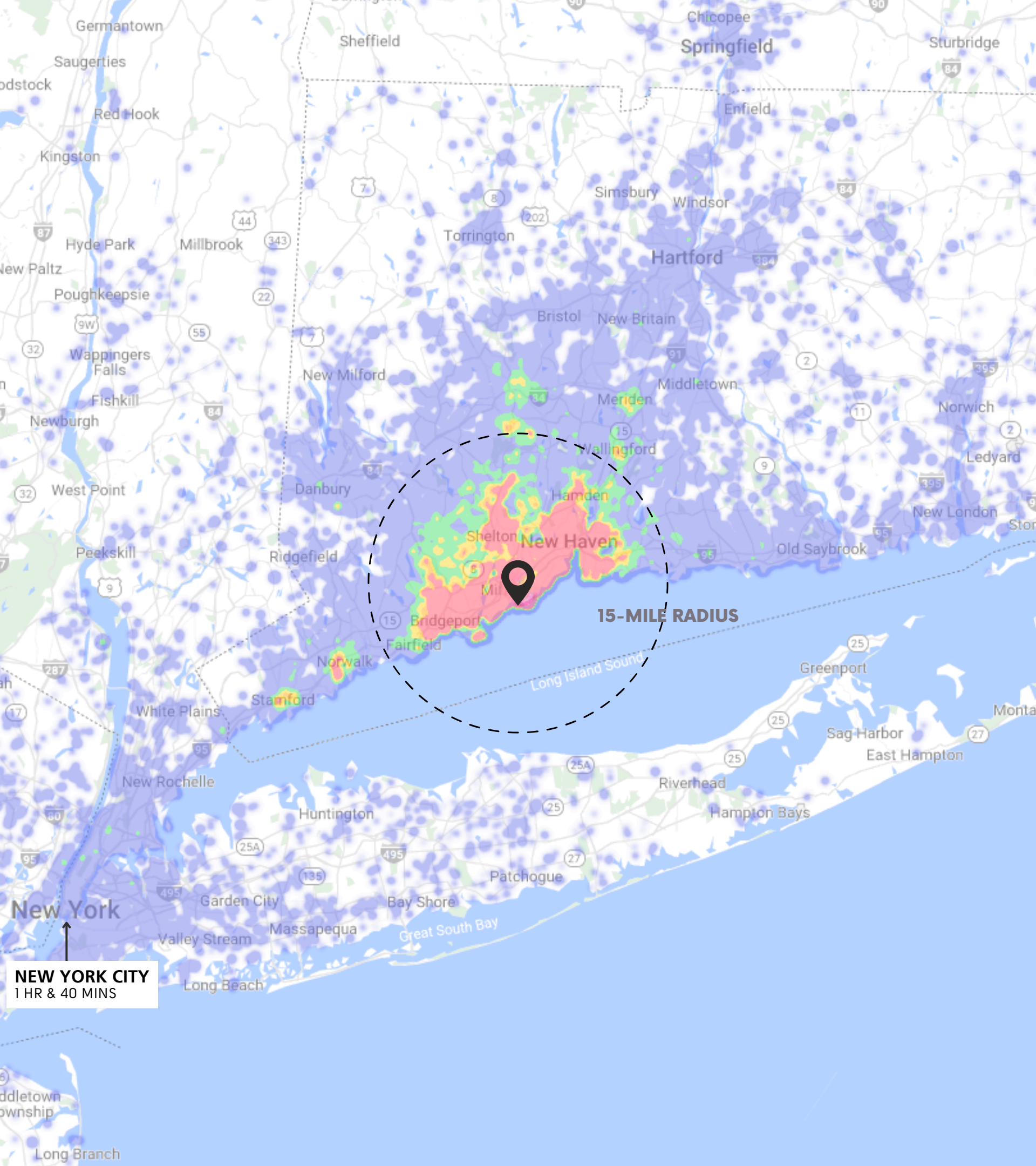
TRAFFIC DATA

Annual Visits	6.5M
Annual Avg. Visit Frequency	5.8
Avg. Dwell Time	70 MINS

TRUE TRADE AREA DEMOGRAPHICS

Population	528,474	Average HHI	\$106,000
Daytime Population	583,381	HHI \$150K-\$200K	9%
Households	207,658	College Degree+	56%
Family Households	122,572		
Millennials	22%		
Gen X	19%		
Baby Boomers	22%		

WITHIN A 5 MILE RADIUS OF CONNECTICUT POST MALL
MORE THAN 8,100 HOUSEHOLDS
EARN \$200K OR MORE IN ANNUAL HHI



CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Household Income \$200K+	18%	+
Avg. Discretionary Income	\$73,665	+
Discretionary Income \$125K-\$150K	7%	+

ABOVE
U.S. AVERAGE

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.

16%

Budget Boomers
Empty-nesters near or at retirement age living on savings.

15%



CONNECTICUT POST'S CORE CUSTOMERS ARE IDENTIFIED AS SOME OF THE MOST AFFLUENT PSYCHOGRAPHIC SEGMENTS IN PLACER.AI.





MORE THAN 50 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES



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