

Connecticut Post Mall

MILFORD, CONNECTICUT



MILFORD

THE HUB OF NEW HAVEN COUNTY

Centrally located of I-95, Milford is the hub between New Haven, Bridgeport, and Stamford.

Milford is among the **Top 50 Places to Live in the U.S.** according to Money Magazine.

Zillow ranks Milford one of the **Most Popular Coastal Cities for Homebuyers**.

Milford boasts **37% higher average household income** than the national average.

New Haven County is home to the **Ivy League Yale University**, generating nearly **\$2B annually**, and consistently ranking among the **top 5 universities globally**.

Connecticut Post is the **#1 favorite shopping center** for the 27,000+ student and staff of Yale University.



3,400+ NEW BUSINESSES
ESTABLISHED IN MILFORD IN THE
PAST FIVE YEARS



\$100M+ INVESTED
IN MILFORD NEW DEVELOPMENTS IN
THE PAST YEAR

PROPERTY AERIAL

MORE THAN
165,250 CPD

Michaels

BARNES
& NOBLE

HomeGoods®
Staples

GOLF
GALAXY

Walmart

EAST TOWN RD 7,493 CPD

OLD NAVY

1 31,275 CPD

★ macy's

DAVE & BUSTER'S

COMING SOON

Bath & Body Works®
HOLLISTER AMERICAN EAGLE
AEROPOSTALE VICTORIA'S SECRET

CINEMARK

Boscov's

PANDORA

DICK'S
SPORTING GOODS
TARGET®

95 EXIT/ENTRANCE RAMPS
ALLOWING DIRECT ACCESS

95 126,482 CPD
PROVIDING DIRECT ACCESS TO
BOSTON, NYC & PHILADELPHIA

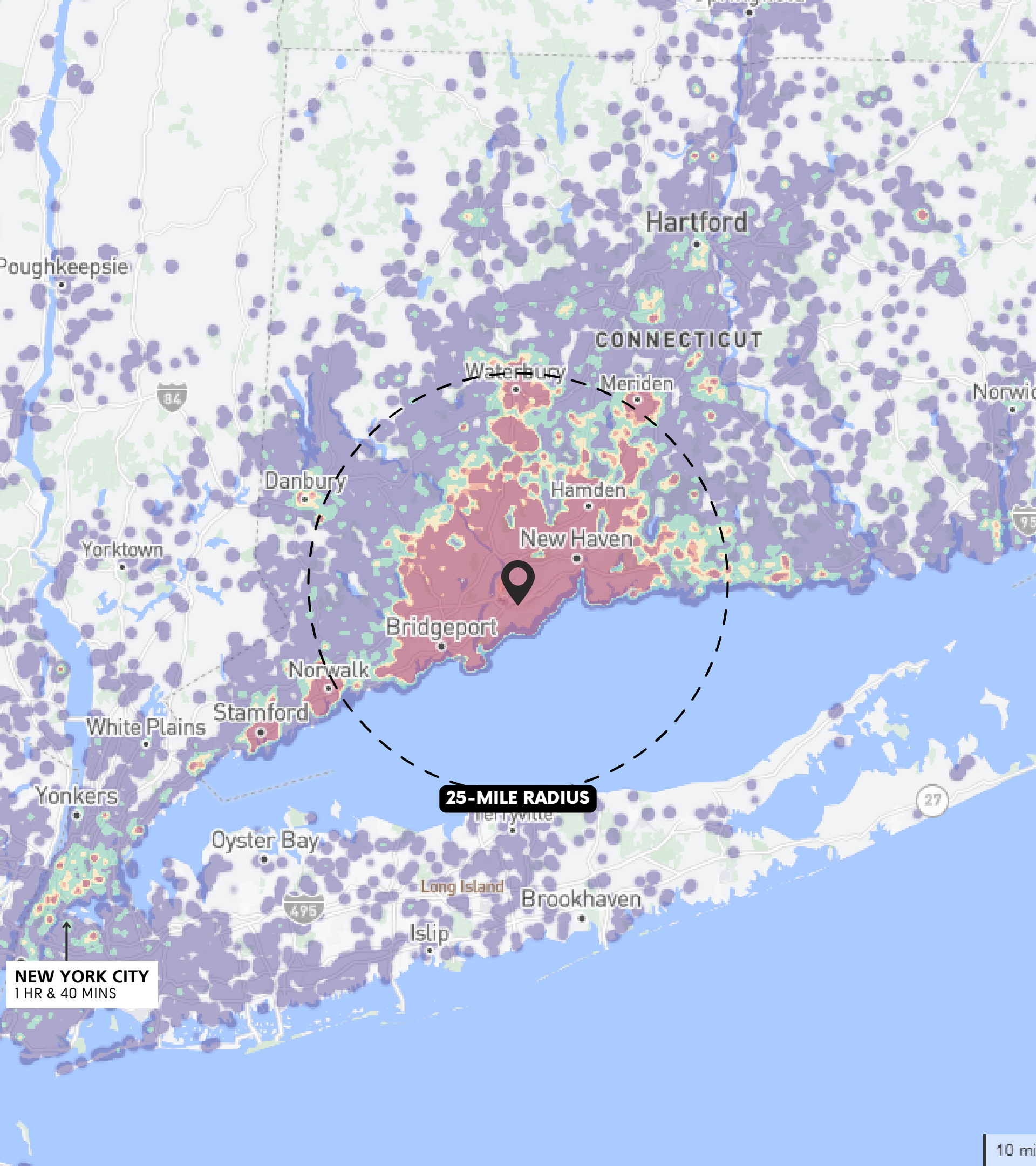
TRAFFIC DATA

Annual Visits	6.6M
Annual Avg. Visit Frequency	5.9
Avg. Dwell Time	72 MINS

TRUE TRADE AREA DEMOGRAPHICS

Population	535,603	Average HHI	\$110,000
Daytime Population	587,242	HHI \$150K-\$200K	9%
Households	211,696	HHI \$200K+	11%
Family Households	123,845	College Degree+	57%
Millennials	22%		
Gen X	19%		
Baby Boomers	22%		

WITHIN A 5 MILE RADIUS OF CONNECTICUT POST MALL
MORE THAN 8,965 HOUSEHOLDS
EARN \$200K OR MORE IN ANNUAL HHI



CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Household Income \$200K+	19%	+
Avg. Discretionary Income	\$81,935	+
Discretionary Income \$150K+	14%	+

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.

18%



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



HOME TO MANY
BEST-IN-CLASS BRANDS



Bath & Body Works®

PANDORA



AMERICAN EAGLE



WINDSOR





MORE THAN 50 EVENTS EACH YEAR WITH THOUSANDS OF ATTENDEES



NATIONAL LEASING

JACLYN PALMERI
JPALMERI@CENTENNIALREC.COM
215.791.0220

STACEY CALDARELLA
SCALDARELLA@CENTENNIALREC.COM
203.768.7458

ANCHORS & PADS

EARL K. HARRIS
EHARRIS@CENTENNIALREC.COM
469.951.6683

LOCAL LEASING

JANINE NETTO
JNETTO@CENTENNIALREC.COM
203.301.2253

NATIONAL POP UPS, ADVERTISING & EVENT TOURS

BIL INGRAHAM
BINGRAHAM@CENTENNIALREC.COM
773.715.1194

Connecticut
Post Mall

 SHOPCONNECTICUTPOSTMALL.COM

