#1 Central Area

The Central Area contains three major retail districts: State Street in the Loop, North Michigan Avenue, and Roosevelt Road. Chinatown is located in the southwestern portion of this submarket. In addition to a strong residential base of 77,360 households with a median income of $84,919, Central Area retail sales are supported by tourists, office workers, and students.

## Demographics

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
<th>2012*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>66,035</td>
<td>127,296</td>
<td>132,306</td>
</tr>
<tr>
<td>Households</td>
<td>60,370</td>
<td>74,697</td>
<td>77,360</td>
</tr>
<tr>
<td>Median HH Income</td>
<td>$54,519</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Median Age: 33.5
- 1 Person Households: 42,476 (56.9%)
- All Households with Children: 6,436 (8.6%)
- All Households 65+: 9,904 (13.3%)
- Square Miles: 6.8
- Population Density per Square Mile: 19,445
- SF of Land in Parcels Zoned B, C, D & BPD: 50.1M
- SF of Ground Floor Area Zoned B, C, D & BPD: 30.3M

Source: U.S. Census Bureau, EAL, Dan & Interviews. *2012 Estimate

## Submarket Inventory

### Shopping Centers
- Community center with more than 125,000 SF: 20 centers totaling more than 2.1M SF
- Neighborhood center with 30,000 to 125,000 SF: 30 centers totaling more than 2.1M SF

### Big Box Retailers
- Best Buy
- Target
- Home Depot

### Grocery Stores
- Dominick's
- Jewel-Osco
- Mariano's Fresh Market
- Potash Markets

### Special Service Areas
- State Street Mall #1

---

## Submarket Business Licenses

Source: City of Chicago

---

## Submarket Gap Analysis

### Total Retail, Food & Drink

**Demand** = $2,887.1M
**Supply** = $5,081.0M
**GAP** = $-1,193.9M

### Auto Sales & Services

**Demand** = $2,879.7M
**Supply** = $6,870.0M
**GAP** = $-3,990.3M

---

*Excludes Non-store Retailers and Auto Sales and Services

Source: City Business Analyst

---

### Population Change

Source: U.S. Census Bureau

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### Submarket Inventory Map

Key:
- City Shopping Center
- Suburban Shopping Center
- City Big Box Retail
- Suburban Big Box Retail
- Grocery Store
- Special Service Area
- Retail
- Auto Sales & Service
- Personal Service
- Other Service

---

### Submarket Business Licenses

Source: City of Chicago

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