





NORCO

14 sq.miles

Incorporated in 1964

POPULATION CHARACTERISTICS

Population		2010 Racial & Ethnic Population (*1)				2010 Population by Age (*1)			
Year	Population		Number	Percent		Number	Percent		
1970	14,511 (*1)	White	15,275	56.4%	< 5	1,229	4.5%		
1980	21,126 (*1)	African American	1,858	6.9%	5-9	1,378	5.1%		
1990	23,302 (*1)	Asian	828	3.1%	10-14	1,663	6.1%		
1995	23,450 (*2)	Amer Indian/Alaska Native	150	0.6%	15-19	2,054	7.6%		
1996	23,500 (*2)	Hawaiian and Pac Islander	52	0.2%	20-24	1,962	7.2%		
1997	23,600 (*2)	Some Other Races	28	0.1%	25-34	3,559	13.1%		
1998	24,050 (*2)	Two or More Races	467	1.7%	35-44	4,295	15.9%		
1999	23,950 (*2)	Hispanic*	8,405	31.1%	45-54	5,141	19.0%		
2000	24,157 (*1)	Total	27,063	100.0%	55-59	1,786	6.6%		
2001	24,408 (*2)	* Hispanic can be of any race							
2002	24,882 (*2)	Vital Statistics (*4)				60-64	1,376	5.1%	
2003	25,321 (*2)	Year	Total Births	Birth Rate*	Total Death	Death Rate*	65-74	1,742	6.4%
2004	25,624 (*2)	2007	380	14.1	149	5.5	75-84	694	2.6%
2005	26,532 (*2)	2008	239	8.9	142	5.3	85+	184	0.7%
2006	27,045 (*2)	2009	231	8.6	139	5.2	Total	27,063	100.0%
2007	27,017 (*2)	* Rates per 1,000 population							
2008	26,812 (*2)	2011 Voter Registration (*5)				2010 Population by Sex (*1)			
2009	26,852 (*2)		Number	Percent		Number	Percent		
2010	27,063 (*1)	Democrat	3,122	26.8%	Male	15,636	57.8%		
2011	27,060 (*2)	Republican	6,003	51.6%	Other	595	5.1%		
Projections		No Party Preference	1,908	16.4%	Female	11,427	42.2%		
2020	30,757 (*3)	Total Registered	11,628	100.0%	Total	27,063	100.0%		
2025	31,884 (*3)								
2030	32,442 (*3)								
2035	33,108 (*3)								

Sources: (*1) Decennial Census, US Census Bureau

(*2) January Estimate, CA State Dept. of Finance

(*3) Riverside County Projections (RCP10)

(*4) Riverside County Department of Public Health

(*5) California Secretary of State, February 2011

Note: Totals might not add up due to rounding.

Comparing data between years may be problematic because of incorporations & annexations.

Projections are based on January 1, 2008 boundary; therefore current or future dwelling units in the annexed area may not be reflected in these projections.

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HOUSING & HOUSEHOLD CHARACTERISTICS

Housing Units			Housing Units by Type					
Year	Units	Source	2000 (*1)	Percent	2010 (*6)	Percent		
1970	4,019	(*1)	Single Detached	5,903	94.0%	6,919	94.5%	
1980	5,383	(*1)	Single Attached	137	2.2%	95	1.3%	
1990	5,785	(*1)	Multi-Family: 2 to 4	9	0.1%	37	0.5%	
2000	6,277	(*1)	Multi-Family: 5 Plus	137	2.2%	188	2.6%	
2001	6,325	(*2)	Mobile Homes	91	1.4%	83	1.1%	
2002	6,493	(*2)	Total Units	6,277	100%	7,322	100.0%	
2003	6,577	(*2)	Occupancy	6,136	97.8%	7,023	95.9%	
2004	6,658	(*2)	Vacancy	141	2.2%	299	4.1%	
2005	6,972	(*2)	Median Home Price (*4)					
2006	7,185	(*2)	2001	\$280,000	Housing Unit Building Permits (*5)			
2007	7,221	(*2)	2002	\$289,000				
2008	7,222	(*2)	2003	\$350,000				
2009	7,229	(*2)	2004	\$490,000				
2010	7,322	(*1)	2005	\$640,000				
2011	7,320	(*2)	2006	\$625,000				
Projections			2007	\$605,000				
2020	8,362	(*3)	2008	\$425,000				
2025	8,719	(*3)	2009	\$350,000				
2030	8,888	(*3)	2010	\$331,000				
2035	9,083	(*3)	2011*	\$398,000				
			*October 2011		Year	Single-Family Structure	All Multi-Family Structure	Total Units
			Persons Per Occupied Housing Unit (*1)		1991	16	0	16
			2000	3.15	1992	8	0	8
			2010	3.23	1993	8	0	8
					1994	57	0	57
					1995	46	0	46
					1996	44	40	84
					1997	25	10	35
					1998	29	0	29
					1999	103	0	103
					2000	147	0	147
					2001	140	40	180
					2002	59	10	69
					2003	91	30	121
					2004	94	30	124
					2005	80	0	80
					2006	7	0	7
					2007	4	0	4
					2008	2	0	2
					2009	0	0	0
					2010	2	0	2

Sources: (*1) Decennial Census, US Census Bureau

(*2) January Estimate, CA State Dept. of Finance. DOF will further benchmark and adjust the data with 2010 Census.

(*3) Riverside County Projections (RCP10)

(*4) DataQuick Reports

(*5) US Department of Housing & Urban Development, State of the Cities Data Systems

(*6) 2005-2009 American Community Survey 5-Year Estimates and 2010 Decennial Census

Note: Totals might not add up due to rounding.

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ECONOMIC AND LABOR FORCE CHARACTERISTICS

Labor Force Participation (*1)				
Year	Labor Force	Employed	Unemployed	Unemployment Rate
2006	13,400	12,900	500	4.0%
2007	13,700	13,000	700	4.8%
2008	13,700	12,800	900	6.9%
2009	13,700	12,200	1,500	11.0%
2010	13,600	11,900	1,600	12.0%
2011*	13,600	12,100	1,500	11.2%

* Preliminary October 2011 data

Employment/Jobs Projections (*3)	
2020	16,778
2035	22,221

* Jobs within city boundary

2009 Employment/Jobs by Industry Sector* (*2)	
Agriculture, Forestry, Fishing and Hunting	91
Mining, Quarrying, and Oil and Gas Extraction	34
Utilities	8
Construction	1,376
Manufacturing	1,164
Wholesale Trade	338
Retail Trade	705
Transportation and Warehousing	331
Information	98
Finance and Insurance	197
Real Estate and Rental and Leasing	139
Professional, Scientific, and Technical Services	492
Management of Companies and Enterprises	127
Administration & Support, Waste Mngt and Remediation	686
Educational Services	2,592
Health Care and Social Assistance	540
Arts, Entertainment, and Recreation	144
Accommodation and Food Services	972
Other Services (excluding Public Administration)	524
Public Administration	306
Total All Jobs	10,864

*Jobs within city boundary

Median Household Income	
2000	\$ 62,652 (*4)
2010	\$ 80,358 (*5)

Taxable Sales in 1,000s of Dollars (*6)		
Year	Total	% of County
2003	\$487,537	2.2%
2004	\$503,573	2.0%
2005	\$557,655	2.0%
2006	\$557,095	1.9%
2007	\$509,334	1.8%
2008	\$436,753	1.7%
2009	\$340,697	1.5%

Sources: (*1) CA Employment Development Department (City residents working anywhere. Data are not seasonally adjusted)

(*2) U.S. Census Bureau Local Employment Dynamics

(*3) Riverside County Projections (RCP10)

(*4) Decennial Census, US Census Bureau (in 1999 inflation-adjusted dollars).

(*5) 2008-2010 American Community Survey 3-Year Estimates (in 2010 inflation-adjusted dollars).

(*6) State Board of Equalization

Note: Totals might not add up due to rounding.

Comparing data between years may be problematic because of incorporations & annexations.

Projections are based on January 1, 2008 boundary; therefore, current or future employment in the annexed area may not be reflected in these projections.