





14 sq.miles

Incorporated in 1964

## POPULATION CHARACTERISTICS

Population	2012 Racial & Ethnic Population (*4)				2012 Population by Age (*2)				
1970 14,511 (*1)			Number	Percent		Number	Percent		
1980 21,126 (*1)	White	15,528	57.4%		< 5	1,001	3.7%		
1990 23,302 (*1)	African American	1,785	6.6%		5-9	1,596	5.9%		
1995 23,450 (*2)	Asian	1,190	4.4%		10-14	2,083	7.7%		
1996 23,500 (*2)	Amer Indian/Alaska Native	243	0.9%		15-19	2,002	7.4%		
1997 23,600 (*2)	Hawaiian and Pac Islander	0	0.0%		20-24	2,056	7.6%		
1998 24,050 (*2)	Some Other Races	27	0.1%		25-34	3,084	11.4%		
1999 23,950 (*2)	Two or More Races	703	2.6%		35-44	5,005	18.5%		
2000 24,157 (*1)	Hispanic*	7,577	28.0%		45-54	4,788	17.7%		
2001 24,408 (*2)	Total	27,053	100.0%		55-59	1,569	5.8%		
2002 24,882 (*2)	* Hispanic can be of any race				60-64	1,299	4.8%		
2003 25,321 (*2)	<b>Vital Statistics (*5)</b>				65-74	1,488	5.5%		
2004 25,624 (*2)	Year	Total Births	Birth Rate*	Total Death	Death Rate*	75-84	893	3.3%	
2005 26,532 (*2)	2008	239	8.9	142	5.3	85+	189	0.7%	
2006 27,045 (*2)	2009	231	8.6	139	5.2	Total	27,053	100.0%	
2007 27,017 (*2)	2010	245	9.1	118	4.4	Median Age:	39.3		
2008 26,812 (*2)	* Rates per 1,000 population				% of County:	1.2%			
2009 26,852 (*2)	<b>2012 Voter Registration (*6)</b>				<b>2012 Population by Sex (*4)</b>				
2010 27,063 (*1)			Number	Percent		Number	Percent		
2011 26,968 (*2)	Democrat	2,962	25.3%		Male	15,108	55.8%		
2012 27,053 (*2)	Republican	6,163	52.7%		Female	11,945	44.2%		
<b>Projections</b>				Other	590	5.0%	Total	27,053	100.0%
2020 30,757 (*3)	No Party Preference	1,970	16.9%						
2035 32,657 (*3)	Total Registered	11,685	100.0%						

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

(\*2) January Estimate, CA State Department of Finance

(\*3) Riverside County Projections (RCP10)

(\*4) American Community Survey 2007-2011 5-Year Estimates and CA State Department of Finance

(\*5) Riverside County Department of Public Health

(\*6) 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 April 1, 2010 boundary; therefore current or future dwelling units in the annexed area may not be reflected in these projections.

# NORCO

## HOUSING & HOUSEHOLD CHARACTERISTICS

<b>Housing Units</b>			<b>Housing Units by Type</b>				
Year	Units	Source	2010 (*1)	Percent	2012 (*2)	Percent	
1970	4,019	(*1)	Single Detached	6,969	95.2%	6,967	95.2%
1980	5,383	(*1)	Single Attached	98	1.3%	98	1.3%
1990	5,785	(*1)	Multi-Family: 2 to 4	39	0.5%	39	0.5%
2000	6,277	(*1)	Multi-Family: 5 Plus	194	2.6%	194	2.7%
2001	6,325	(*2)	Mobile Homes	22	0.3%	22	0.3%
2002	6,493	(*2)	Total Units	7,322	100.0%	7,320	100.0%
2003	6,577	(*2)	Occupancy	7,023	95.9%	7,021	95.9%
2004	6,658	(*2)	Vacancy	299	4.1%	299	4.1%
2005	6,972	(*2)	<b>Median Home Price (*4)</b>				
2006	7,185	(*2)	2002	\$289,000	<b>Housing Unit Building Permits (*5)</b>		
2007	7,221	(*2)	2003	\$350,000			
2008	7,222	(*2)	2004	\$490,000			
2009	7,229	(*2)	2005	\$640,000			
2010	7,322	(*1)	2006	\$625,000			
2011	7,320	(*2)	2007	\$605,000			
2012	7,320	(*2)	2008	\$425,000			
			2009	\$350,000			
			2010	\$331,000			
			2011	\$340,000			
			2012*	\$345,000			
			*October 2012				
			<b>Persons Per Household</b>				
			2000	3.15	(*1)	* Preliminary October 2012	
			2010	3.23	(*1)		
			2012	3.27	(*2)		
<b>Projections</b>							
2020	8,362	(*3)					
2035	9,083	(*3)					

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

(\*2) January Estimate, CA State Department of Finance

(\*3) Riverside County Projections (RCP10)

(\*4) DataQuick Reports

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

Note: Totals might not add up due to rounding.

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# NORCO

## ECONOMIC AND LABOR FORCE CHARACTERISTICS

Labor Force Participation (*1)				
Year	Labor Force	Employed	Unemployed	Unemployment Rate
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	14,000	12,400	1,600	11.1%
2012*	14,000	12,600	1,400	9.8%

\* Preliminary October 2012

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

\* Jobs within city boundary

2010 Employment/Jobs by Industry Sector* (*2)	
Agriculture, Forestry, Fishing and Hunting	20
Mining, Quarrying, and Oil and Gas Extraction	43
Utilities	9
Construction	1,566
Manufacturing	381
Wholesale Trade	305
Retail Trade	935
Transportation and Warehousing	97
Information	55
Finance and Insurance	206
Real Estate and Rental and Leasing	65
Professional, Scientific, and Technical Services	766
Management of Companies and Enterprises	18
Administration & Support, Waste Mngt and Remediation	688
Educational Services	2,632
Health Care and Social Assistance	254
Arts, Entertainment, and Recreation	108
Accommodation and Food Services	1,028
Other Services (excluding Public Administration)	582
Public Administration	1,858
<b>Total All Jobs</b>	<b>11,616</b>

\*Jobs within city boundary

Median Household Income	
2000	\$ 62,652 (*4)
2011	\$ 84,812 (*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%
2010	\$354,729	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) 2007-2011 American Community Survey 5-Year Estimates (in 2011 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 April 1, 2010 boundary; therefore, current or future employment in the annexed area may not be reflected in these projections.