





# NORCO

14 sq.miles

Incorporated in 1964

## POPULATION CHARACTERISTICS

<b>Population</b>		<b>2013 Racial &amp; Ethnic Population (*4)</b>				<b>2013 Population by Age (*2)</b>		
1970	14,511 (*1)			Number	Percent		Number	Percent
1980	21,126 (*1)	White	15,283	57.4%	< 5	985	3.7%	
1990	23,302 (*1)	African American	1,757	6.6%	5-9	1,571	5.9%	
1995	23,450 (*2)	Asian	1,172	4.4%	10-14	2,050	7.7%	
1996	23,500 (*2)	Amer Indian/Alaska Native	240	0.9%	15-19	1,970	7.4%	
1997	23,600 (*2)	Hawaiian and Pac Islander	0	0.0%	20-24	2,024	7.6%	
1998	24,050 (*2)	Some Other Races	27	0.1%	25-34	3,035	11.4%	
1999	23,950 (*2)	Two or More Races	692	2.6%	35-44	4,926	18.5%	
2000	24,157 (*1)	Hispanic*	7,455	28.0%	45-54	4,713	17.7%	
2001	24,408 (*2)	Total	26,626	100.0%	55-59	1,544	5.8%	
2002	24,882 (*2)	* Hispanic can be of any race						
2003	25,321 (*2)							
2004	25,624 (*2)							
2005	26,532 (*2)							
2006	27,045 (*2)							
2007	27,017 (*2)							
2008	26,812 (*2)							
2009	26,852 (*2)							
2010	27,063 (*1)							
2011	26,968 (*2)							
2012	27,053 (*2)							
2013	26,626 (*2)							
<b>Projections</b>								
2020	30,757 (*3)							
2035	32,657 (*3)							
		<b>Vital Statistics (*5)</b>						
		Total	Birth	Total	Death			
		Year	Births	Rate*	Death	Rate*		
		2009	231	8.6	139	5.2		
		2010	245	9.1	118	4.4		
		2011	235	8.7	146	5.4		
		2012	190	7.0	157	5.8		
		* Rates per 1,000 population						
		<b>2013 Voter Registration (*6)</b>				<b>2013 Population by Sex (*4)</b>		
				Number	Percent		Number	Percent
		Democrat	3,072	25.2%	Male	14,870	55.8%	
		Republican	6,412	52.5%	Female	11,756	44.2%	
		Other	620	5.1%	Total	26,626	100.0%	
		No Party Preference	2,098	17.2%				
		Total Registered	12,202	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 2013

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.

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## HOUSING & HOUSEHOLD CHARACTERISTICS

Housing Units			Housing Units by Type				
1970	4,019	(*1)		<b>2010</b> (*1)	Percent	<b>2013</b> (*2)	Percent
1980	5,383	(*1)	Single Detached	6,969	95.2%	6,966	95.2%
1990	5,785	(*1)	Single Attached	98	1.3%	98	1.3%
2000	6,277	(*1)	Multi-Family: 2 to 4	39	0.5%	39	0.5%
2001	6,325	(*2)	Multi-Family: 5 Plus	194	2.6%	194	2.7%
2002	6,493	(*2)	Mobile Homes	22	0.3%	22	0.3%
2003	6,577	(*2)	Total Units	7,322	100.0%	7,319	100.0%
2004	6,658	(*2)	Occupancy	7,023	95.9%	7,020	95.9%
2005	6,972	(*2)	Vacancy	299	4.1%	299	4.1%
2006	7,185	(*2)	<b>Median Home Price</b> (*4)				
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			
2012	7,320	(*2)	2007	\$605,000			
2013	7,319	(*2)	2008	\$425,000			
			2009	\$350,000			
			2010	\$331,000			
			2011	\$340,000			
			2012	\$330,000			
			2013*	\$367,000			
			*August 2013				
			<b>Persons Per Household</b>				
			2000	3.15	(*1)		
			2010	3.23	(*1)		
			2013	3.29	(*2)		
			<b>Housing Unit Building Permits</b> (*5)				
			Year	Single-Family Structure	All Multi-Family Structure	Total Units	
			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	
			2011	0	0	0	
			2012	2	0	2	
			2013*	1	0	1	
			* Preliminary August 2013				
			<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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## 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	14,100	12,700	1,400	10.0%
2013*	14,000	12,800	1,200	8.8%

\* Preliminary August 2013

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

\* Jobs within city boundary

2011 Employment/Jobs by Industry Sector* (*2)	
Agriculture, Forestry, Fishing and Hunting	20
Mining, Quarrying, and Oil and Gas Extraction	35
Utilities	3
Construction	1,448
Manufacturing	466
Wholesale Trade	410
Retail Trade	1,006
Transportation and Warehousing	78
Information	26
Finance and Insurance	176
Real Estate and Rental and Leasing	65
Professional, Scientific, and Technical Services	746
Management of Companies and Enterprises	19
Administration & Support, Waste Mngt and Remediation	711
Educational Services	2,830
Health Care and Social Assistance	246
Arts, Entertainment, and Recreation	133
Accommodation and Food Services	1,191
Other Services (excluding Public Administration)	680
Public Administration	1,744
<b>Total All Jobs</b>	<b>12,033</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%
2011	\$384,972	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.