



# Community Profile

Norco city, CA (0651560)  
 Norco city  
 Geography: Place

Prepared by Esri

	Norco city, C...
<b>Population Summary</b>	
2010 Total Population	27,649
2020 Total Population	26,316
2020 Group Quarters	4,100
2023 Total Population	26,265
2023 Group Quarters	4,100
2028 Total Population	26,254
2023-2028 Annual Rate	-0.01%
2023 Total Daytime Population	29,302
Workers	17,844
Residents	11,458
<b>Household Summary</b>	
2010 Households	7,256
2010 Average Household Size	3.20
2020 Total Households	7,057
2020 Average Household Size	3.15
2023 Households	7,007
2023 Average Household Size	3.16
2028 Households	7,012
2028 Average Household Size	3.16
2023-2028 Annual Rate	0.01%
2010 Families	5,715
2010 Average Family Size	3.53
2023 Families	5,424
2023 Average Family Size	3.52
2028 Families	5,424
2028 Average Family Size	3.52
2023-2028 Annual Rate	0.00%
<b>Housing Unit Summary</b>	
2000 Housing Units	6,376
Owner Occupied Housing Units	79.9%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	2.2%
2010 Housing Units	7,565
Owner Occupied Housing Units	76.5%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	4.1%
2020 Housing Units	7,253
Vacant Housing Units	2.7%
2023 Housing Units	7,185
Owner Occupied Housing Units	81.5%
Renter Occupied Housing Units	16.0%
Vacant Housing Units	2.5%
2028 Housing Units	7,198
Owner Occupied Housing Units	81.9%
Renter Occupied Housing Units	15.5%
Vacant Housing Units	2.6%
<b>Median Household Income</b>	
2023	\$116,056
2028	\$128,608
<b>Median Home Value</b>	
2023	\$651,999
2028	\$663,334
<b>Per Capita Income</b>	
2023	\$39,628
2028	\$44,970
<b>Median Age</b>	
2010	39.3
2023	38.8
2028	39.6

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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## 2023 Households by Income

Household Income Base	7,007
<\$15,000	3.9%
\$15,000 - \$24,999	4.1%
\$25,000 - \$34,999	3.7%
\$35,000 - \$49,999	4.7%
\$50,000 - \$74,999	11.4%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	26.8%
\$150,000 - \$199,999	16.3%
\$200,000+	18.5%
Average Household Income	\$147,444

## 2028 Households by Income

Household Income Base	7,012
<\$15,000	3.3%
\$15,000 - \$24,999	2.7%
\$25,000 - \$34,999	2.7%
\$35,000 - \$49,999	3.4%
\$50,000 - \$74,999	9.4%
\$75,000 - \$99,999	9.6%
\$100,000 - \$149,999	27.9%
\$150,000 - \$199,999	19.5%
\$200,000+	21.6%
Average Household Income	\$167,601

## 2023 Owner Occupied Housing Units by Value

Total	5,858
<\$50,000	0.1%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.1%
\$300,000 - \$399,999	1.2%
\$400,000 - \$499,999	7.8%
\$500,000 - \$749,999	67.0%
\$750,000 - \$999,999	21.3%
\$1,000,000 - \$1,499,999	1.8%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.4%
Average Home Value	\$680,147

## 2028 Owner Occupied Housing Units by Value

Total	5,897
<\$50,000	0.1%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.0%
\$250,000 - \$299,999	0.1%
\$300,000 - \$399,999	1.0%
\$400,000 - \$499,999	7.1%
\$500,000 - \$749,999	63.8%
\$750,000 - \$999,999	24.8%
\$1,000,000 - \$1,499,999	2.1%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.5%
Average Home Value	\$696,744

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age	
Total	27,651
0 - 4	4.6%
5 - 9	5.1%
10 - 14	6.2%
15 - 24	14.8%
25 - 34	13.1%
35 - 44	16.0%
45 - 54	18.9%
55 - 64	11.5%
65 - 74	6.5%
75 - 84	2.6%
85 +	0.7%
18 +	79.5%
2023 Population by Age	
Total	26,265
0 - 4	4.2%
5 - 9	4.8%
10 - 14	5.3%
15 - 24	11.8%
25 - 34	18.2%
35 - 44	14.4%
45 - 54	12.9%
55 - 64	13.5%
65 - 74	9.2%
75 - 84	4.7%
85 +	1.1%
18 +	82.6%
2028 Population by Age	
Total	26,254
0 - 4	4.4%
5 - 9	4.5%
10 - 14	5.0%
15 - 24	11.0%
25 - 34	15.3%
35 - 44	18.6%
45 - 54	11.9%
55 - 64	12.2%
65 - 74	10.0%
75 - 84	5.5%
85 +	1.6%
18 +	83.2%
2010 Population by Sex	
Males	15,897
Females	11,751
2023 Population by Sex	
Males	14,609
Females	11,656
2028 Population by Sex	
Males	14,552
Females	11,702

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2010 Population by Race/Ethnicity</b>	
Total	27,647
White Alone	75.5%
Black Alone	7.1%
American Indian Alone	0.9%
Asian Alone	3.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	9.6%
Two or More Races	3.3%
Hispanic Origin	31.4%
Diversity Index	66.6
<b>2020 Population by Race/Ethnicity</b>	
Total	26,316
White Alone	55.9%
Black Alone	6.1%
American Indian Alone	1.2%
Asian Alone	3.4%
Pacific Islander Alone	0.2%
Some Other Race Alone	20.1%
Two or More Races	13.1%
Hispanic Origin	36.1%
Diversity Index	79.8
<b>2023 Population by Race/Ethnicity</b>	
Total	26,265
White Alone	52.8%
Black Alone	6.3%
American Indian Alone	1.2%
Asian Alone	3.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	22.0%
Two or More Races	13.8%
Hispanic Origin	38.9%
Diversity Index	81.6
<b>2028 Population by Race/Ethnicity</b>	
Total	26,254
White Alone	48.9%
Black Alone	6.3%
American Indian Alone	1.3%
Asian Alone	4.1%
Pacific Islander Alone	0.2%
Some Other Race Alone	24.3%
Two or More Races	14.9%
Hispanic Origin	41.9%
Diversity Index	83.3
<b>2010 Population by Relationship and Household Type</b>	
Total	27,648
In Households	84.1%
In Family Households	76.4%
Householder	20.7%
Spouse	16.0%
Child	30.8%
Other relative	5.5%
Nonrelative	3.4%
In Nonfamily Households	7.7%
In Group Quarters	15.9%
Institutionalized Population	15.6%
Noninstitutionalized Population	0.3%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 31, 2023



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		Norco city, C...
<b>2023 Population 25+ by Educational Attainment</b>		
Total		19,433
Less than 9th Grade		3.5%
9th - 12th Grade, No Diploma		8.4%
High School Graduate		29.0%
GED/Alternative Credential		4.6%
Some College, No Degree		22.8%
Associate Degree		10.1%
Bachelor's Degree		14.1%
Graduate/Professional Degree		7.5%
<b>2023 Population 15+ by Marital Status</b>		
Total		22,531
Never Married		35.6%
Married		50.5%
Widowed		4.7%
Divorced		9.2%
<b>2023 Civilian Population 16+ in Labor Force</b>		
Civilian Population 16+		11,839
Population 16+ Employed		96.6%
Population 16+ Unemployment rate		3.4%
Population 16-24 Employed		10.3%
Population 16-24 Unemployment rate		6.8%
Population 25-54 Employed		64.1%
Population 25-54 Unemployment rate		3.4%
Population 55-64 Employed		18.8%
Population 55-64 Unemployment rate		1.8%
Population 65+ Employed		6.8%
Population 65+ Unemployment rate		3.1%
<b>2023 Employed Population 16+ by Industry</b>		
Total		11,432
Agriculture/Mining		2.4%
Construction		14.6%
Manufacturing		10.4%
Wholesale Trade		2.6%
Retail Trade		11.5%
Transportation/Utilities		7.2%
Information		1.6%
Finance/Insurance/Real Estate		3.9%
Services		40.5%
Public Administration		5.4%
<b>2023 Employed Population 16+ by Occupation</b>		
Total		11,432
White Collar		61.8%
Management/Business/Financial		18.0%
Professional		21.3%
Sales		11.0%
Administrative Support		11.5%
Services		14.5%
Blue Collar		23.8%
Farming/Forestry/Fishing		0.3%
Construction/Extraction		6.9%
Installation/Maintenance/Repair		3.3%
Production		5.5%
Transportation/Material Moving		7.8%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Households by Type</b>	
Total	7,258
Households with 1 Person	15.5%
Households with 2+ People	84.5%
Family Households	78.7%
Husband-wife Families	61.3%
With Related Children	30.0%
Other Family (No Spouse Present)	17.4%
Other Family with Male Householder	6.3%
With Related Children	3.4%
Other Family with Female Householder	11.1%
With Related Children	6.0%
Nonfamily Households	5.7%
All Households with Children	40.4%
Multigenerational Households	9.8%
Unmarried Partner Households	6.0%
Male-female	5.1%
Same-sex	0.9%
<b>2010 Households by Size</b>	
Total	7,255
1 Person Household	15.5%
2 Person Household	28.4%
3 Person Household	17.6%
4 Person Household	17.8%
5 Person Household	10.5%
6 Person Household	5.1%
7 + Person Household	5.1%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	7,264
Owner Occupied	79.6%
Owned with a Mortgage/Loan	68.3%
Owned Free and Clear	11.3%
Renter Occupied	20.4%
<b>2023 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	74
Percent of Income for Mortgage	33.7%
Wealth Index	167
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	7,565
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	27,649
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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### Top 3 Tapestry Segments

1.	Pleasantville (2B)
2.	Home Improvement (4B)
3.	Professional Pride (1B)

### 2023 Consumer Spending

Apparel & Services: Total \$	\$20,549,872
Average Spent	\$2,932.76
Spending Potential Index	133
Education: Total \$	\$19,981,010
Average Spent	\$2,851.58
Spending Potential Index	159
Entertainment/Recreation: Total \$	\$35,316,911
Average Spent	\$5,040.23
Spending Potential Index	133
Food at Home: Total \$	\$62,248,595
Average Spent	\$8,883.77
Spending Potential Index	131
Food Away from Home: Total \$	\$34,170,164
Average Spent	\$4,876.58
Spending Potential Index	131
Health Care: Total \$	\$65,654,173
Average Spent	\$9,369.80
Spending Potential Index	127
HH Furnishings & Equipment: Total \$	\$28,225,595
Average Spent	\$4,028.20
Spending Potential Index	136
Personal Care Products & Services: Total \$	\$8,969,680
Average Spent	\$1,280.10
Spending Potential Index	134
Shelter: Total \$	\$238,073,985
Average Spent	\$33,976.59
Spending Potential Index	137
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$29,742,911
Average Spent	\$4,244.74
Spending Potential Index	136
Travel: Total \$	\$21,961,998
Average Spent	\$3,134.29
Spending Potential Index	139
Vehicle Maintenance & Repairs: Total \$	\$11,422,466
Average Spent	\$1,630.15
Spending Potential Index	124

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.