



# Community Profile

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

Prepared by Esri

Norco city, C...

Population Summary	
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
Household Summary	
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%
Housing Unit Summary	
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
Owner Occupied Housing Units	79.6%
Renter Occupied Housing Units	17.7%
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%

**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.

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Median Household Income	
2023	\$116,056
2028	\$128,608
Median Home Value	
2023	\$651,999
2028	\$663,334
Per Capita Income	
2023	\$39,628
2028	\$44,970
Median Age	
2010	39.3
2020	41.0
2023	38.8
2028	39.6
2020 Population by Age	
Total	26,316
0 - 4	4.3%
5 - 9	4.8%
10 - 14	5.5%
15 - 24	12.5%
25 - 34	14.2%
35 - 44	14.2%
45 - 54	14.4%
55 - 64	15.1%
65 - 74	9.2%
75 - 84	4.4%
85 +	1.3%
18 +	81.8%
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%
2020 Population by Sex	

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>Norco city, C...</b>
Males	15,066
Females	11,250
<b>2023 Population by Sex</b>	
Males	14,609
Females	11,656
<b>2028 Population by Sex</b>	
Males	14,552
Females	11,702
<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

**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.

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2020 Population by Relationship and Household Type	
Total	26,316
In Households	84.4%
Householder	26.8%
Opposite-Sex Spouse	16.0%
Same-Sex Spouse	0.2%
Opposite-Sex Unmarried Partner	1.6%
Same-Sex Unmarried Partner	0.1%
Biological Child	23.9%
Adopted Child	0.7%
Stepchild	1.3%
Grandchild	3.9%
Brother or Sister	1.1%
Parent	1.6%
Parent-in-law	0.7%
Son-in-law or Daughter-in-law	1.1%
Other Relatives	1.8%
Foster Child	0.2%
Other Nonrelatives	3.5%
In Group Quarters	15.6%
Institutionalized	15.2%
Noninstitutionalized	0.3%
2023 Population 25+ by Educational Attainment	
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%
2023 Population 15+ by Marital Status	
Total	22,531
Never Married	35.6%
Married	50.5%
Widowed	4.7%
Divorced	9.2%
2023 Civilian Population 16+ in Labor Force	
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%

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 Employed Population 16+ by Industry

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%

### 2023 Employed Population 16+ by Occupation

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%

### 2020 Households by Type

Total	7,057
Married Couple Households	60.2%
With Own Children <18	21.6%
Without Own Children <18	38.6%
Cohabiting Couple Households	6.1%
With Own Children <18	1.8%
Without Own Children <18	4.4%
Male Householder, No Spouse/Partner	13.9%
Living Alone	6.5%
65 Years and over	2.9%
With Own Children <18	1.7%
Without Own Children <18, With Relatives	4.3%
No Relatives Present	1.4%
Female Householder, No Spouse/Partner	19.8%
Living Alone	8.6%
65 Years and over	5.4%
With Own Children <18	2.2%
Without Own Children <18, With Relatives	7.6%
No Relatives Present	1.3%

### 2020 Households by Size

Total	7,057
1 Person Household	15.1%
2 Person Household	30.1%
3 Person Household	17.2%
4 Person Household	17.8%
5 Person Household	9.3%
6 Person Household	5.5%
7 + Person Household	5.0%

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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## 2020 Households by Tenure and Mortgage Status

Total	7,057
Owner Occupied	81.8%
Owned with a Mortgage/Loan	67.3%
Owned Free and Clear	14.4%
Renter Occupied	18.2%

## 2023 Affordability, Mortgage and Wealth

Housing Affordability Index	74
Percent of Income for Mortgage	33.7%
Wealth Index	167

## 2020 Housing Units By Urban/ Rural Status

Total	7,253
Urban Housing Units	100.0%
Rural Housing Units	0.0%

## 2020 Population By Urban/ Rural Status

Total	26,316
Urban Population	100.0%
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.

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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.

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