Paradise is a small town of around 26,000 residents who are mostly older and majority white. Paradise is rated high on the livability index in amenities, as there are many restaurants, grocery stores, coffee shops, shopping stores, medical facilities, etc. in town. The crime rate is around 50% lower compared to California. The town also typically has nice weather, as well. However, while the cost of living and housing is lower than of California, it is still higher than the national average. The income per capita in Paradise is 14% lower than California, and median household income is 25% lower than California. In Paradise, the home price to income ratio is 4.2, which is higher than 2.6 (ratio that is typically considered affordable).

Compared to California, Paradise has a higher population of white people (92.8% of residents), very few Black or African American, American Indian and Alaska Native, Asian, or Native Hawaiian and other Pacific Islander people (0.2%, 1.4%, 1%, 0%), and some Hispanic or Latino people (6.2%). Proportionately, there are more people who are 65 years old and over in Paradise compared to California (25.1%). While the total population is approximately equal between male and female, there are a little more older women than men. Paradise also has a lower high school graduation rate and attainment of Bachelor’s degree or higher, percent of persons age 25 years+, 2013-2017. Health-wise, the percentage of people in Paradise under 65 years with a disability is more than double the percentage of people in California (18.4%).