

ECONOMY LIFE IN PARADISE

Income, Wealth, and Poverty

The median annual household income in Paradise, about **\$48,800**, is less than those of both California (\$63,800) and the United States as a whole (\$55,300). The percentage of people living in poverty in Paradise, some **13.7%**, is a bit higher than both California (13.3%) and the United States (12.3%). The median value of an owner-occupied house in Paradise, **about \$205,500**, is less than half the California average (\$443,400) but more than the average for the United States (\$193,5000).

Cost of Living

Based on an index in which the average U.S. cost of living is 100 (an index greater than 100 means it is more expensive compared to the U.S. average), California is 169, and Paradise is 111. Housing is the biggest factor in cost of living in Paradise. On average, renters pay about 25% of their gross income for rent alone, the same percentage as renters in California (25%) but more than the national average (21%). Homeowners with mortgages in Paradise pay about 34% of their gross income for housing costs; in California the percentage is over 40% while nationally the percentage is 32%.

Health

The percentage of people under 65 living with a disability, **about 18.4%**, is over twice the averages both for California (under 7%) and over twice the average for the United States (8.7%). The number of people without health insurance in Paradise, **9.3%**, is on par with the percentages for both California (8.1%) and the United States (10.2%).

Housing and Households

There are **10,748 households** in Paradise with an average of **2.42 persons** per household. This figure is below the averages for both California (2.96 persons) and the United States (2.63 persons). The rate of owner-occupied housing in Paradise is nearly **69.9%**, well above the rates for both California (54.5%) and the United States (63.8%). The median gross rent per month in Paradise is **\$1,038**, well below the median for California (\$1,358) but above that for the United States (\$982). The percentage of households with a computer in Paradise, **about 87.4%**, are within a few percentage points of both California (90.2%) and the United States (87.2%).

Employment and Occupations

Out of a population of 26,396 people, the economy of Paradise employs some **10,024 people**. This corresponds to just under 50% of the population aged 16 years or older. This is considerably less than the percentages for California and the United States, both 63%.

The following are the top three industries in Paradise. The corresponding numbers of people they employ in Paradise are in parentheses:

- Healthcare and social assistance (about 2,589 people or 25.8% of the total employed). This category includes registered nurses; nursing, psychiatric, and home health aides; and personal care aides.
- Retail trade (about 1,319 people or 13.2%). This category consists of retail salespersons, first-line supervisors of retail sales workers, and cashiers.
- Educational services (844 people or 8.4%). This category consists of elementary and middle-school teachers, post-secondary teachers, and teachers’ assistants.

The top three occupations in Paradise are administration (11.4% or about 1,145 people), management (10.3% or about 1,033 people), and sales (9.6% or about 960 people). Finally, compared to other census places, Paradise has an unusually high number of residents working in occupation categories of health technicians (450 people), personal care and service (728 people), and farming, fishing, and forestry (101 people).

