



11.0 POPULATION

The 1990 state Department of Finance estimated population for the Town of Paradise was 26,786; however, the 1990 U. S. Census count for the town is 25,403. The growth forecast contained in the 1982 Paradise General Plan for 1990 was 28,580, so it is evident that actual population growth has not equaled previous estimates, most likely due in part to limitations upon sewage disposal systems. Estimated household size for 1990 is 2.4 persons per household.

Department of Finance housing estimates for 1990 reported a vacancy rate of 4.28 percent and a total of 11,652 housing units, while the 1990 U. S. Census reported a total of 11,633 housing units.

Table 11-1 reports population counts for each census year, beginning with 1960, including a 1975 special census conducted by the Department of Finance and sponsored by Butte County. Table 11-2 compares population growth in Butte County with the Town of Paradise for 1980-1990.

According to the 1990 Census, the ethnic composition of the town is 94.6 percent white; eight-tenths of one percent American Indian, Alaskan and Aleut; one percent Asian and Pacific Islanders; one-tenth of one percent Black; and 3.4 percent Hispanic.

Employment information available from the California Employment Development Department (EDD) for the Chico Metropolitan Statistical Area (which encompasses all of Butte County) indicates an annual average unemployment rate of 7.9 percent, as compared to a statewide rate of 5.1 percent for 1989. Data is not available for the Town of Paradise.

Employment projections for the Chico MSA forecast increases in employment in agriculture/forestry/fishing; construction and mining; some manufacturing categories; retail trade; finance, insurance, and real estate; services; and local government and education. No growth or decreases are forecast in food, lumber, and wood products manufacturing; transportation and public utilities; wholesale trade; and State and Federal government employment. The three largest employment sectors for the county are services (24.3 percent), retail trade (22.6 percent) and government (21.2 percent).

The population growth anticipated over the next fifteen years could average approximately 1.3 percent annually. The plan's growth management thrust is intended to keep residential construction and population growth near to that experienced over the past ten years. Carrying this projection forward will result in a population increase from the current 26,000 to approximately 31,692 by the year 2008. Using net rather than gross acreage, the build-out population projection is estimated at 31,377.

Build out projections contained in the *Paradise General Plan* are based primarily on a survey of existing land uses, the land use designations established by this plan, and the vacant land gross acreage town wide.



The numbers have been modified from those contained in the May 1992 draft *General Plan*, consistent with the text revisions directed by the General Plan Revision Steering Committee in December of 1992.

TABLE 11-1
HISTORICAL POPULATION GROWTH

Year	Population	Percentage Annual Increase
1960	9,750	
1970	14,539	4.9
1975	19,239	3.2
1980	22,571	1.7
1990	25,403	1.3

Source: U. S. Census, State Department of Finance.

TABLE 11-2
POPULATION TRENDS 1980-1990

Jurisdiction	1980	Percentage of County Total	1990	Percentage of County Total
Butte County	143,851		182,085	
Incorporated	63,365	44.0	81,940	45.0
Unincorporated	80,486	56.0	100,145	55.0
Town of Paradise	22,571	15.7	25,403	13.9

Source: U. S. Census Bureau, 1980,1990; State Department of Finance Estimates, 1990