Central Bedfordshire is a great place to live and work.

**Live**
- **Population**: 274,000, increasing at a faster rate (7.7%) than national rate (3.3%).
- **House prices**: Average £51,000 higher than national prices, and at almost 18% growth, double the national growth.
- **Income**: Average weekly income for residents is £574.80, higher than the national rate of £533.
- **3rd out of 138 authorities in the uSwitch better Family Life Index.**

**Work**
- **Employment rate**: 78.6%, higher than national rate of 73.9%.
- **Superfast broadband**: Coverage of 90% of premises, 97% target for 2018/19.
- **Strategic location**: In greater South-East.

**But...**
- **Retail leakage of £423 million**: 7 times as much money leaves Central Bedfordshire than comes into the area.
- **Areas of deprivation**: 5 areas in the top 10-20% most deprived in the UK (an increase from the 3 in 2010).
- **Higher paid jobs outside Central Bedfordshire**: Residents earn an average £574.80 a week, whereas those who work in Central Bedfordshire earn £478.50.
- **Job density**: 0.66, highest since 2004 but still lower than comparator areas (surrounding area is 0.83).