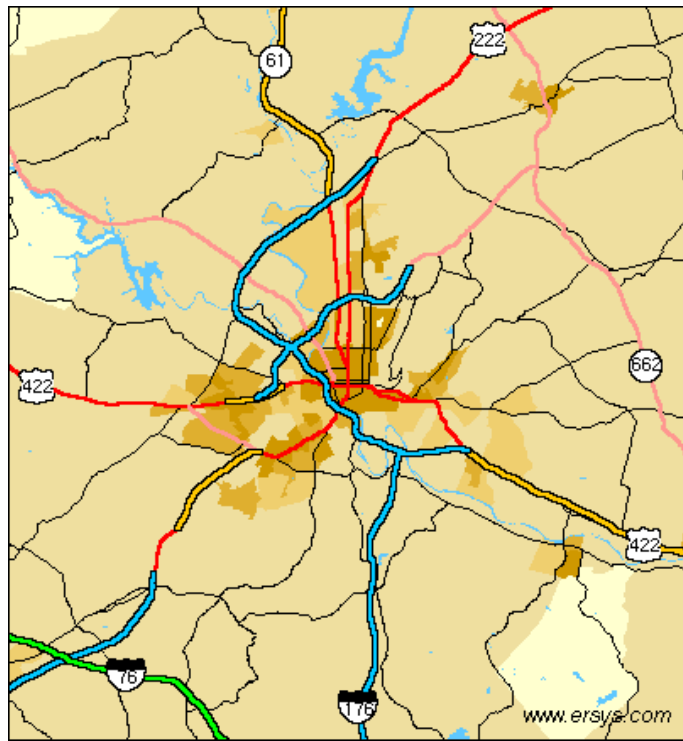
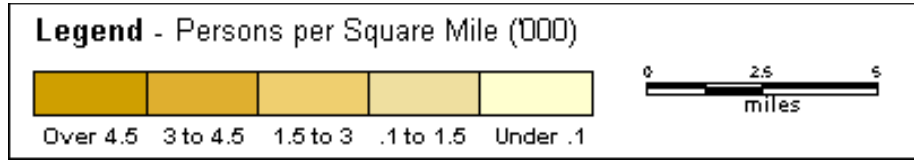
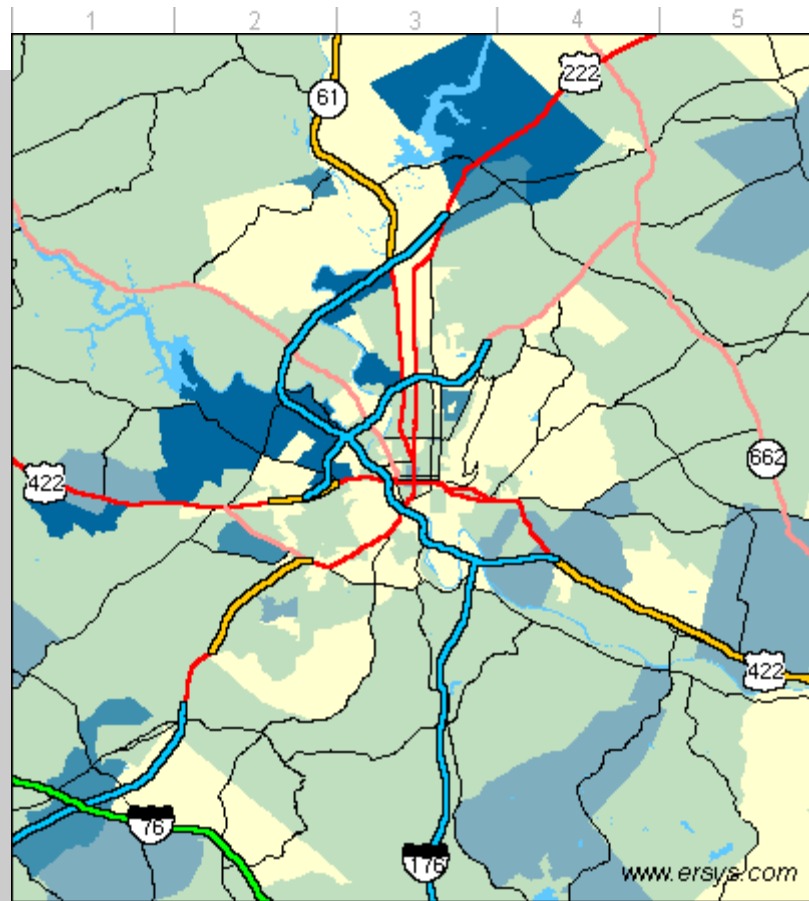
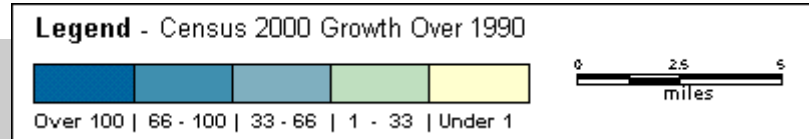


The Challenge of Greater Readingⁱ

The population of Berks County is 72.8% urban.ⁱⁱ



And while development growth continues to the north and west of the city, the city itself continues to grow as well: ⁱⁱⁱ

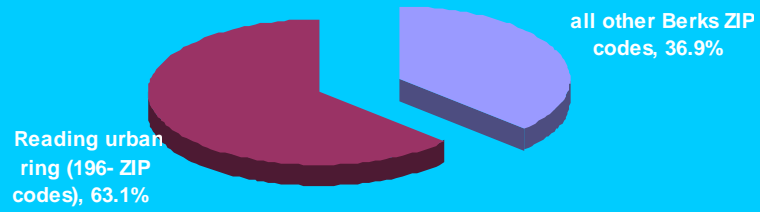


Reading city proper experienced a growth rate of 4.29%, nearly 4 times greater than Lancaster (1.13%), Allentown (1.1%), and Wilmington, DE (1.59%).

**Note that growth rates as a percentage of population will be skewed higher in the outlying areas, since the population there was the lowest to start with, and there is more available property to be developed. Also, it is important to consider that the development growth in the outlying areas may be limited by lot size restrictions and density limits imposed by local governments, and will be further limited to a socioeconomic population able to afford new construction in those areas.*

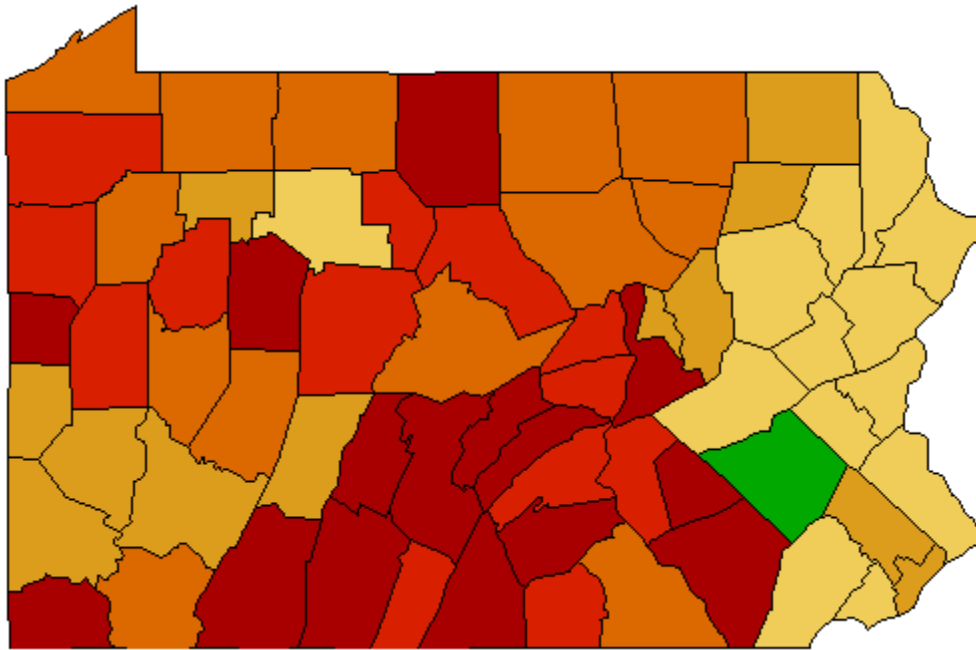
Further, 63% of all new movers in Berks County relocated to the urban ring of Reading.^{iv}

New Movers into Berks County for first 6 months of 2005



Berks County ranks 52nd out of 67 counties in PA in percentage of evangelical adherents:^v

EVANGELICAL DENOMINATIONS--Rates of adherents per 1000 population (2000)

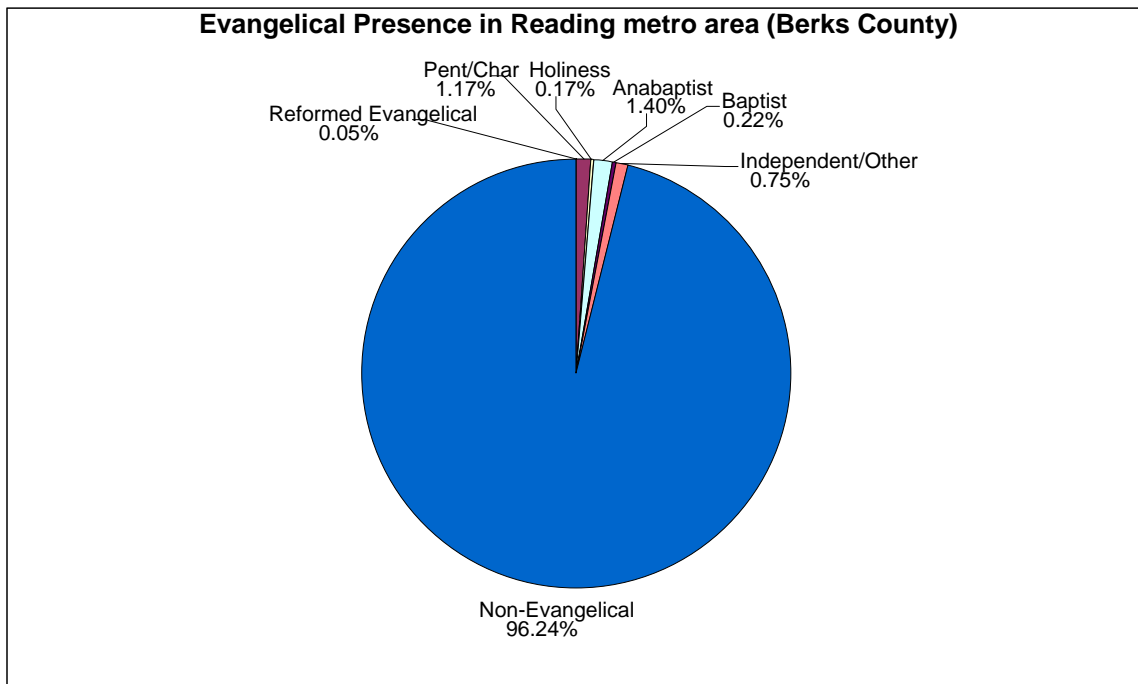


■ Berks, PA: 39.5543 (Rank: 52)
= 3.96%

Values:	N
■ 89.6083 To 189.8258	15
■ 75.1914 To 86.2069	13
■ 57.3764 To 74.6455	13
■ 36.8234 To 57.218	13
■ 8.7685 To 31.961	13

The Opportunity for Ministry^{vi}

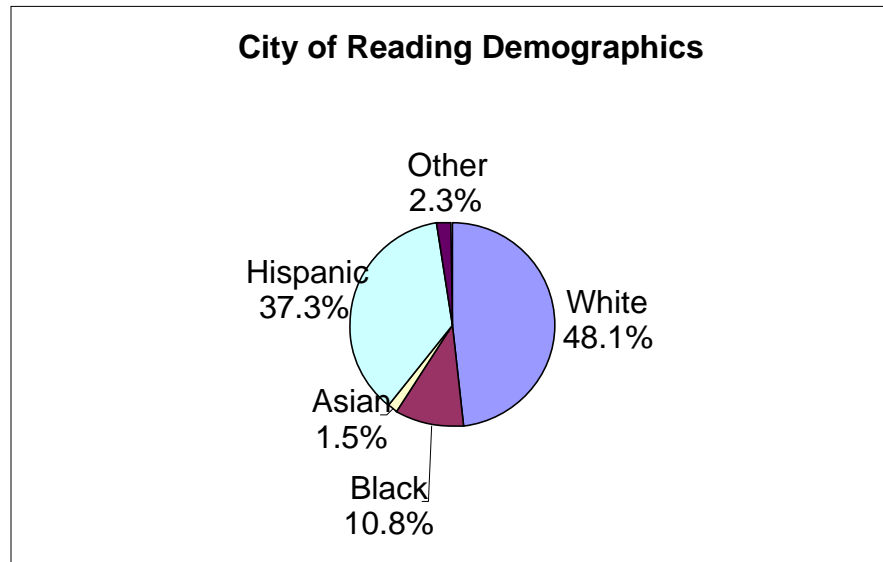
Our Vision: “A Christ-centered, worshiping Christian community, full of grace and truth, drawing the nations to Christ at the human crossroads of metro Reading”.



By far, the largest “religious” group in Reading are *those who claim no religious affiliation whatsoever* at 46%, followed by mainline Protestant and Roman Catholic.

We envision a church that will be a "taste of heaven", embracing the Reading metro area.

Pray with us that the Lord would bring a taste of "heaven on earth" that reflects the nations gathered in metro Reading:^{vii}



Note that there is *no longer a majority population* in the Reading city limits. When the statistical area is broadened to a 15-mile radius around the city of Reading, the numbers change (86% Anglo, 9% Hispanic, 3% African-American, 1% Asian), **but**:

- The total population climbs to over 455,000
- "...based upon the total number of groups present, the racial/ethnic diversity in the area is *very high*."
- By 2009, the Anglo population will *decrease*, the African-American population will remain stable and the Hispanic and Asian populations will both *increase* as a percentage of the total population.
- And the "lifestyle diversity in the area is *extremely high*"^{viii}

ⁱ Earth Research Systems www.ersys.com/usa/42/4263624/density.htm

ⁱⁱ www.thearda.com. The American Religion Data Archive is housed at the Pennsylvania State University in the Department of Sociology and the Social Science Research Institute.

ⁱⁱⁱ Earth Research Systems www.ersys.com/usa/42/4263624/growth.htm . Note also the new Morgan development in Morgantown. The same observations apply.

^{iv} Data from Tower Publishing, e-mail from Mary Anne Hildreth.

^v www.thearda.com. Note that neighboring Lancaster County ranks #1 in percentage of evangelical adherents at 18.9%. Note that Philadelphia (largest PA city) comes in slightly higher at # 50! In fact, of the 5 largest cities in PA, only Allentown (3rd-largest) ranks slightly lower than Reading in percentage of evangelical adherents, coming in at #56 in state rank, while Pittsburgh (2nd-largest), and Erie (4th-largest) are both higher.

^{vi} Graph data taken from the American Religion Database: www.thearda.com.

^{vii} Earth Research Systems www.ersys.com/usa/42/4263624/ethnic.htm

^{viii} Percept demographic study (Ministry Area Profile) prepared for The Reading Project, p. 1 (emphasis added).