

Greater READING, PA



Strategic Location

EASY ACCESS TO MARKETS, HUBS AND MAJOR CITIES IN THE MID ATLANTIC AND NORTHEAST

100 MILLION

people within an overnight drive

City of Reading

4th

most populous city in Pennsylvania

Greater Reading

Ranks!



#10 Housing Market in the U.S. (2025)*

#5 (of 65) Most Diverse Counties in PA**

#14 (of 65) Best Counties for Outdoor Activities in Pennsylvania**

#14 (of 65) Healthiest Counties in PA **

Sources: *Wall Street Journal/Realtor.com Housing Market Ranking (Spring 2025)

**Niche.com, 2025 Best Counties Rankings

Median Home List Prices



Reading, Pa.	\$354,900
Philadelphia, Pa.	\$389,900
Baltimore, Md.	\$384,750
Allentown, Pa.	\$425,000
Washington, D.C.	\$585,000
New York, N.Y.-N.J.	\$792,000

Source: Realtor.com June 2026



COUNTY POPULATION:



440,000+

Talent Pipeline

38,000+



COLLEGE AND TECHNICAL SCHOOL GRADUATES

Within **45** miles of Reading

COLLEGES & UNIVERSITIES



- Albright College
- Alvernia University
- Berks Technical Institute
- Drexel University College of Medicine at Tower Health
- Kutztown University
- Penn State Berks
- Reading Area Community College

TOP Employers

- East Penn Manufacturing
- Reading Hospital - Tower Health
- Amazon
- Carpenter Technology Corporation
- Reading School District
- Walmart
- County of Berks
- Penske
- PA State Government
- Redner's
- Penn State Health - St. Joseph
- Wilson School District
- Bosco's

TOP INDUSTRIES BASED ON EMPLOYMENT

Source: JobsEQ



MANUFACTURING HEALTHCARE



RETAIL | HOSPITALITY EDUCATION



Cost of Living Index

4.9%

LOWER than the U.S. average