



# ASCEND



WEST VIRGINIA

## ASCEND WV PROGRAM STATISTICS

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Quarterly Report  
Q4 2025

AS OF DECEMBER 31, 2025

*almost heaven*



## STATES REPRESENTED

Six featured communities across the state launched since 2021.



Virginia	83
Maryland	52
Pennsylvania	47
Florida	43
North Carolina	39
California	34
Ohio	29
Texas	28
Colorado	21
Illinois	17
New York	15
New Jersey	13
Utah	13
Massachusetts	12
Tennessee	11
Arizona	11
Oklahoma	11
Washington DC	11
Georgia	9
South Carolina	9
Idaho	8
Washington	8
Michigan	8
Oregon	8
Nevada	8
Kentucky	7
New Hampshire	6
Missouri	5
North Dakota	3
Vermont	3
Maine	3
Rhode Island	3
Louisiana	3
Montana	3
Connecticut	3
Nebraska	2
South Dakota	2
Indiana	2
New Mexico	2
Iowa	2
Alabama	2
Mississippi	2
Minnesota	1
Delaware	1
Hawaii	1
Wisconsin	1
Kansas	1
Arkansas	1

## MEMBER STATISTICS



Since April 2021, **618 ASCEND MEMBERS** signed up to join the climb.



Many brought family and friends, increasing the total to **1161 NEW WEST VIRGINIANS** including **17 BABIES** born during program.



### RELOCATED FROM 8 COUNTRIES

United States, Canada, Chile, Colombia, Germany, Mexico, United Arab Emirates, & United Kingdom



**116 MEMBERS** completed the 2-year program.

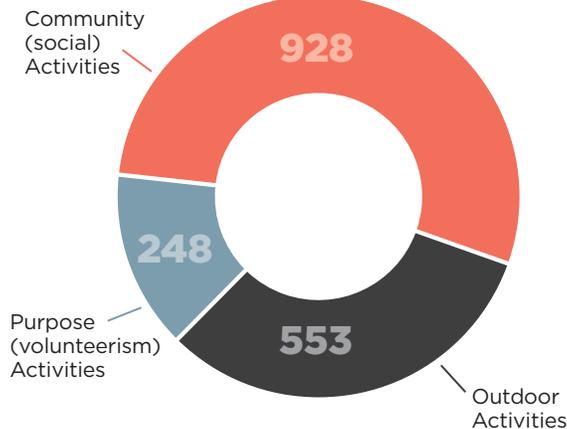
### RETENTION RATE

> Those who have been in the program at least four months and stayed: **95.5%**

### TOTAL APPLICATIONS RECEIVED

> **79,780+**

### PROGRAMMING

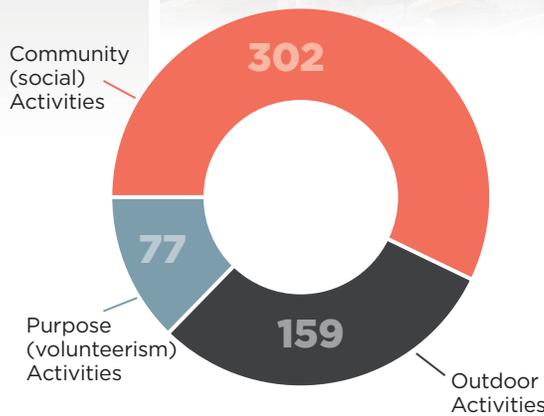




## FAST FACTS

- > APPLICATIONS RECEIVED: 24,429
- > ASCEND MEMBERS: 188
- > MEMBERS WHO COMPLETED PROGRAM: 49
- > TOTAL INCLUDING HOUSEHOLD MEMBERS: 386

## PROGRAMMING



## EMPLOYERS INCLUDE:

- AT&T
- CNX Resources
- Dow Jones & Co.
- Hinge Health
- Lumen
- National Wildlife Federation
- Optum Rx
- Travel + Leisure
- USDA
- Yelp Inc
- Wyndham Destinations
- Ziflow

## STATES REPRESENTED

Pennsylvania	21
Virginia	17
Florida	16
California	14
Maryland	14
North Carolina	12
Ohio	7
Texas	7
Illinois	6
Colorado	5
South Carolina	5
Idaho	4
New York	4
Nevada	4
Massachusetts	4
Georgia	4
New Jersey	4
Oklahoma	3
Washington	3
Tennessee	3
Oregon	3
Utah	3
Rhode Island	2
New Hampshire	2
Washington DC	2
Michigan	2
Vermont	1
Louisiana	1
Kentucky	1
New Mexico	1
Iowa	1
Alabama	1
Missouri	1



## TOP INDUSTRIES

- Health Care
- Other Professional, Scientific, and Technical Services
- Computer Systems Design and Related Services
- Management, Scientific, and Technical Consulting Services
- Other Services (except Public Administration)
- Advertising and Related Services
- Manufacturing
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- Architectural, Engineering, and Related Services
- Educational Services

**AVERAGE ANNUAL SALARY: \$94,617**



## WEST VIRGINIA CONNECTIONS

WV Born: 20%  
Not WV Born: 80%



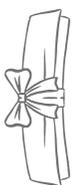
## PERCENTAGE RENTING/HOME PURCHASE

Home Purchase: 35%  
Renting: 65%



## TOP 10 OUTDOOR ACTIVITIES

- Hiking & Backpacking
- Camping (Car, Backyard, & RV)
- Flat Water Sports (Canoeing, Kayaking, SUP, etc.)
- Fishing
- Bicycling (Road, BMX, Mountain, etc.)
- Wildlife Viewing or Birdwatching
- Snow Sports (Skiing, Snowshoeing, Snowboarding, etc.)
- Running, Jogging, & Trail Running
- Climbing (Indoor or Outdoor)
- Motorsports (ATV, Dirtbiking, Off-roading, etc.)



## EDUCATIONAL ATTAINMENT

Undergraduate: 46%  
Masters/Graduate: 27%  
High School: 12%  
Associate: 9%  
Professional/Doctorate: 6%



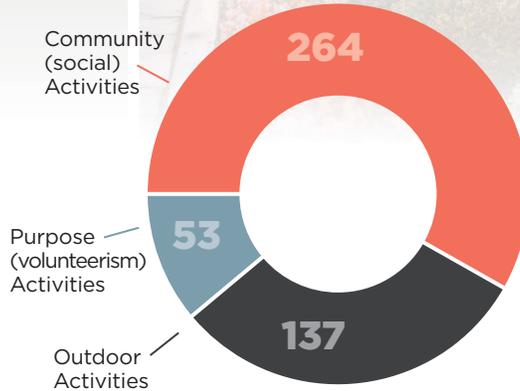
**MORGANTOWN AREA COUNTRIES MOVED FROM:**  
United States, Germany, & United Arab Emirates



## FAST FACTS

- > APPLICATIONS RECEIVED: 16,656
- > ASCEND MEMBERS: 85
- > MEMBERS WHO COMPLETED PROGRAM: 24
- > TOTAL INCLUDING HOUSEHOLD MEMBERS: 154

## PROGRAMMING



## EMPLOYERS INCLUDE:

- ADP
- Dept of Veterans Affairs
- Johns Hopkins University
- Baptist Health
- Mailshake, LLC
- Microsoft
- National Guard Bureau
- SentinelOne
- Virginia Tech
- Freedom First Credit Union



## TOP INDUSTRIES

- Other Professional, Scientific, and Technical Services
- Health Care
- Other Services (except Public Administration)
- Management, Scientific, and Technical Consulting Services
- Other Information Services
- Computer Systems Design and Related Services
- Advertising and Related Services
- Administrative and Support Services
- Funds, Trusts, and Other Financial Vehicles
- Specialized Design Services

## STATES REPRESENTED

Virginia	14
Florida	10
California	6
Texas	6
Ohio	5
North Carolina	5
Illinois	4
Colorado	3
Pennsylvania	3
New York	3
Maryland	3
New Jersey	3
Arizona	2
Georgia	2
South Carolina	2
Utah	2
North Dakota	1
Vermont	1
Rhode Island	1
Louisiana	1
Minnesota	1
Kentucky	1
Iowa	1
Washington	1
Massachusetts	1
Washington DC	1
Oregon	1
Mississippi	1

**AVERAGE ANNUAL SALARY: \$100,740**



## WEST VIRGINIA CONNECTIONS

WV Born: 8%  
Not WV Born: 92%



## PERCENTAGE RENTING/HOME PURCHASE

Home Purchase: 44%  
Renting: 56%



## TOP 10 OUTDOOR ACTIVITIES

- Hiking & Backpacking
- Camping (Car, Backyard, & RV)
- Flat Water Sports (Canoeing, Kayaking, SUP, etc.)
- Bicycling (Road, BMX, Mountain, etc.)
- Wildlife Viewing or Birdwatching
- Running, Jogging, & Trail Running
- Fishing
- Snow Sports (Skiing, Snowshoeing, Snowboarding, etc.)
- Climbing (Indoor or Outdoor)
- White Water Sports (Kayaking, Rafting, etc.)



## EDUCATIONAL ATTAINMENT

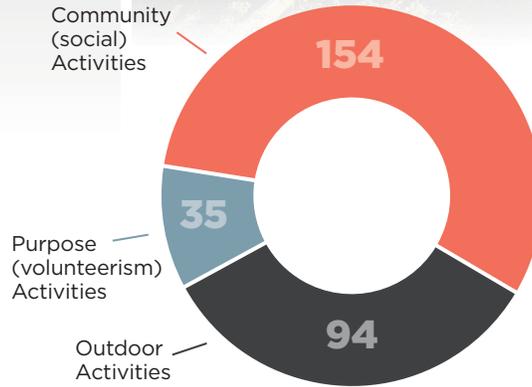
Undergraduate: 51%  
Masters/Graduate: 27%  
Doctorate: 2%  
Associate: 6%  
High School: 14%



## FAST FACTS

- > APPLICATIONS RECEIVED: 16,947
- > ASCEND MEMBERS: 170
- > MEMBERS WHO COMPLETED PROGRAM: 26
- > TOTAL INCLUDING HOUSEHOLD MEMBERS: 321

## PROGRAMMING



## EMPLOYERS INCLUDE:

- Booz Allen Hamilton
- Dataminr
- Department of Veterans Affairs
- Leatherman Tools
- NASA
- Salesforce
- Federal Reserve Bank of Richmond
- US Food and Drug Administration
- National Endowment for the Arts
- Verisign



## TOP INDUSTRIES

- Other Professional, Scientific, and Technical Services
- Computer Systems Design and Related Services
- Educational Services
- Other Services (except Public Administration)
- Health Care
- Management, Scientific, and Technical Consulting Services
- Architectural, Engineering, and Related Services
- Religious, Grantmaking, Civic, Professional, and Similar Organizations
- Scientific Research and Development Services
- Data Processing, Hosting, and Related Services

## STATES REPRESENTED

Virginia	36
Maryland	30
Florida	10
California	8
Pennsylvania	8
Washington DC	8
Texas	8
North Carolina	6
Ohio	6
New York	5
Oklahoma	5
Arizona	4
Illinois	3
Missouri	3
New Jersey	3
Maine	2
Kentucky	2
Colorado	1
North Dakota	1
Vermont	1
Louisiana	1
New Hampshire	1
Delaware	1
Idaho	1
Arkansas	1
Connecticut	1
New Mexico	1
Washington	1
Tennessee	1
Nevada	1
Massachusetts	1
Georgia	1
South Carolina	1
Oregon	1
Utah	1

**AVERAGE ANNUAL SALARY: \$106,996**



## WEST VIRGINIA CONNECTIONS

WV Born: 5%  
Not WV Born: 95%



## PERCENTAGE RENTING/HOME PURCHASE

Home Purchase: 49%  
Renting: 51%



## TOP 10 OUTDOOR ACTIVITIES

- Hiking & Backpacking
- Camping (Car, Backyard, & RV)
- Flat Water Sports (Canoeing, Kayaking, SUP, etc.)
- Bicycling (Road, BMX, Mountain, etc.)
- Fishing
- Wildlife Viewing or Birdwatching
- Snow Sports (Skiing, Snowshoeing, Snowboarding, etc.)
- Running, Jogging, & Trail Running
- White Water Sports (Kayaking, Rafting, Etc.)
- Climbing (Indoor or Outdoor)



## EDUCATIONAL ATTAINMENT

Undergraduate: 43%  
Masters/Graduate: 36%  
Doctorate/Professional: 7%  
High School: 6%  
Associate: 8%



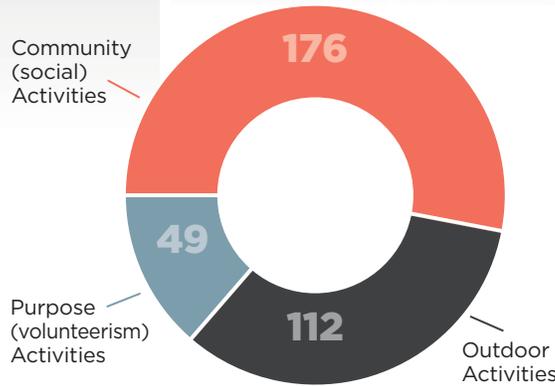
**EASTERN PANHANDLE COUNTRIES MOVED FROM:**  
USA, Canada, Chile, Mexico, United Kingdom



## FAST FACTS

- > APPLICATIONS RECEIVED: 12,071
- > ASCEND MEMBERS: 62
- > MEMBERS WHO COMPLETED PROGRAM: 16
- > TOTAL INCLUDING HOUSEHOLD MEMBERS: 118

## PROGRAMMING



## EMPLOYERS INCLUDE:

- AllState
- Dell
- Department of the Interior
- Cigna
- Honeywell International
- Orgenesis, Inc
- Rehrig Pacific Company
- Alight
- United States Patent and Trademark Office
- Xerox



## TOP INDUSTRIES

- Health Care
- Other Professional, Scientific, and Technical Services
- Insurance Carriers and Related Activities
- Management, Scientific, and Technical Consulting Services
- Computer Systems Design and Related Services
- Other Services (except Public Administration)
- Educational Services
- Advertising and Related Services
- Data Processing, Hosting, and Related Services
- Manufacturing

## STATES REPRESENTED

Pennsylvania	11
Colorado	6
Virginia	5
Texas	5
California	3
Massachusetts	3
North Carolina	3
Florida	3
Nebraska	2
Montana	2
Idaho	2
Tennessee	2
Ohio	2
Georgia	2
Michigan	2
North Dakota	1
South Dakota	1
New York	1
Kentucky	1
Oklahoma	1
Missouri	1
Nevada	1
Maryland	1
Mississippi	1

**AVERAGE ANNUAL SALARY: \$93,696**



## WEST VIRGINIA CONNECTIONS

WV Born: 8%  
Not WV Born: 92%



## PERCENTAGE RENTING/HOME PURCHASE

Home Purchase: 32%  
Renting: 68%



## TOP 10 OUTDOOR ACTIVITIES

- Hiking & Backpacking
- Camping (Car, Backyard, & RV)
- Flat Water Sports (Canoeing, Kayaking, SUP, etc.)
- Running, Jogging, & Trail Running
- Fishing
- Wildlife Viewing or Birdwatching
- Bicycling (Road, BMX, Mountain, etc.)
- Hunting
- White Water Sports (Kayaking, Rafting, etc.)
- Snow Sports (Skiing, Snowshoeing, Snowboarding, etc.)



## EDUCATIONAL ATTAINMENT

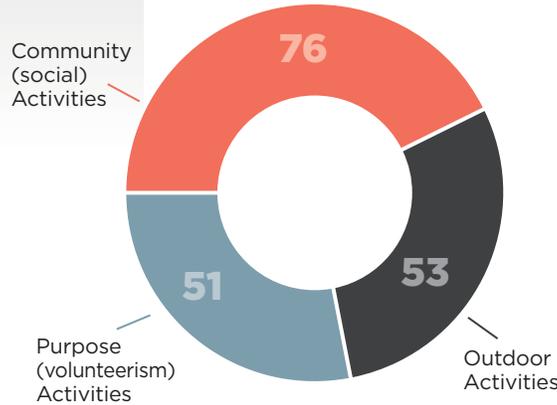
Undergraduate: 42%  
Masters/Graduate: 27%  
Doctorate/Professional: 3%  
Associate: 13%  
High School: 15%



## FAST FACTS

- > APPLICATIONS RECEIVED: 8,757
- > ASCEND MEMBERS: 111
- > MEMBERS WHO COMPLETED PROGRAM: 3
- > TOTAL INCLUDING HOUSEHOLD MEMBERS: 180

## PROGRAMMING



## EMPLOYERS INCLUDE:

- AllTrails
- Booz Allen Hamilton
- Blackbaud
- Cambium Learning Group
- Dartmouth College
- Mitsubishi Power Americas
- S&P Global
- UKG
- Ziprecruiter
- CVS Health

## STATES REPRESENTED

North Carolina	12
Virginia	11
Ohio	7
Utah	7
Colorado	6
Tennessee	5
Illinois	4
Michigan	4
Florida	4
California	3
Pennsylvania	3
New Hampshire	3
Washington	3
Oregon	3
Maryland	3
Connecticut	2
Indiana	2
New York	2
Kentucky	2
Oklahoma	2
Nevada	2
Massachusetts	2
Texas	2
New Jersey	2
Maine	1
South Dakota	1
Montana	1
Idaho	1
Hawaii	1
Wisconsin	1
Alabama	1
Kansas	1
South Carolina	1



## TOP INDUSTRIES

- Health Care
- Computer Systems Design and Related Services
- Educational Services
- Other Professional, Scientific, and Technical Services
- Other Services (except Public Administration)
- Management, Scientific, and Technical Consulting Services
- Insurance Carriers and Related Activities
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- Advertising and Related Services
- Architectural, Engineering, and Related Services

**AVERAGE ANNUAL SALARY: \$97,249**



## WEST VIRGINIA CONNECTIONS

WV Born: 10%  
Not WV Born: 90%



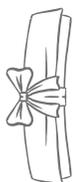
## PERCENTAGE RENTING/HOME PURCHASE

Home Purchase: 43%  
Renting: 57%



## TOP 10 OUTDOOR ACTIVITIES

- Hiking & Backpacking
- Climbing (Indoor or Outdoor)
- Wildlife Viewing or Birdwatching
- Flat Water Sports (Canoeing, Kayaking, SUP, etc.)
- Camping (Car, Backyard, & RV)
- Running, Jogging, & Trail Running
- Bicycling (Road, BMX, Mountain, etc.)
- Fishing
- White Water Sports (Kayaking, Rafting, Etc.)
- Snow Sports (Skiing, Snowshoeing, Snowboarding, etc.)



## EDUCATIONAL ATTAINMENT

Undergraduate: 41%  
Masters/Graduate: 34%  
Doctorate: 5%  
Associate: 9%  
High School: 11%



**NEW RIVER GORGE COUNTRIES MOVED FROM:**  
Columbia, Mexico & USA



# REALIZED IMPACTS

**RESULTS REPORTED FROM SURVEYS AT 3 MONTHS, 12 MONTHS & 24 MONTHS:**



## GENERAL HOUSEHOLD INFORMATION

- > **AVERAGE REPORTED HOUSEHOLD INCOME:** \$147,615
- > **AVERAGE REPORTED INDIVIDUAL INCOME:** \$111,051
- > **AVERAGE HOUSEHOLD MEMBERS:** 2
- > **REPORTED GENDER IDENTITY:**  
57% Female // 41% Male // 2% Prefer not to say
- > **REPORTED MARITAL STATUS:**  
46% Married // 40% Never Married // 12% Divorced // 1% Separated // 1% Widowed

*"Such a welcoming and connections-based community here in Greater Elkins. Also, the nature is out-of-this world. We are very happy that we took the leap. The weather, seasons, nature access, community, Ascend activity options, etc are all absolutely invaluable to our family."*

- 2025 Ascender

*"It's a great program. When I tell people at work about it, they always want to learn more. Also, I have a great sense of pride telling customers that I live in West Virginia."*

- 2024 Ascender

*"The best part has been meeting some of the most amazing people in the Ascend group. If you had asked me what I hoped for a year ago when I got accepted into the program, this would not have been the first thing that came to mind. I would have thought the outdoors/nature activities would have been what I enjoyed most. And while we are loving the outdoors and nature activities, the community that we have become a part of have been so special in our lives."*

- 2024 Ascender

## ETHNICITY

- 84% White or Caucasian
- 7% Black or African American
- 3% American Indian/Native American or Alaska Native
- 2% Asian
- 3% Other
- 2% Prefer not to say

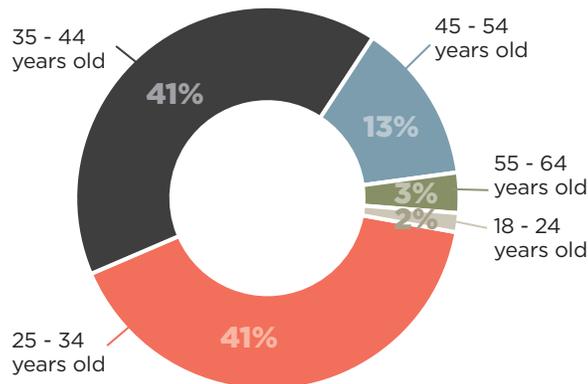


**AVERAGE REPORTED PURCHASE PRICE OF HOME:**  
**\$317,591**

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**AVERAGE MONTHLY RENT:**  
**\$1,358**

## AGE DEMOGRAPHICS



*\*This survey is rolling and not comprehensive. Survey compiled from 153 survey respondents.*