

MWi National Metrics

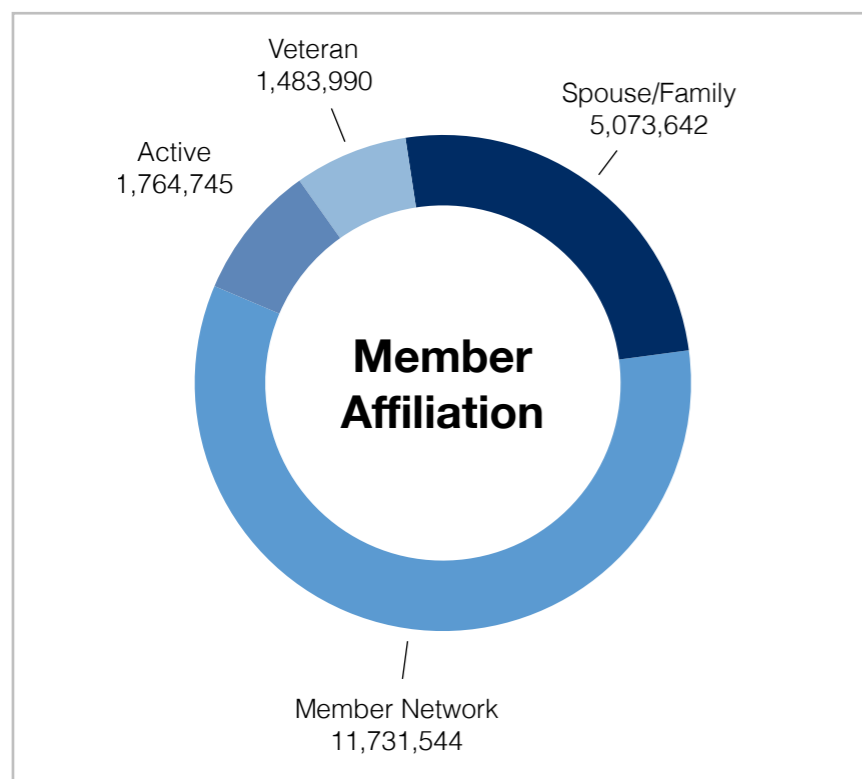
October 2023



Members	20,053,921
Communities	54 +1
Surveys	676,704
Audience	106,741,559
Comments	731,897
Shares	896,418
Article Reads	201,039,213
Response Time	43 seconds

Total Membership	
Top 10	Membership
Texas	2,792,362
Florida	2,642,119
California	2,583,641
New York	867,142
Georgia	824,871
Arizona	690,430
Pennsylvania	625,254
New Jersey	578,818
Alabama	567,598
Michigan	487,913

Weighted Score	
Top 10	Score
Nevada	209.3
Mississippi	204.6
Florida	201.7
Arkansas	200.1
Indiana	197.8
North Carolina	191.5
Utah	190.7
Illinois	188.2
Colorado	188.1
Kentucky	186.3



Notes:

- As a digital platform MWi has created a rich collection of proprietary data.
- MWi metrics are both quantitative and qualitative with national, state and local insights captured.
- Multi-Scale Analysis has identified areas of greatest concern and where resource gaps exist.
- Real-time community management drives higher engagement and generates more candid member feedback.

MWi Monthly Metrics

October 2023



Community

Total

New Members	8,159
Comments	8,984
Response Time	43 seconds
Sentiment	100% Positive

Content

Total

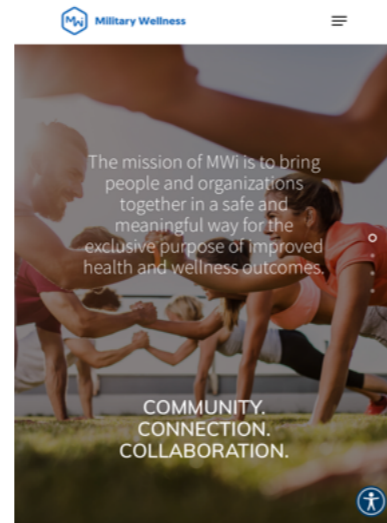
Article Reads	15,412,425
Shares	44,135
Readers	44% Male 56% Female
Article Sentiment	100% Positive

Key Insights

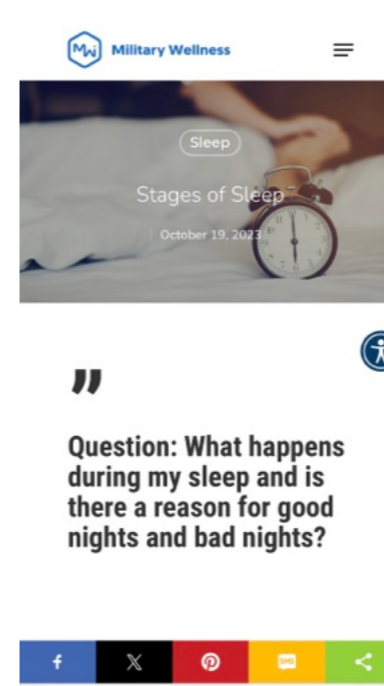
In October MWi dedicated time to prepare for the upcoming Veterans Day promotion and the month-long survey scheduled for November. With rotating seasonal images on the homepage more frequently, there was a 10% reduction in the bounce rate and an increase in the time spent on the MWi website which highlights the effectiveness of the additional frequency of updates.

MWi's communities continued to experience consistent growth, with no negative comments requiring moderation, even in the midst of various global events that generated substantial online noise.

Furthermore, it's important to note that on the technology front, Android users have been steadily gaining market share, shifting the landscape away from Apple. This transition underscores the significance of considering the Google Play store for future app releases, a key takeaway for MWi's technology strategy. As MWi enters November, the Veterans Day promotion is a priority which takes the top 3 concerns of community members and associates those concerns with a zip code.



Key Insights



3,203,309 Reads

In October, MWi focused on Mental Illness Awareness Week (1-7) followed by Health Education Week (15-21), aligning with the broader themes of Health Literacy Month and Healthy Lung Month.

On October 5, we emphasized the importance of a balanced diet, with a special focus on Mental Illness awareness. On the 12th, in recognition of World Mental Health Day (Oct 10), we explored the significance of quality sleep in mental well-being. Moving forward to the 19th, our content centered around physical activity, particularly within the context of Health Education. Finally, on October 26, we revisited the topic of nutrition.

The positive feedback and improved well-being reported by our members, especially in the 18-24 age range, further validated the effectiveness of our weekly articles. The team has recognized the importance of continuing to engage this younger demographic and providing ongoing support from the community management team. The most active user group on Facebook is 25-34. MWi has significant weekly engagement with the 55+ demographic.