

MWi National Metrics

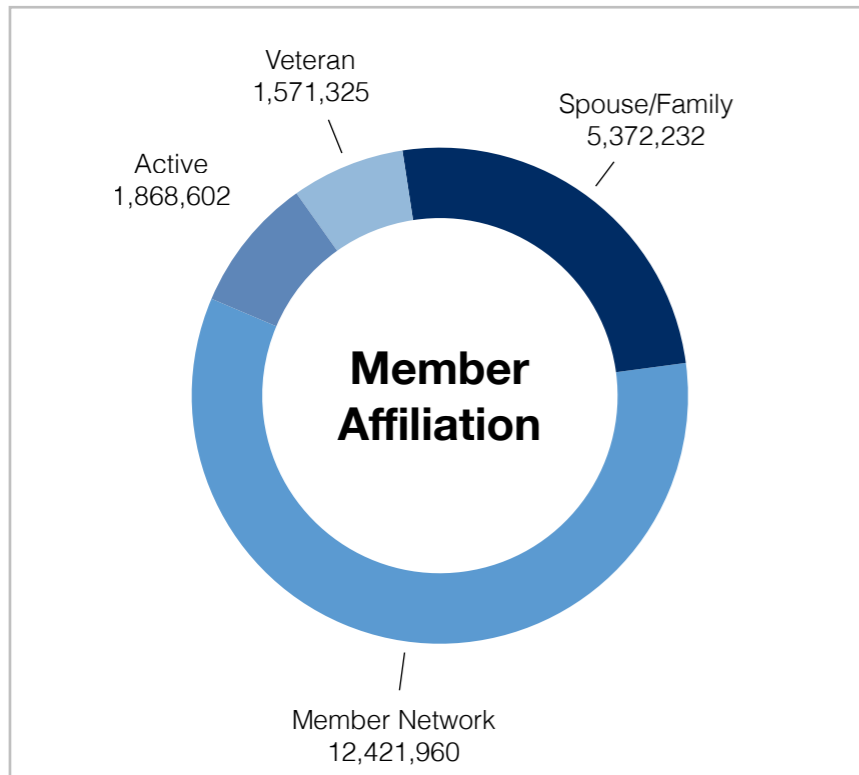
June 2024



Members	21,234,119
Communities	54
Surveys	1,707,490
Audience	111,022,394
Comments	1,001,678
Shares	1,360,611
Article Views	348,786,899
Response Time	41 seconds

Total Membership	
Top 10	Membership
Texas	3,288,815
Florida	2,779,468
California	2,667,972
New York	892,418
Georgia	836,438
Arizona	738,940
Pennsylvania	627,906
Alabama	591,541
New Jersey	581,289
Colorado	568,604

Weighted Score	
Top 10	Score
Mississippi	218.2
Texas	216.4
Florida	213.4
Utah	212.2
Nevada	208.7
Colorado	203.7
Arkansas	203.1
Indiana	203.0
Illinois	194.2
North Carolina	193.5



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

June 2024



Community		Content	
	Total		Total
New Members	53,690	Views	18,974,939
Comments	36,254	Shares	37,404
Response Time	41 seconds	Demographics	43% Male 57% Female
Comment Sentiment	100% Positive	Sentiment	100% Positive
Profile	Washington	Engagement	86,854

Community and Content Insights

Community:

- **Growth:** There were no campaigns, events, or promotions this month. MWi experienced consistent new member growth week over week.
- **Engagement:** May's Sleep Challenge generated increased engagement through the Memorial Day promotion. When there is an active campaign or event, MWi experiences 25x more engagement.
- **Highlight:** There was an increase in members recommending specific national and local resources. There were several wellness observances in June that drove these member to member connections.
- **Profile:** Washington has nine military installations spread across the state. This community represents a combination of both urban and rural characteristics.

Content:

- **Holidays and Observances:** During June, MWi acknowledged PTSD, Men's Health, Alzheimer's, and Brain Awareness.
- **Partnerships:** MWi continues to identify subject matter experts and resource providers for upcoming campaigns and events.
- **Contributors:** MWi would like to acknowledge (The Albany Clinic, Healthline, Harvard Health).
- **Topic:** The top performing article this month was "The Impact of Sleep on Mens Health" which received 4,833,844 views.