

MWi Monthly Metrics

October 2024



Community		Content	
	Total		Total
New Members	61,526	Views	22,188,073
Comments	42,329	Shares	44,151
Response Time	35 seconds	Demographics	46% Male 54% Female
Comment Sentiment	100% Positive	Article Sentiment	100% Positive
Profile	California	Engagement	88,480

Community and Content Insights

Community

Growth and Engagement: In October 2024, the MWi community demonstrated evolving patterns in both technological adoption and engagement. Members explored innovative healthcare solutions, including Virtual Reality for isolation and robotics while success stories about service dogs highlighted their therapeutic value.

Community Profile and Future: Digital engagement showed distinctive patterns, with 92% of members accessing platforms multiple times daily and site engagement increasing 23%. Notably, during high-stress periods like elections, content consumption increased rather than decreased. Election season triggered a 45% spike in searches about candidate positions on veteran benefits and healthcare policies. Veterans showed particular interest in understanding how political platforms would impact their benefits and care, with VA reform and economic initiatives being key focus areas.

Content

Reach and Relevance: October's health observances included, physical therapy, mental health awareness, and health literacy needs within the modern milVet community. Data shows 70-80% of service members experience musculoskeletal injuries annually, while food insecurity and sleep disorders remain prevalent among Veterans. Research demonstrates how targeted PT programs reduce operational downtime by 45%, while state-specific initiatives were highlighted in TX, CA, FL, and NC address nutrition access and mental health support. These findings emphasize the critical connection between health literacy, preventive care, and long-term wellbeing for the modern milVet community.

Articles and Learning: The article "Learn the Sleep Basics" led October's engagement with over 5.6 million views, aligning with Health Literacy Month and reaching key military-dense states. Combined with World Mental Health Day and World Food Day content, total monthly engagement exceeded 22 million views and 44,000 shares, demonstrating the military community's strong interest in a shared digital experience connecting them to topics such as mental health, sleep hygiene, and nutritional wellness resources.

Key Insights for Future Content: MWi continues to connect community to relevant content, increasing communication on key health topics. November is a critical month as we launch the MWi annual survey. The primary goal of this survey is to give our community a voice, and let the members guide content, campaigns and events in 2025.

MWi National Metrics

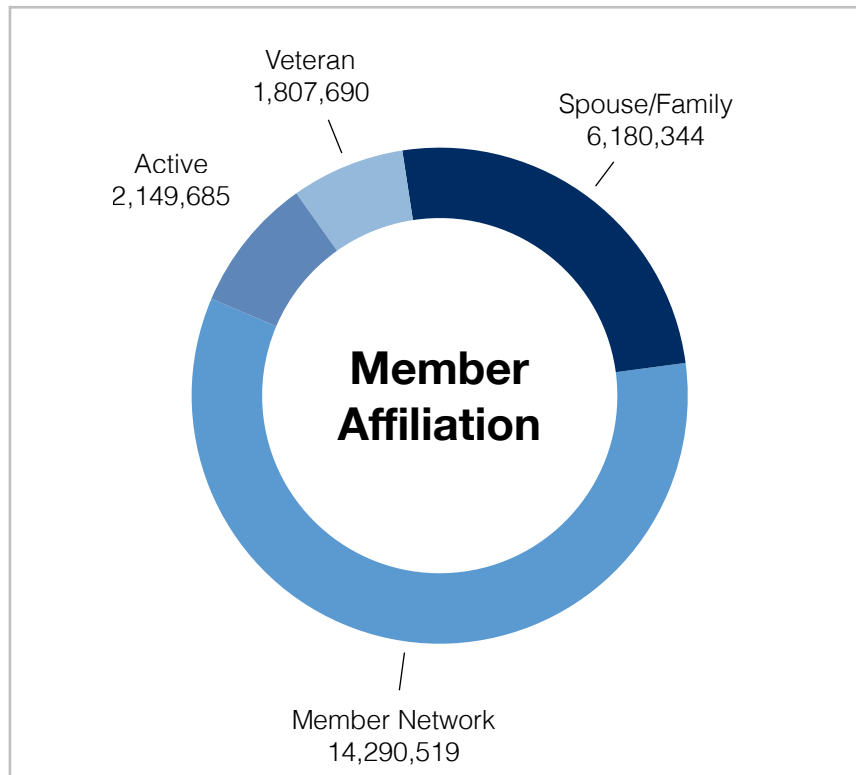
October 2024



Members	24,428,238
Communities	54
Surveys	1,707,495
Audience	111,598,911
Comments	1,212,724
Shares	1,686,132
Article Views	410,595,831
Response Time	35 seconds

Total Membership	
Top 10	Membership
Texas	4,438,402
Florida	3,643,198
California	3,448,092
New York	967,862
Georgia	856,937
Arizona	755,291
Pennsylvania	629,944
Alabama	622,731
New Jersey	582,298
Colorado	571,045

Weighted Score	
Top 10	Score
Texas	292.0
Florida	278.1
California	219.6
Mississippi	219.6
Arkansas	217.3
Utah	214.8
Nevada	209.1
Indiana	205.7
Colorado	203.9
New York	203.3



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.