MWi Monthly Metrics
November 2024

Community	Total
New Members	1,827,076
Comments	260,328
Response Time	35 seconds
Comment Sentiment	100% Positive
Profile	Oklahoma

Content	Total
Views	22,727,063
Shares	295,955
Demographics	44% Male 56% Female
Article Sentiment	100% Positive
Engagement	7,458,428

Community and Content Insights

Community

Growth and Engagement:

- Total membership has reached 26.2M members, with 1.82M new members in Q4 2024.
- The results were achieved by activating member-member sharing, taking advantage of responsive content, leverage social media algorithms, prioritizing a mobile first experience, and listening to the voice of the community with over 211 modifications to the survey based on member feedback.
- The platform achieved strong engagement metrics with over 7.4M engagements during the month of November.
- The 2024 survey has already doubled participation compared to 2023, with 2,011,321 surveys completed (versus 1,015,252 in 2023) This data shows MWi's significant growth and effectiveness in serving the military veteran community while maintaining strong engagement and positive impact.

Content

Reach & Relevance: Top article "Healthy Holiday Eating Tips" (5.9M views) led November content views and addressed critical military health challenges - diabetes (25% VA rate) and Alzheimer's care (750K Veterans) - contributing to 22.7M total monthly views.

Articles and Learning: Second-highest performer "Understanding Alzheimer's" (5.9M views) resonated by highlighting MWi's ability to reach 44% of rural Veterans through its community connection and use of social platforms.

Key Insights for Future Content: DoD health data aligns with MWi content performance - articles addressing prevention (PT reducing downtime 45%) and practical solutions (rural Veteran access) outperform general health content, highlighting the MWi community places more importance on military-specific, data-backed health strategies.
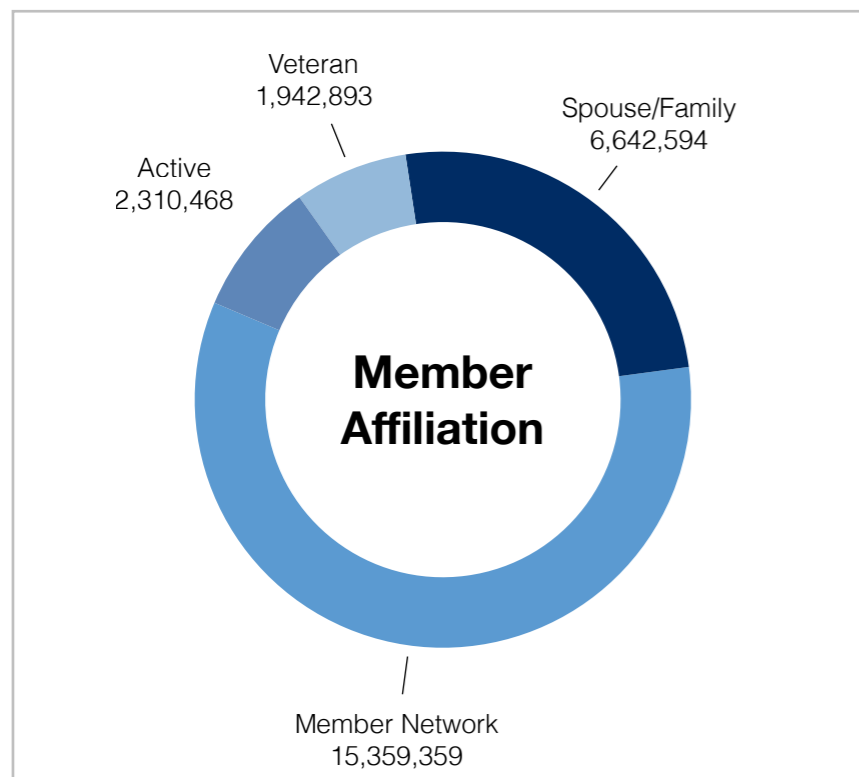
MWi National Metrics
November 2024

Members	26,255,314
Communities	54
Surveys	3,718,816
Audience	111,690,264
Comments	1,473,052
Shares	1,982,087
Article Views	411,134,821
Response Time	35 seconds

Total Membership	
Top 10	**Membership**
Texas	4,765,592
Florida	3,886,088
California	3,694,455
New York	1,105,551
Georgia	987,159
Arizona	794,313
Alabama	713,753
Pennsylvania	640,328
Colorado	588,878
New Jersey	585,231

Weighted Score	
Top 10	**Score**
Arkansas	326.7
Texas	313.5
Florida	296.6
Montana	263.7
North Dakota	262.8
California	235.3
New York	232.3
Mississippi	224.0
Illinois	220.6
Utah	219.3

Member Affiliation

- Veteran 1,942,893
- Spouse/Family 6,642,594
- Active 2,310,468
- Member Network 15,359,359

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.