MWi Monthly Metrics
December 2024

Community	
	Total
New Members	114,825
Comments	80,901
Response Time	35 seconds
Comment Sentiment	100% Positive
Profile	South Carolina

Content	
	Total
Views	34,106,522
Shares	78,236
Demographics	40% Male 60% Female
Article Sentiment	100% Positive
Engagement	201,238

Community and Content Insights

Community

Growth and Engagement:

- Total membership has reached 26.3M members, with 114,825 new members added in the month of December.
- The community has 4 categories for articles now including the 'relate' category and the category is now ranking #3 in Google search for that genre of content.
- The year ended averaging ~30,000 new members each week and ~60,000 engagements which was what MWi projected.
- In December, MWi continued to normalize the survey data and began the enrichment process in preparation for the MWi Survey Product releasing the end of January.
- The MWi ecosystem saw an increase of time spent on site by 13% month over month reflecting the impact of a new 'read more' capability on the site.

Content

Reach & Relevance: "The Power of Gratitude" (9.2M views) sparked record engagement, with studies showing Veterans reported 23% reduced PTSD symptoms and families noting 40% improved relationships after implementing shared gratitude practices. This article was the launch of MWi 'Relate' category.

Articles and Learning: "Winter Sleep" (7M views) led to community action, with Veteran readers and community members sharing that they researched professional sleep evaluations after learning about their risk factors, improving their winter health management.

Key Insights for Future Content: MWi found that the modern military and Veteran community is 3x more likely to share military-specific articles and 4x more likely to implement suggested strategies when content addressed their unique challenges. MWi continues to discover new insights through the annual survey results and prior engagement.
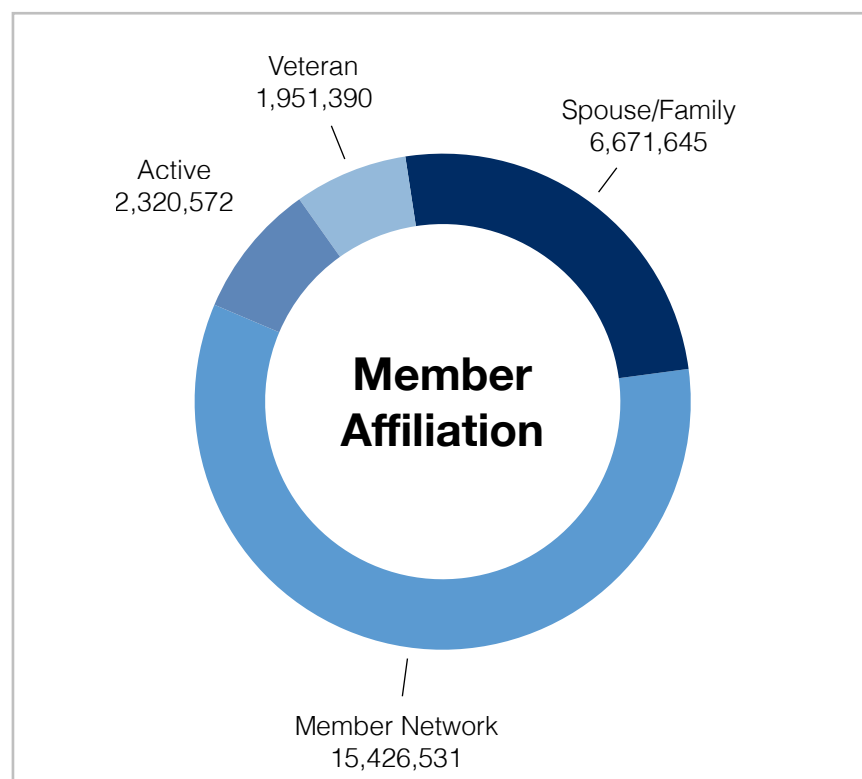
MWi National Metrics
December 2024

Members	26,370,139
Communities	54
Surveys	3,718,819
Audience	111,732,102
Comments	1,555,400
Shares	1,982,087
Article Views	445,241,343
Response Time	35 seconds

Total Membership	
Top 10	**Membership**
Texas	4,773,303
Florida	3,898,516
California	3,696,918
New York	1,106,927
Georgia	1,000,181
Arizona	798,215
Alabama	722,855
Pennsylvania	641,366
Colorado	589,056
Tenessee	587,477

Weighted Score	
Top 10	**Score**
Arkansas	327.8
Texas	314.0
Florida	297.6
North Dakota	271.0
Montana	270.4
California	235.5
New York	232.5
Mississippi	224.4
Illinois	222.6
Minnesota	220.9

Member Affiliation

- Veteran 1,951,390
- Spouse/Family 6,671,645
- Active 2,320,572
- Member Network 15,426,531

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.