

MWi Monthly Metrics

May 2025



Community		Content	
	Total		Total
New Members	220,721	Views	37,532,102
Engagement	1,316,983	Shares	112,312
Response Time	27 seconds	Demographics	42% Male 58% Female
Member Sentiment	100% Positive	Article Feedback	23,919
Profile	Alabama	Moderation	1,982

Community and Content Insights

Community

Growth: With MWi averaging 36,984 new members week-over-week, MWi exceeded the 27M member mark in the third week of May. 4.3% week-over-week membership growth from the prior month was facilitated by the Memorial Day promotion. In addition, the responsive content was informed by the growth and development of the MWi knowledge-base.

Engagement: MWi captured 23,919 stories from community members shared over the Memorial Day promotion. These stories provide valuable insights while building organic community relationships. This month represents the first month of inviting members to share their story.

Alabama: In Alabama's District 3, MWi serves over 54,989 members with engagement rates 18% higher than any other Alabama district, as members actively share resources and encouragement to address their focused concern of 'access to community groups'. Alabama District 3 has a strong history of member-to-member support with 13% of the community providing tips to other members.

Content

Reach & Relevance: May content drove 37.5M views across military observances, with Memorial Day amplifying MWi platform engagement. Mental Health Awareness Month and Military Spouse Appreciation Day each delivered 7.6M+ views, targeting critical community needs. Women's Health Week reached 7.7M views, showcasing military family wellness priorities. Evening engagement peaks during Memorial Day sparked deeper community conversations about service and sacrifice.

Articles and Learning: Mental Health Awareness Month exposed urgent invisible wound support gaps affecting service members at disproportionate rates. Military Spouse Appreciation Day highlighted unique stressors—relocations, deployments, career disruptions—impacting 1.1M active duty families. Women's Health Week addressed specialized care needs for female Veterans, the fastest-growing Veteran population segment. Better Sleep Month tackled combat-related sleep disorders affecting 85% of Veterans with PTSD.

Key Insights for Future Content: The 37.5M monthly views shows MWi connects military families to essential information during critical moments. Military spouses engage heavily with supportive content while managing solo households during 15-month deployments. Women's health content fills gaps for 2.2M female Veterans navigating male-designed VA systems.

MWi National Metrics

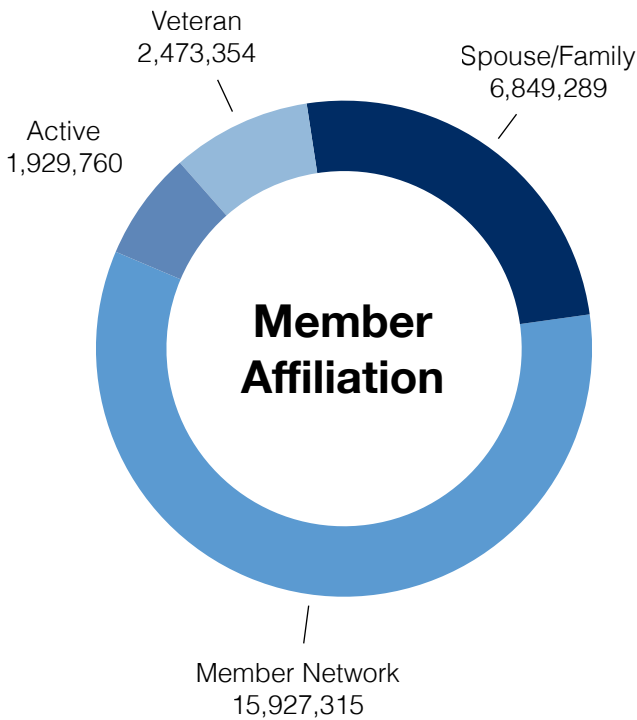
May 2025



Members	27,210,833
Communities	54
Surveys	3,718,825
Audience	112,014,981
Comments	2,049,902
Shares	2,484,932
Article Views	617,474,093
Response Time	27 seconds

Total Membership	
Top 10	Membership
Texas	4,843,665
Florida	3,954,053
California	3,717,778
New York	1,152,232
Georgia	1,035,240
Arizona	820,757
Alabama	759,620
Pennsylvania	650,454
Tennessee	609,778
Colorado	590,666

Weighted Score	
Top 10	Score
Arkansas	355.2
Texas	318.7
North Dakota	310.0
Florida	303.0
Montana	301.8
Minnesota	261.8
New York	242.1
California	238.7
Oklahoma	236.8
Mississippi	233.1



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 is a resource agnostic platform.