

MWi Monthly Metrics

June 2025



Community		Content	
	Total		Total
New Members	303,675	Views	54,802,689
Engagement	3,307,225	Shares	372,561
Response Time	27 seconds	Demographics	40% Male 60% Female
Member Sentiment	100% Positive	Feedback	78,655
Profile	Florida	Moderation	10,312

Community and Content Insights

Community

Growth: MWi averaged 64,223 new members week-over-week which represents a significant 22% increase from May's performance metrics, and simultaneously saw a 67% increase in overall community engagement levels. This growth is a direct result of the strategically designed MWi Behavior Challenge, specifically focusing on mindful breath work practices which achieved an 11.56% engagement rate.

Engagement: The MWi community had 232,208 link clicks to unlock bonus content for the Behavior Challenge, averaging 33,173 daily clicks. Video views from the seven-day video series were 26,887,624. The 7-Day Challenge had 135,490 reactions with a majority of engagement coming from rural areas. MWi experienced the highest level of engagement from the 45-54 female demographic segment.

Florida: In Florida, the demographic with the highest watch time during the breath challenge were males aged 25-34 earning \$40-80k/year. Additionally, 73% of participants completed the full challenge sequence. FL-26 has a top concern of mental health, suggesting the opportunity to serve this community through a challenge framework.

Content

Reach & Relevance: June content drove 54.8M views across weekly articles and the MWi behavior challenge, with PTSD Awareness Month amplifying MWi platform engagement. Nutrition education and sleep awareness each delivered 7.8M+ views, targeting critical community needs. International Yoga Day reached 7.7M views, showcasing military family wellness alternatives. Evening engagement peaks during PTSD awareness sparked deeper community conversations about mental health and healing.

Articles and Learning: PTSD Awareness Month exposed urgent sleep disorder support gaps affecting service members at disproportionate rates. Nutrition education highlighted dementia prevention strategies—dietary interventions, cognitive protection—impacting aging Veteran populations. International Yoga Day addressed specialized healing needs for trauma recovery, the fastest-growing wellness approach segment. Liver Health Matters tackled substance-related disorders affecting 85% of Veterans with co-occurring conditions.

Key Insights for Future Content: The 54.8M monthly views shows MWi connects military families to essential information during critical moments. Veterans and Member Network engage heavily with preventive health content while managing complex medical conditions through lengthy treatment processes. Holistic wellness content fills gaps for the entire milVet community navigating traditional medical systems.

MWi National Metrics

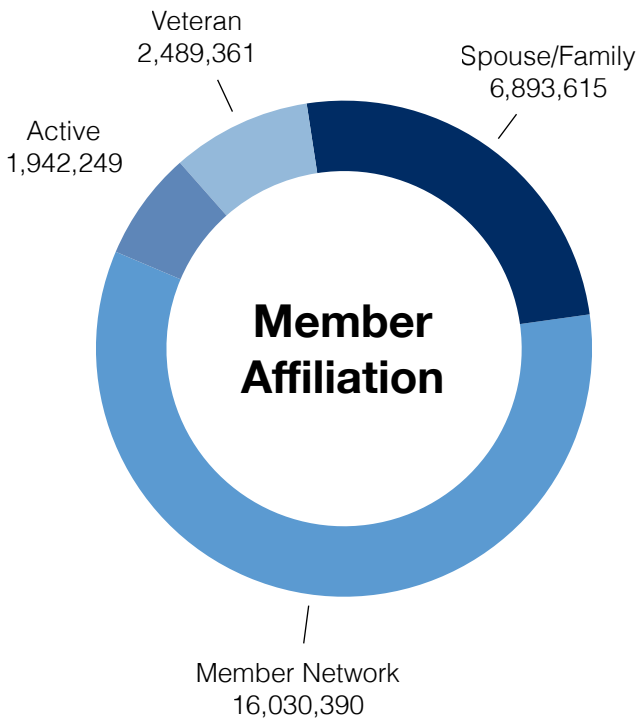
June 2025



Members	27,355,615
Communities	54
Surveys	3,718,828
Audience	112,074,296
Comments	2,049,902
Shares	2,797,919
Article Views	645,389,158
Response Time	27 seconds

Total Membership	
Top 10	Membership
Texas	4,867,523
Florida	3,980,557
California	3,744,362
New York	1,159,717
Georgia	1,050,285
Arizona	837,712
Alabama	777,565
Pennsylvania	666,398
Tennessee	615,722
Colorado	590,866

Weighted Score	
Top 10	Score
Arkansas	371.4
Texas	320.2
Montana	316.0
North Dakota	315.7
Florida	303.9
Minnesota	267.7
Oklahoma	243.9
New York	243.6
California	238.5
Mississippi	237.7



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.