

# MWi National Metrics

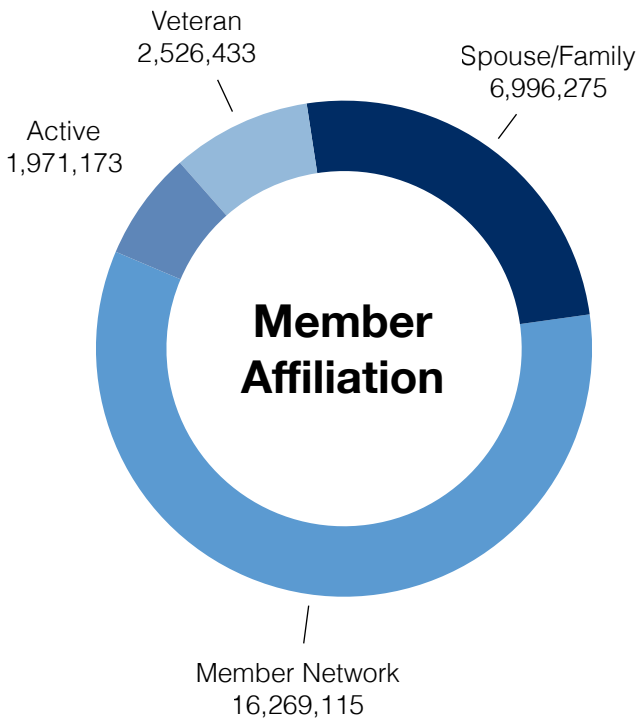
## September 2025



Members	27,964,227
Communities	54
Surveys	3,718,833
Audience	112,564,232
Comments	2,089,734
Shares	2,828,389
Article Views	721,948,712
Response Time	27 seconds

Total Membership	
Top 10	Membership
Texas	4,898,768
Florida	4,033,546
California	3,782,982
New York	1,175,895
Georgia	1,064,240
Arizona	853,565
Alabama	794,879
Pennsylvania	689,967
Tennessee	630,398
Illinois	594,169

Weighted Score	
Top 10	Score
Arkansas	386.0
Montana	343.2
North Dakota	327.3
Texas	324.0
Florida	306.6
Minnesota	280.3
Oklahoma	256.2
Mississippi	247.8
New York	247.8
New Mexico	246



### 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.

# MWi Monthly

## September 2025



Community		Content	
	Total		Total
New Members	201,232	Views	36,744,916
Engagement	227,795	Shares	16,294
Frequency	1	Demographics	43% Male 57% Female
Member Sentiment	100% Positive	Feedback	6,772
Profile	Florida	Moderation	142

Community and Content Insights	
<div><div>Community</div><p><b>Growth:</b> The community added 201,232 new members through engagement with weekly articles. The September 11th observance organically created significant member and engagement growth. Members made it clear that September 11th is a time for remembrance and to find ways to volunteer and serve others. This also reflected a month of Meta moderation updates with the shooting of Charlie Kirk. That event did not impact the community, but MWi does forecast 5x the growth with the 25th Anniversary of September 11th in 2026.</p><p><b>Engagement:</b> Members increased time spent in the digital ecosystem page by 8% month-over-month, driven by engagement surrounding September 11th. Specifically, member to member engagement focused on opportunities to volunteer in honor of remembering September 11th. Geospatial analysis shows that 31% of this engagement originated in small cities of less than 20,000 and rural areas, with peak activity occurring between 6-9 p.m.</p><p><b>Focus:</b> MWi members in Florida highlight the lack of state income tax means military retirement pay and VA disability compensation go further. This is particularly significant for retirees on fixed incomes. Additionally, the state offers a generous homestead exemption that can reduce property taxes by up to \$50,000 for qualifying disabled veterans. Florida is also home to over 150 outpatient clinics making care more accessible.</p></div> <div><div>Content</div><p><b>Reach &amp; Relevance:</b> September content captured 36.7M views through weekly articles and observance campaigns, with National Rehabilitation Awareness Week driving MWi engagement. Physical therapy education reached 8.7M+ viewers, targeting our communities understanding of preventative care. Rehabilitation awareness had strong response and brought together community members.</p><p><b>Articles and Learning:</b> National Rehabilitation Week revealed Veterans' tactical approach to healthcare decisions, where "reactive intervention" mindsets mirror military training protocols prioritizing immediate threat response over preventive measures. Memory decline research illuminated digital rehabilitation preferences, with computer-based platforms outperforming mobile applications among older service members seeking structured exercise guidance. Preventive PT education demonstrated how military discipline translates into rehabilitation success when framed as mission-critical fitness rather than medical treatment.</p><p><b>Key Insights for Future Content:</b> Rehabilitation awareness revealed community rallying around preventive care, as critical wellness moments unite networks supporting both patients and caregivers. PT prevention highlighted interventions protecting aging Veteran populations, with communities mobilizing comprehensive rehabilitation support. National Rehabilitation Week showcased specialized recovery needs, demonstrating how modern milVet communities create essential engagement pathways for previously unspoken topics demanding visibility and collective healing approaches.</p></div>	