

MWi National Metrics

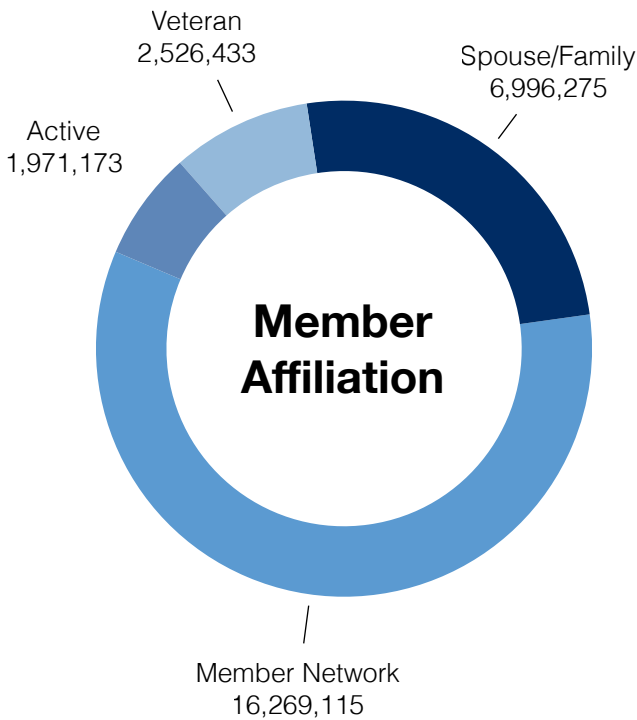
October 2025



Members	28,039,391
Communities	54
Surveys	3,718,835
Audience	112,664,045
Comments	2,094,720
Shares	2,845,610
Article Views	757,449,645
Response Time	27 seconds

Total Membership	
Top 10	Membership
Texas	4,906,767
Florida	4,015,706
California	3,787,194
New York	1,182,172
Georgia	1,070,417
Arizona	860,394
Alabama	802,017
Pennsylvania	697,230
Tennessee	636,554
Illinois	599,513

Weighted Score	
Top 10	Score
Arkansas	391.8
Montana	355.3
North Dakota	333.1
Texas	322.8
Florida	306.5
Minnesota	287.7
Oklahoma	261.6
New Mexico	257.8
Mississippi	253.7
New York	248.4



Notes:

- As a digital platform MWi has created a rich collection of proprietary data.
- MWi metrics are both quantitative and qualitative with national, regional, 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

October 2025



Community		Content	
	Total		Total
New Members	276,396	Views	35,500,933
Engagement	265,230	Shares	17,221
Frequency	1	Demographics	45% Male 55% Female
Member Sentiment	100% Positive	Feedback	7,001
Profile	Utah	Moderation	169

Community and Content Insights

Community

Growth: The MWi community has eclipsed 28 million members, which represents 24% of the Total Addressable Market (TAM) of 117 million. The community added 276,396 new members through engagement with weekly articles and member-to-member interaction. Without a significant observance in October, the government shutdown generated an increased level of engagement.

Engagement: Members increased time spent in the digital ecosystem by 11% month-over-month, driven by engagement surrounding the government shutdown. 34% of all engagements including, comments, reactions and shares specifically represented the MWi community sharing updates from members to other members about what is open or closed. Geospatial analysis shows that 46% of engagement surrounding the shutdown came from rural areas. Engagement activity was distributed evenly with 6-8 a.m. engagement increasing by 17% month-over-month.

Focus: Utah has a relatively low Veteran population density—ranking 49th nationally—with around 130,000 Veterans, which is just over 4% of the state’s adult population. Veterans in Utah are predominantly older, with two-thirds aged 55 or above, and a large percentage live in rural areas facing isolation and limited access to care. Due to this, Utah saw a 27% increase in engagement due to sharing resources during the government shutdown.

Content

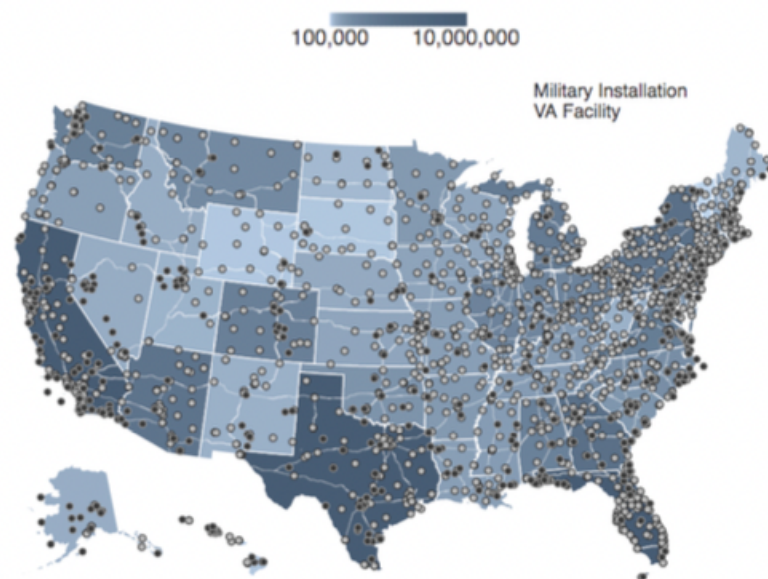
Reach & Relevance: October content captured 35.5M views through weekly campaigns, with Why Sleep Matters Now for Military and Veteran Families and Health Literacy Month driving engagement. Alzheimer's awareness reached 8.9M views, targeting critical neurological health. Sleep disorder content resonated with 9.1M views, establishing vital mental health connections. Building a Healthy Relationship with Food reached 9M views during harvest season and fiscal transitions.

Articles and Learning: Health Literacy Month showed medical terminology comprehension determines VA navigation success, with peer education transforming complex information into actionable knowledge. Sleep research revealed 37.4% of Veterans report poor sleep, with insomnia serving as PTSD diagnostic criteria, demonstrating integrated treatment needs.

Key Insights for Future Content: Alzheimer's content rallied communities around cognitive health as Veterans face disproportionate neurological risks, this is an area where MWi continues to see higher levels of member-to-member engagement.

Multi-Scale Analysis

Updated: 11.01.2025



US

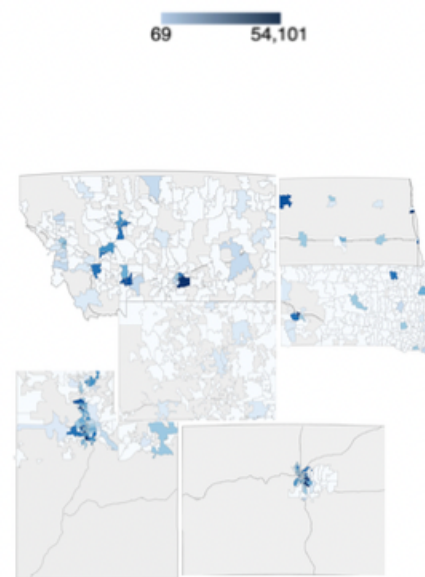
TAM: 116,767,000

Audience: 112,664,012

Members: 28,078,630

Top 3 concerns:

1. Healthcare
2. Mental Health
3. Employment Opportunities



Region 8

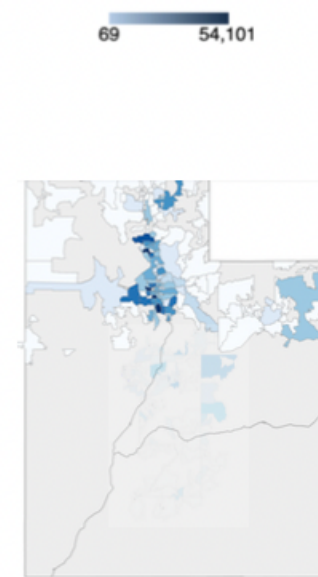
TAM: 5,369,984

Audience: 20,310,216

Members: 1,196,548

Top 3 concerns:

1. Long Wait Times
2. Community Support Groups
3. Employment Opportunities



Utah

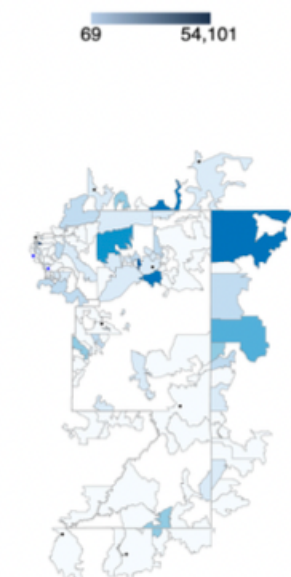
TAM: 1,287,984

Audience: 980,122

Members: 281,614

Top 3 concerns:

1. Community Support Groups
2. Long Wait times
3. Employment Opportunities



UT-3

TAM: 32,122

Audience: 24,559

Members: 11,215

Top 3 concerns:

1. Employment Opportunities
2. Mental Health
3. Long Wait Times