

MWi National Metrics

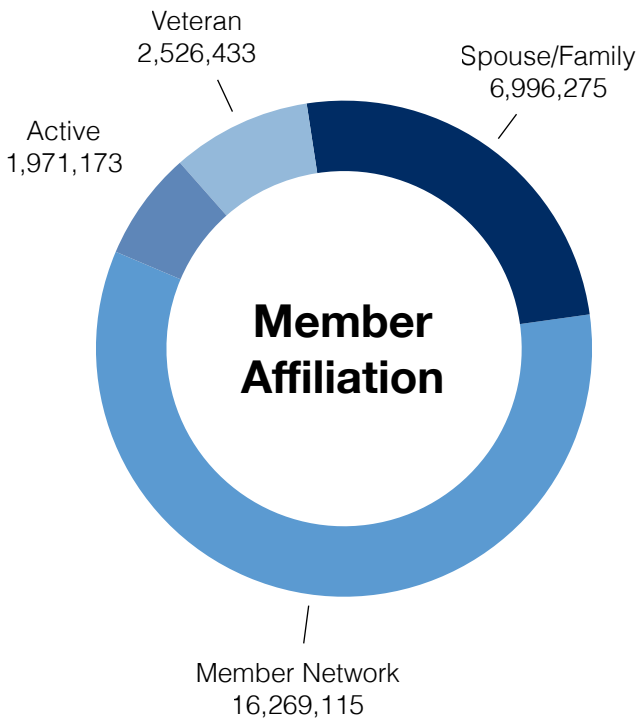
November 2025



Members	28,337,319
Communities	54
Surveys	3,718,837
Audience	112,774,791
Comments	2,417,842
Shares	2,995,843
Article Views	796,727,965
Response Time	27 seconds

Total Membership	
Top 10	Membership
Texas	4,918,867
Florida	4,028,089
California	3,796,138
New York	1,194,657
Georgia	1,080,461
Arizona	869,288
Alabama	811,501
Pennsylvania	706,174
Tennessee	655,498
Michigan	609,282

Weighted Score	
Top 10	Score
Arkansas	398.6
Montana	368.3
North Dakota	338.9
Texas	323.6
Florida	307.5
Minnesota	296.1
New Mexico	270.0
Oklahoma	269.1
Mississippi	260.6
New York	251.0



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

November 2025



Community		Content	
	Total		Total
New Members	297,928	Views	39,278,320
Engagement	2,400,115	Shares	150,233
Frequency	1	Demographics	46% Male 54% Female
Member Sentiment	100% Positive	Feedback	2,369
Profile	Wyoming	Moderation	43

Community and Content Insights

Community

Growth: The MWi community welcomed 297,928 new members in November. MWi added 130,393 more members in November as a result of the Veterans Day promotion. Sentiment analysis revealed the terms 'share' and 'invite' create more meaningful engagement across all demographics. The younger demographic 25-34 added 10,343 members to the community, which represents a 41% YoY increase from last years promotion.

Engagement: The Veterans Day Promotion which lasted 48 hours generated 22.3M views with over 2.2M engagements. The engagement rate was 9.8% compared to an industry norm of 1%. Through the removal of automated chat reply, members increased their engagement. Members averaged 37 engagements per comment which is an increase of 67% YoY.

Focus: Wyoming has the smallest Veteran population in the nation—with approximately 42,000 Veterans, representing roughly 10% of the state's adult population. Veterans in Wyoming are predominantly older, with 70% aged 55 or above. Wyoming, while smallest in Veteran population, was 9th out of 54 communities for engagement.

Content

Reach & Relevance: November content captured 39.3M views through weekly articles. The Power of Connection launched the month emphasizing community bonds. Sleep-Stress Connection resonated with 9.1M views, Physical Therapy Month reached 10.7M views, and Exercise and Diabetes captured 9M views. Connecting Communities closed with 9.2M views exploring rural Veteran challenges.

Articles and Learning: Physical Therapy Month sparked conversations about rehabilitation access barriers. Rural Veterans shared experiences of navigating long distances to facilities and limited local provider options compounded by mobility challenges. Sleep-stress content generated member discussions about how deployment stress and service-related anxiety continue disrupting sleep patterns years after transition.

Key Insights for Future Content: Connecting Communities generated dialogue around rural challenges—Veterans shared stories of 40+ mile drives to VA facilities. Creative Telehealth solutions were discussed despite low bandwidth internet issues being a challenge. Financial constraints limit wellness facility access to most older Veterans in rural communities. Future content needs to support community education not only relevant to wellness but also tools that can be used to access better Telehealth and content which is free for all MWi members.

Multi-Scale Analysis

Updated: 12.01.2025

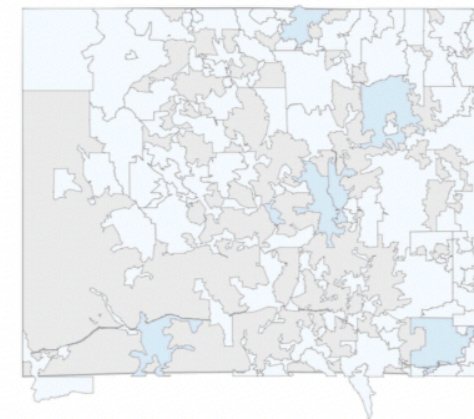
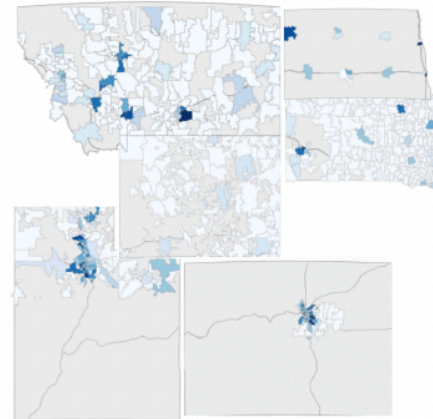
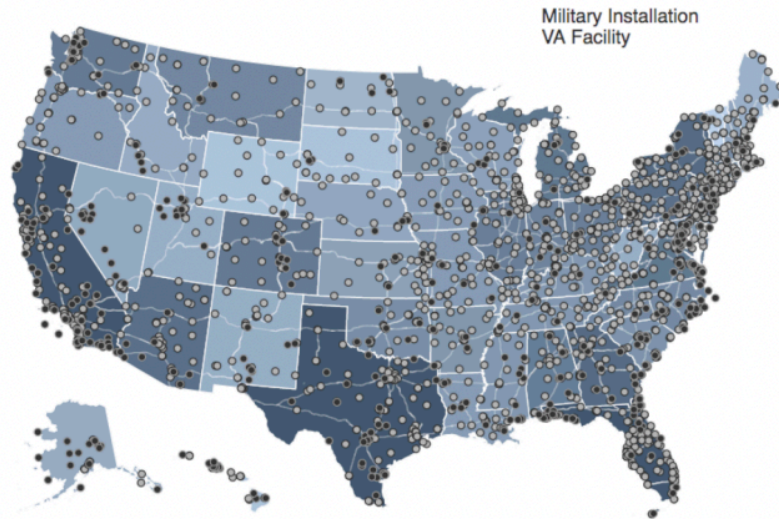


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US

TAM: 116,767,000

Audience: 112,774,791

Members: 28,337,319

Top 3 concerns:

1. Healthcare
2. Mental Health
3. Employment Opportunities

Region 8

TAM: 5,369,984

Audience: 20,311,233

Members: 1,201,322

Top 3 concerns:

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

Wyoming

TAM: 167,000

Audience: 93,242

Members: 21,216

Top 3 concerns:

1. Job Opportunities
2. Transitional Emotional Support
3. Long Wait Times

Teton County

TAM: 9,200

Audience: 4,522

Members: 1,501

Top 3 concerns:

1. Access to Digital Resources
2. Long Wait Times
3. Job Opportunities