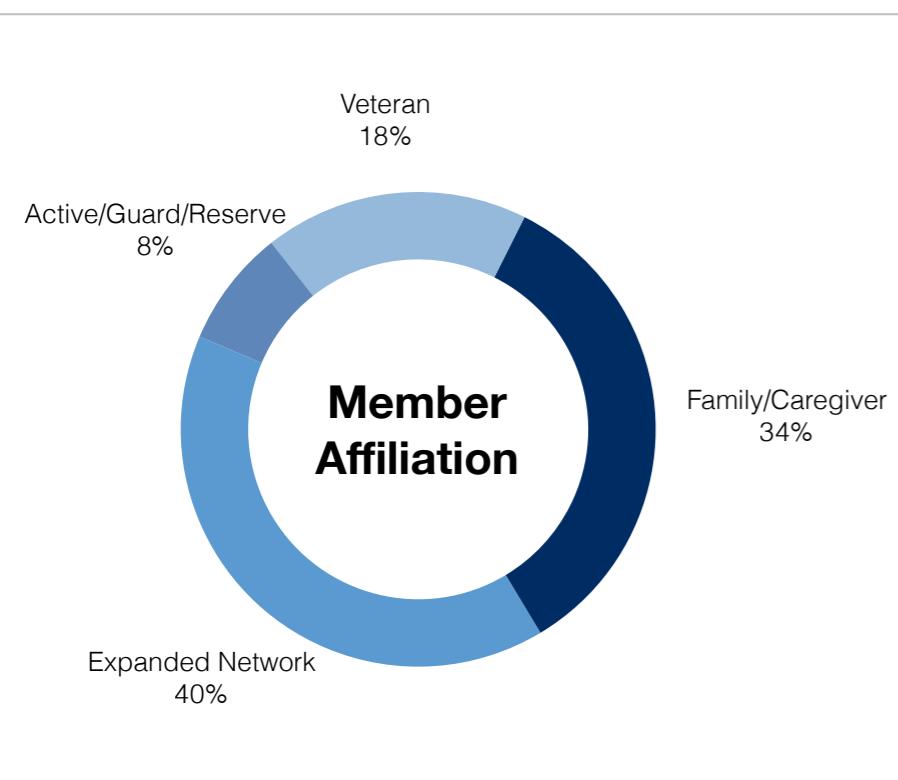




Members	28,527,166
Communities	54
Surveys	3,718,837
Audience	112,874,203
Comments	2,717,145
Shares	2,995,843
Article Impressions	796,727,965
Response Time	27 seconds

Total Membership	
Top 10	Membership
Texas	4,921,291
Florida	4,030,780
California	3,800,323
New York	1,197,393
Georgia	1,085,735
Arizona	873,394
Alabama	816,204
Pennsylvania	714,314
Tennessee	664,660
Michigan	618,428

Weighted Score	
Top 10	Score
Arkansas	401.2
Montana	382.2
North Dakota	346.0
Texas	323.8
Florida	307.7
Minnesota	304.9
New Mexico	283.0
Oklahoma	276.8
Mississippi	267.6
New York	252.6



### 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

## December 2025



Community		Content	
New Members	178,511	Impressions	43,933,045
Engagement	181,600	Shares	133,995
Frequency	1	Demographics	43% Male 57% Female
Member Sentiment	100% Positive	Feedback	100,284
Profile	Tennessee	Moderation	33

### Community and Content Insights

#### Community

**Overlapping Patterns.** In December, the MWi community actively mobilized digital peer support systems during vulnerable holiday timing. Due to early morning member-to-member check-ins, thoughtful and respectful article imagery, and collective memory sharing. December had a 31% rural engagement spike, demonstrating how Veterans leverage MWi to address the complex emotional landscape of celebrating holidays outside military culture while managing loss, isolation, and ongoing reintegration.

**Beyond Connection.** Membership signups increased 6% during this article, concentrated among Veterans ages 55-70 managing multiple service-connected conditions. Moderation activity decreased 12% as members immediately traded adaptive solutions with each other rather than requesting moderator guidance. This demonstrated that condition-specific content activates peer-to-peer problem-solving within the 60% of Veterans who have service-connected disabilities, validating MWi's role as facilitator rather than primary advisor.

**Crisis Prevention Happens in the Margins.** MWi has many functions, but one of the most important revealed itself in December. The importance of informal check-ins, late-night conversations, and persistent engagement that keeps isolated Veterans connected. While not a crisis line, MWi does see engagement spikes for example at 2-3AM, serving as a complement to formal crisis resources like the Veterans Crisis Line.

**Community Profile.** Tennessee has around 400,000 Veterans, making up about 7-8% of the adult population, with the largest group having served during the Vietnam War.

#### Content

**Rethinking Holiday Eating.** Female engagement increased on this article, reflecting a majority of military spouses and female caregivers managing household nutrition while navigating service-connected digestive conditions. Moderation remained steady with members sharing practical food swaps within VA dietary guidelines and fixed budgets. The gut-brain connection framing resonated more than generic diet advice for a community where 60% experience underemployment affecting food security.

**Veterans with Disabilities** Community generated expertise revealed Veterans responding to disabilities content immediately started trading solutions with each other. A wheelchair user posted their home routine, and within hours three members modified it for their conditions, noting "tried your resistance band setup but adjusted timing for tremors."

**Veterans, Parkinson's, and the Gift of Better Sleep.** Female viewership was higher than male, primarily caregivers and spouses of Vietnam-era Veterans were in the comments sections asking for sleep solutions. Impressions increased as Vietnam Veterans shared widely, recognizing themselves in PTSD-disrupted sleep layered with neurological symptoms. Content finally addressed compounded reality rather than treating conditions separately, validating the strategy of educating specific aging Veteran populations with overlapping service-connected challenges.

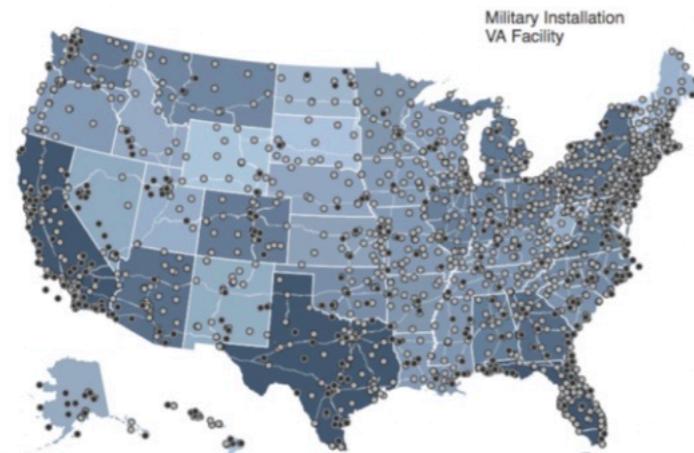
**The Power of Connection During the Holidays.** Moderation increased 14% week over week during holiday week as members checked on others who hadn't commented recently, reflecting research showing social support triples behavior change success. We learned membership remained stable but engagement deepened with longer, more vulnerable comments about post-transition isolation affecting nearly half of Veterans. Connection-focused content during high-stress periods gave permission to share struggles rather than perform holiday cheer, validating authentic community building.

# Multi-Scale Analysis

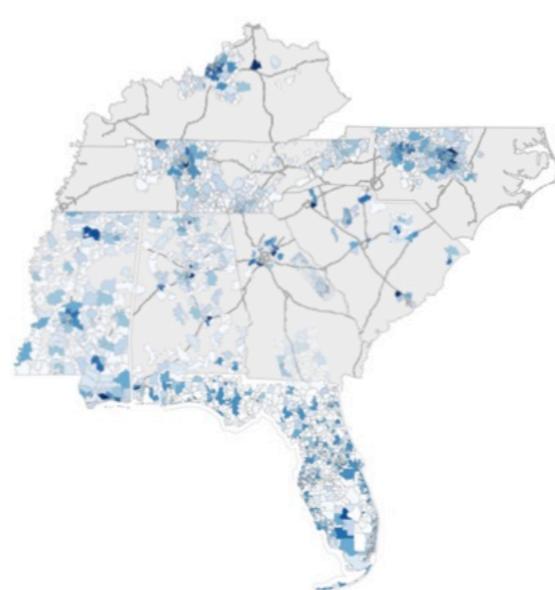
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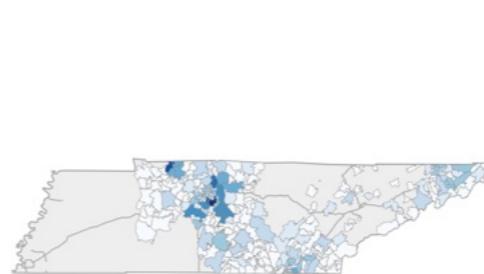
100,000 10,000,000



69 54,101



69 54,101



119 12,834



## US

**TAM:** 116,767,000

**Audience:** 112,874,203

**Members:** 28,527,166

### Top 3 concerns:

1. Healthcare
2. Mental Health
3. Employment Opportunities

## Region 4

**TAM:** 31,260,000

**Audience:** 20,410,262

**Members:** 7,951,231

### Top 3 concerns:

1. Long Wait Times
2. Community Support Groups
3. Mental Health

## Tennessee

**TAM:** 3,003,190

**Audience:** 2,321,621

**Members:** 664,660

### Top 3 concerns:

1. Employment
2. Homelessness
3. Healthcare

## TN-9

**TAM:** 9,200

**Audience:** 6,219

**Members:** 2,855

### Top 3 concerns:

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