

MWi National

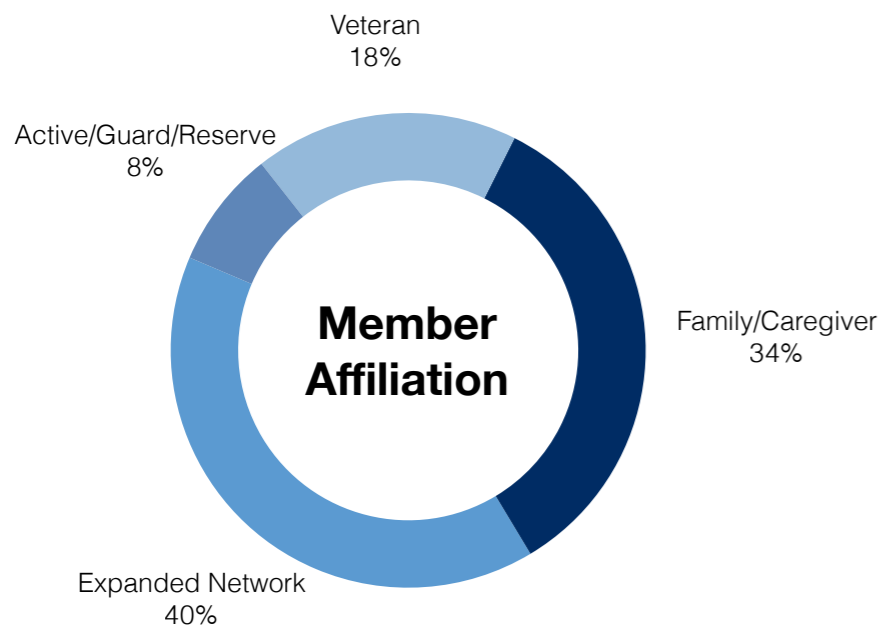
January 2026



Members	28,747,919
Communities	54
Surveys	3,718,837
Audience	113,022,092
Comments	2,971,067
Shares	3,142,740
Article Impressions	842,730,348
Response Time	27 seconds

Total Membership	
Top 10	Membership
Texas	4,931,747
Florida	4,038,343
California	3,808,453
New York	1,206,185
Georgia	1,096,054
Arizona	883,323
Alabama	825,393
Pennsylvania	731,912
Tennessee	683,028
Michigan	636,531

Weighted Score	
Top 10	Score
Arkansas	404.1
Montana	398.2
North Dakota	358.9
Texas	324.5
Minnesota	322.1
New Mexico	308.3
Florida	308.3
Oklahoma	291.9
Mississippi	281.6
Missouri	261.2



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

January 2026



Community

Content

New Members	220,253	Impressions	46,002,383
Engagement	272,774	Shares	146,897
Frequency	1	Demographics	46% Male 54% Female
Member Sentiment	100% Positive	Feedback	106,992
Profile	Florida	Moderation	27

Community and Content Insights

Community

January Reflections Drive Family and Financial Engagement. In January, the MWi community showed engagement around family, reflection and financial readiness. Veterans shared 45% more posts on family gatherings and service reflections while long-form storytelling rose 127% and generated 3.2x more comments than usual. Financial planning discussions—covering FSA deadlines, Roth IRA conversions and 2026 budgets—drew balanced participation (55% men, 45% women).

Financial Focus. The MWi community demonstrated strong engagement around financial and procedural topics with 232 mentions of the 2.8% COLA increase reflecting concern that inflation continues to outpace adjustments. Members initiated 159 threads on VA claim filing readiness—102 led by women—emphasizing Intent to File submissions and record gathering. Comments disclosing service affiliation or VA experience generated 2.4x higher reply rates than anonymous content.

Member to Member Support. The community showed a 24% rise in mental health-related comments as Veterans shared alternative resources and community care experiences in response to 35+ day wait times. Storm impacts in the Midwest, South and East created more pronounced peaks and valleys in activity during the back half of the month. Direct member-to-member tagged messages increased about 5% as Veterans privately exchanged tips on navigating the system.

Community Profile. Florida has about 1.38 million Veterans, one of the largest Veteran populations in the country. Florida offers no-cost benefits and disability claims counseling, strong property tax exemptions (including for disabled Veterans and some active duty members) and expanded Veterans' preference in state employment.

Content

New Year, New Nutrition: Setting Goals That Actually Last. While 31-48% of Americans make New Year's resolutions with 80% failing by February, no research tracks Veteran-specific patterns despite unique challenges and strengths. The military community's accountability culture combined with evidence-based habit formation education, like the 66-day timeline positions Veterans differently for success as MWi members report that understanding habit science transformed their goal-setting from unrealistic expectations to sustainable behavioral change.

Hidden Health Conditions, What Your Symptoms Might Really Mean. Millions experience undiagnosed thyroid disorders affecting 20 million Americans with 60% unaware of their condition, no research examines how service-connected conditions mask thyroid dysfunction in Veterans despite documented overlap between PTSD symptoms and thyroid disease. The Veteran community's tendency to normalize fatigue, weight changes and brain fog as "just aging after service" delays diagnosis, yet MWi members report that education about hidden health conditions can shift their self-advocacy and prompt screening research at VA facilities.

Substance Use and the Hidden Challenges. One in 15 Veterans struggles with substance use disorder, rates climb higher among combat Veterans and those with PTSD as service-connected trauma drives self-medication that providers often misattribute to treatment resistance. Military culture's emphasis on pushing through pain delays intervention, yet MWi members report that reframing substance dependence from personal failure to treatable medical response to trauma transformed their help-seeking as compassionate education removes shame and opens pathways to evidence-based treatment addressing root causes.

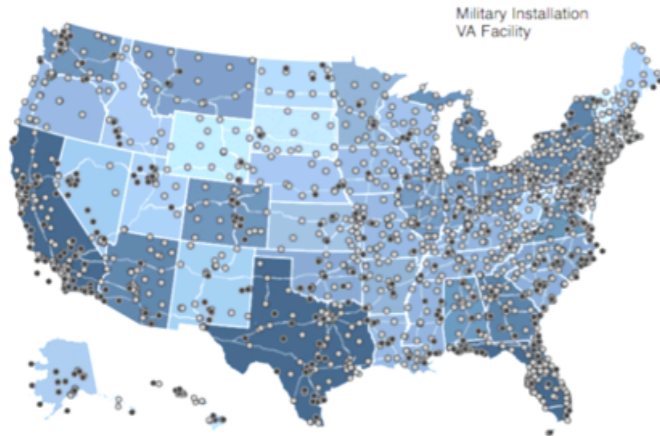
Maternal Health Awareness: A Family Mission for Veteran Wellness. Female Veterans experience pregnancy complications 25% more than civilians—risks escalate with PTSD, TBI and service injuries—as deployment stress directly impacts maternal outcomes fragmented systems miss. MWi members report that maternal health education shifted family understanding from "her pregnancy challenge" to collective mission as spouses, partners, parents and caregivers recognized their critical roles in identifying warning signs, coordinating care between providers and creating support networks that research shows dramatically improve outcomes when everyone engages as informed advocates.

Multi-Scale Analysis

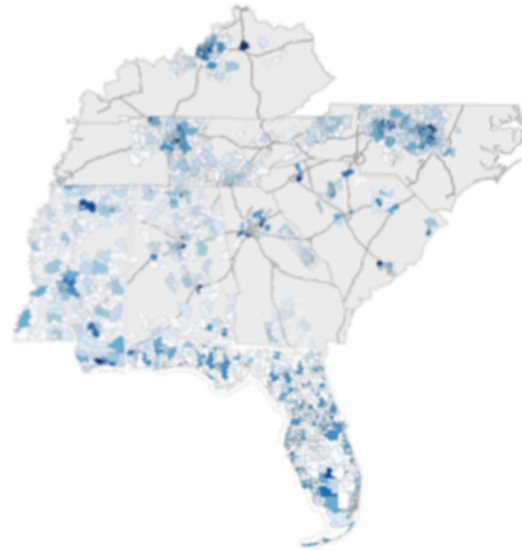
Updated: 02.01.2026



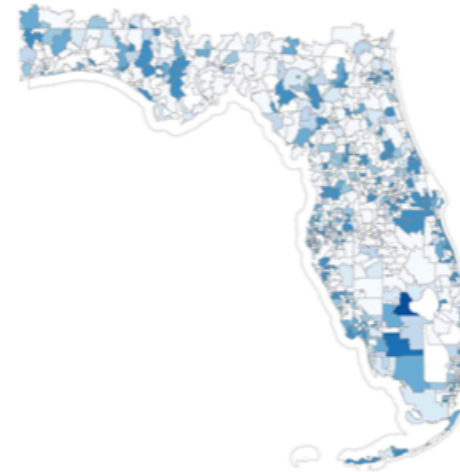
100,000 10,000,000



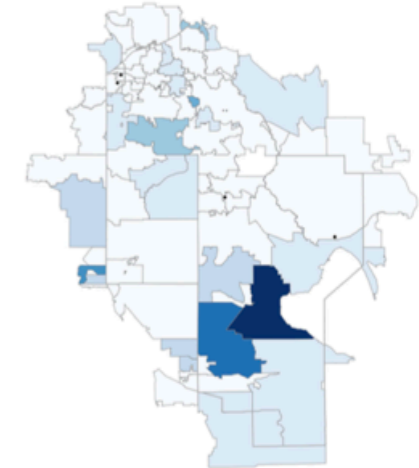
69 54,101



69 54,101



119 12,834



US

TAM: 116,767,000

Audience: 113,022,092

Members: 28,747,919

Top 3 concerns:

1. Healthcare
2. Mental Health
3. Employment Opportunities

Region 4

TAM: 31,260,000

Audience: 20,500,852

Members: 7,987,232

Top 3 concerns:

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

Florida

TAM: 13,100,100

Audience: 10,432,118

Members: 4,038,343

Top 3 concerns:

1. Employment
2. Homelessness
3. Healthcare

FL-18

TAM: 328,900

Audience: 212,901

Members: 74,855

Top 3 concerns:

1. Community Support Groups
2. Employment Opportunities
3. Mental Health