MWi National
February 2026

Members	29,066,526
Communities	54
Surveys	5,731,150
Audience	113,224,873
Comments	3,047,159
Shares	3,398,684
Article Impressions	898,936,927
Response Time	27 seconds

Total Membership	
Top 10	**Membership**
Texas	4,950,213
Florida	4,045,146
California	3,822,397
New York	1,212,240
Georgia	1,111,098
Arizona	889,145
Alabama	829,877
Pennsylvania	751,367
Tennessee	702,230
Michigan	645,486

Weighted Score	
Top 10	**Score**
Arkansas	404.3
North Dakota	364.7
Minnesota	330.5
Texas	325.7
New Mexico	320.6
Florida	308.8
Oklahoma	299.4
Mississippi	288.5
Missouri	268.4
Nevada	263.2

Member Affiliation
- Veteran 18%
- Active/Guard/Reserve 8%
- Expanded Network 40%
- Family/Caregiver 34%
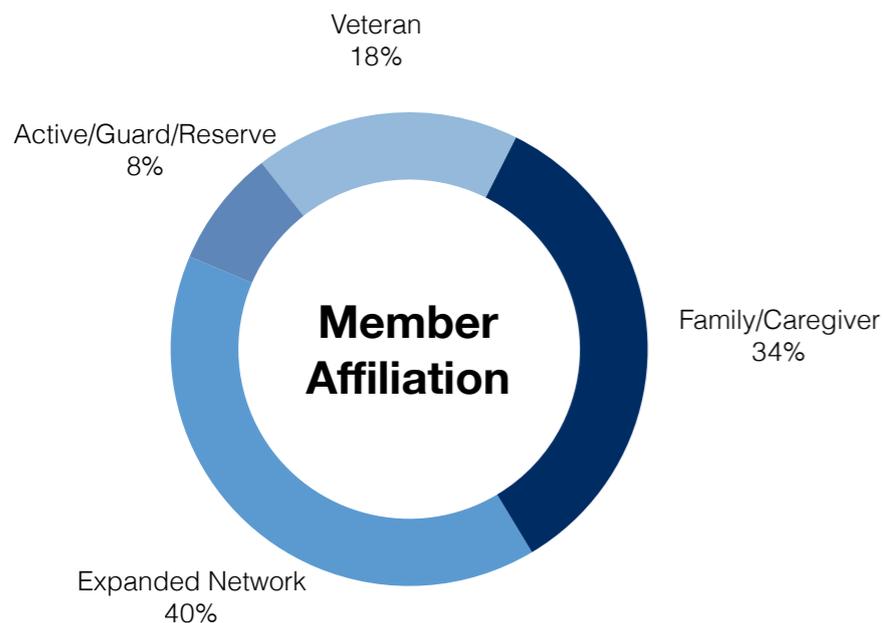
Notes:

- 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
February 2026

Community	
New Members	318,607
Engagement	1,973,894
Frequency	1
Member Sentiment	100% Positive
Profile	North Carolina

Content	
Impressions	56,206,579
Shares	255,944
Demographics	47% Male 53% Female
Feedback	212,133
Moderation	132

Community and Content Insights

Community

State Based Approach. While still early in testing and modeling, initial results from a state-based approach on Meta show strong promise. Compared to the prior national campaign framework, impressions are up 22% and engagement is up 14%. Full results from the first modeling test are expected in the next reporting cycle, but these early indicators suggest that geographic segmentation at the state level delivers more relevant content experiences and better overall performance.

Atmospherics and Environmentals. Monitoring external atmospherics before and during survey promotion provides actionable signals for budget allocation. For example, during the Super Bowl, elevated noise levels across platforms reduced promotion effectiveness, while cold weather systems correlated with increased at-home technology usage and higher engagement. Recognizing these patterns enables minor but impactful micro-adjustments that maximize return and engagement.

Survey Modifications. Data from this period confirms that investing more time upfront to modify survey language and imagery results in significantly fewer changes needed while the survey is running. This reduces the frequency of pausing and restarting surveys, which in turn minimizes disruption to data collection and improves the overall reliability of results.

Community Profile. North Carolina is home to some of the largest military installations in the country, including Fort Liberty (one of the world's largest Army bases and headquarters for U.S. Special Operations), Camp Lejeune (a major Marine Corps base), and several other key Air Force and Coast Guard facilities. This massive military footprint has made the state one of the top in Veteran population, with over 700,000 Veterans.

Content

End of January Check-In: Taking Stock Before February. While end-of-month reflection practices are common in wellness communities, no research specifically examines how Veterans process goal assessment differently than civilians. The military community's structured approach to evaluating progress combined with the documented 66-day habit formation timeline, positions Veterans to reframe January "failures" as data points rather than defeats. MWi members report that applying after-action review thinking to personal wellness goals transformed their monthly check-ins from discouraging scorecards into strategic adjustments that strengthened February's commitment and their commitment to long-term behavior change.

Annual Survey: Your Experience Shapes our Mission. The Annual Survey gives MWi members a voice and serves as a critical resource in establishing a direct line of communication with the modern military and Veteran community. This year the weekly article was replaced with the Annual Survey post and the MWi community was able to have direct access to the survey instead of a weekly article. MWi has a goal of meeting the community where they are and this serves as a good example of making sure we are not placing more burden on the community but making frictionless experiences.

Cardiac Rehab Awareness: Reclaiming Heart Health After Service. Cardiovascular rehabilitation outcomes improve dramatically when family members become informed participants rather than passive observers. The Veteran community's mission-oriented culture combined with spouse and caregiver education about warning signs, medication adherence support and emotional recovery timelines creates a measurable protective effect on long-term cardiac outcomes.

National Eating Disorder Awareness The military and Veteran community faces eating disorder challenges that remain among the most underreported conditions in military healthcare, as an estimated 3.5-5% of service members meet diagnostic criteria. Risk factors include: weight standards, deployment stress, sexual trauma and PTSD, civilian frameworks rarely capture these service specific issues. The Veteran community's culture of physical toughness normalizes disordered eating as discipline rather than distress, compounding diagnostic delays by years.
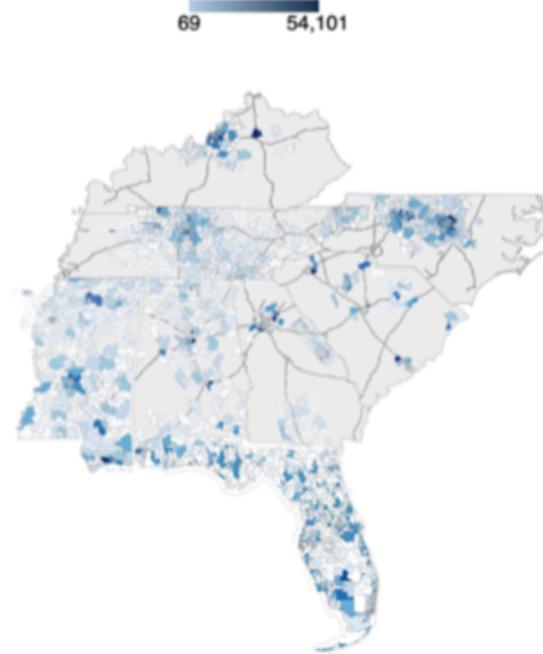
Multi-Scale Analysis
Updated: 03.01.2026
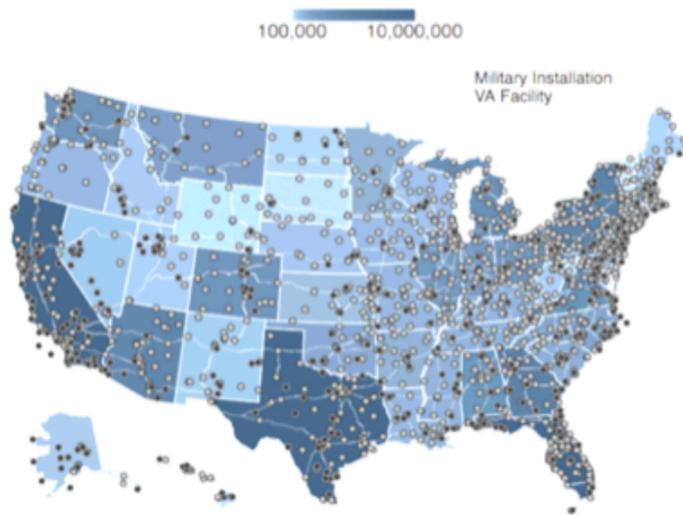
US
TAM: 116,767,000
Audience: 113,224,873
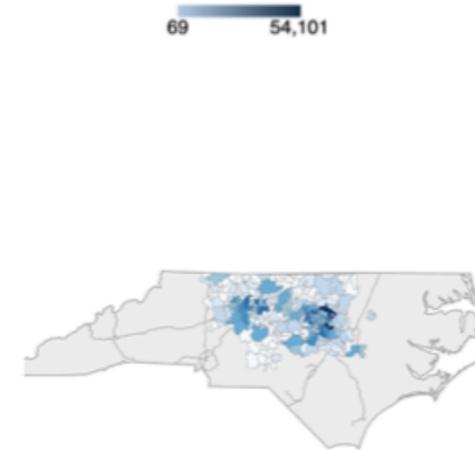**Members:** 29,066,526

Top 3 concerns:
1. Healthcare
2. Mental Health
3. Employment Opportunities

Region 4
TAM: 31,260,000
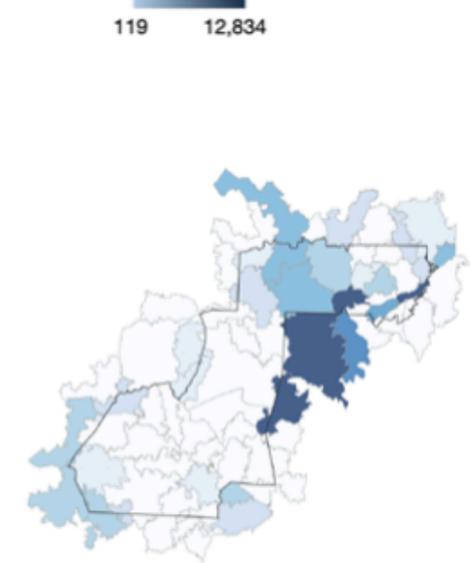**Audience:** 20,925,121
Members: 8,231,562

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

North Carolina
TAM: 2,400,000
Audience: 1,198,229
Members: 578,062

Top 3 concerns:
1. Employment Opportunities
2. Housing
3. Access to Healthcare

NC-10
TAM: 140,220
Audience: 100,231
Members: 42,398

Top 3 concerns:
1. Mental Health
2. Employment Opportunities
3. Healthcare