

MWi National

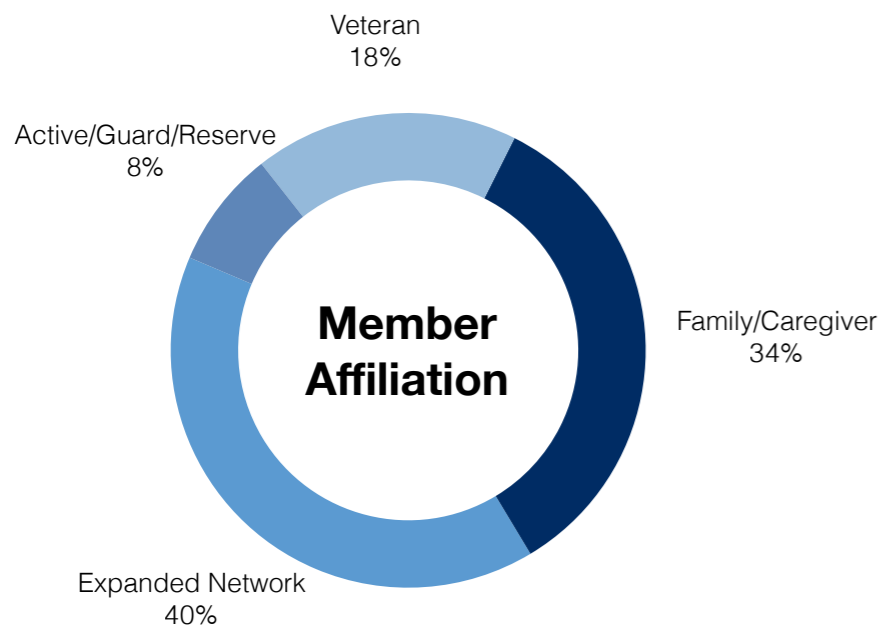
March 2026



Members	29,270,133
Communities	54
Surveys	5,731,151
Audience	113,294,610
Comments	3,103,114
Shares	3,444,717
Article Impressions	971,609,447
Response Time	27 seconds

Total Membership	
Top 10	Membership
Texas	4,958,539
Florida	4,052,258
California	3,825,641
New York	1,218,550
Georgia	1,116,334
Arizona	895,184
Alabama	834,585
Pennsylvania	760,575
Tennessee	711,464
Michigan	654,643

Weighted Score	
Top 10	Score
Arkansas	404.9
North Dakota	371.8
Minnesota	339.4
New Mexico	333.8
Texas	326.2
Florida	309.3
Oklahoma	307.1
Mississippi	295.6
Missouri	275.9
Nevada	266.9



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

March 2026



Community

Content

New Members	203,607	Impressions	72,672,520
Engagement	1,673,226	Shares	46,033
Frequency	1	Demographics	45% Male 55% Female
Member Sentiment	100% Positive	Feedback	110,232
Profile	Florida	Moderation	213

Community and Content Insights

Community

Community Integrity and Moderation. During a period of heightened geopolitical uncertainty surrounding the Iran conflict, MWi proactively added over 166 keywords for moderation to safeguard community integrity. By closely monitoring environmental and atmospheric signals, MWi anticipated emerging hot-button topics before they could disrupt community discourse. This forward-looking approach allowed moderators to get ahead of sensitive conversations, ensuring members experienced a safe, trusted environment even amid external volatility.

Legislation and Attribution. The Richard Star Act drove a 27% increase in engagement across the top 10 MWi communities by Total Addressable Market (TAM), demonstrating the legislation's powerful resonance with Veteran and military audiences who have a vested interest in its passage and the financial relief it promises to combat-disabled retirees. To capture and measure this surge in interest, MWi integrated a dedicated attribution test that allowed the organization to track and analyze how content related to the Richard Star Act was directly influencing community participation and driving meaningful interactions among members.

State Based Approach. Initial results from a state-based approach on Meta show strong promise. Compared to the prior national campaign framework, impressions are up 35.6% and engagement is up 19%. Delivering relevance at a state level leverage survey data is proving to be the right mix of data and localization to drive more relevant content.

Community Profile. Florida is home to one of the largest Veteran populations in the United States, with over 1.5 million Veterans residing in the state. The state hosts numerous major military installations, including MacDill Air Force Base in Tampa, Naval Air Station Jacksonville, and Eglin Air Force Base in the Panhandle, making it a cornerstone of national defense operations. In March, the Florida MWi community saw 22% MoM engagement growth with focused conversations around the tax benefits of being a Veteran living in Florida.

Content

National Nutrition Month. Food as a performance indicator drives exercise outcomes, recovery and long-term physical function — yet nutrition remains one of the military community's most underutilized performance tools. MWi members shifted from willpower-based restriction to strategic fueling once they understood the direct link between food timing, macronutrient balance and recovery. Engagement hit 466,000 during this window, confirming nutrition as one of Q1's most resonant topics.

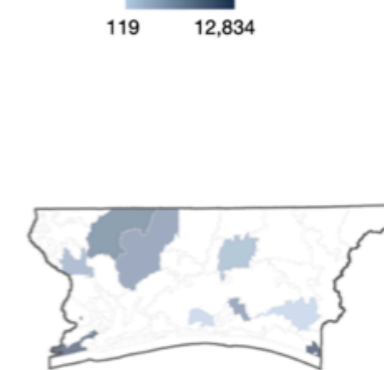
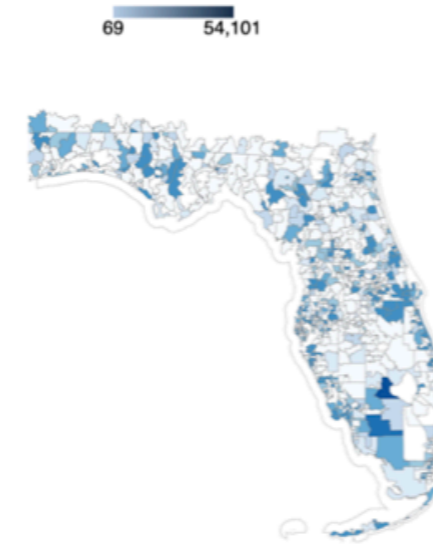
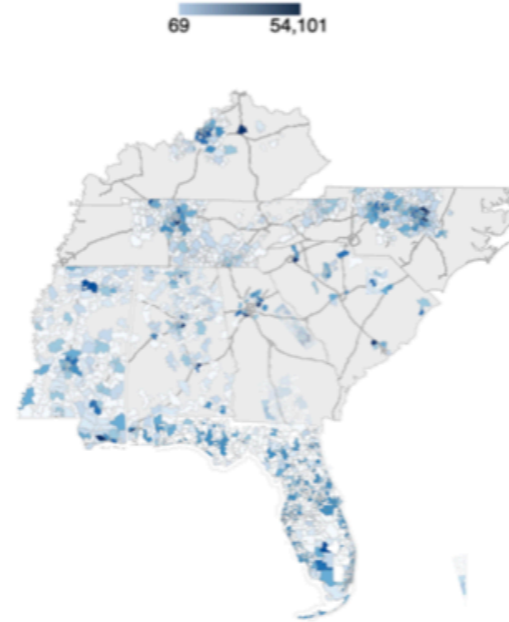
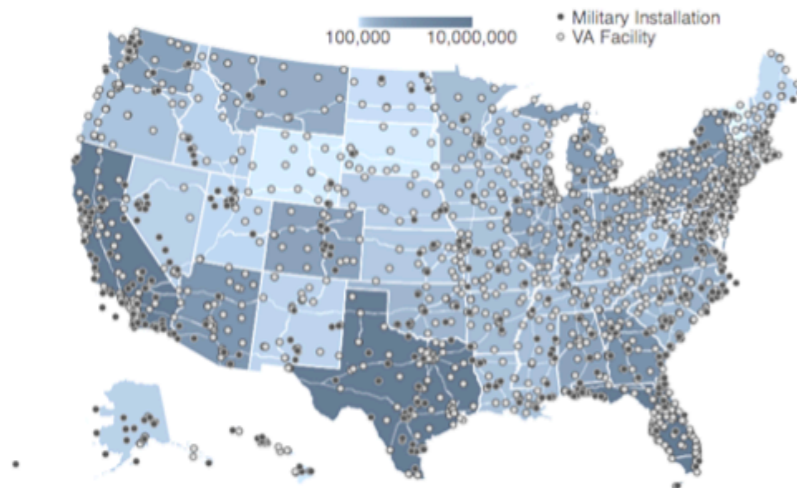
Sleep Awareness Week. The recovery asset the military cannot afford to ignore sleep deprivation affects an estimated 76% of active duty service members and Veterans, yet military culture still frames it as toughness rather than a readiness liability. MWi's annual survey named sleep the community's most persistent unresolved challenge. Sleep Awareness Week drove 15.3 million impressions — Q1's strongest performance — proving demand for service-informed sleep guidance far exceeds what civilian resources deliver.

Brain Awareness Week. The military community carries the heaviest burden in America concerning brain health with 450,000 TBI diagnoses. Content landed between OIF Day and Vietnam Veterans Day, meeting the community in a service-connected space. The article pushed MTD impressions to 72.6 million, the month's peak, while framing isolation as a neurological risk factor made community engagement a clinical imperative.

Colorectal Cancer Awareness Month. Different service related exposures have elevated cancer risk across the Veteran community, yet screening rates lag — driven by stoicism, system distrust and pain normalization. Colorectal cancer is among the most preventable when caught early, making March a critical window for action. MWi's trusted voice to millions of members delivers this message with a reach and credibility that amplifies the message and raised key awareness.

Multi-Scale Analysis

Updated: 04.01.2026



US

TAM: 116,767,000

Audience: 113,294,610

Members: 29,270,133

Top 3 concerns:

1. Healthcare
2. Mental Health
3. Employment Opportunities

Region 4

TAM: 31,260,000

Audience: 20,948,112

Members: 8,245,228

Top 3 concerns:

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

Florida

TAM: 13,100,000

Audience: 11,624,361

Members: 4,052,258

Top 3 concerns:

1. Employment Opportunities
2. Homelessness
3. Healthcare

FL-1

TAM: 219,201

Audience: 165,238

Members: 44,344

Top 3 concerns:

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