

MWi National

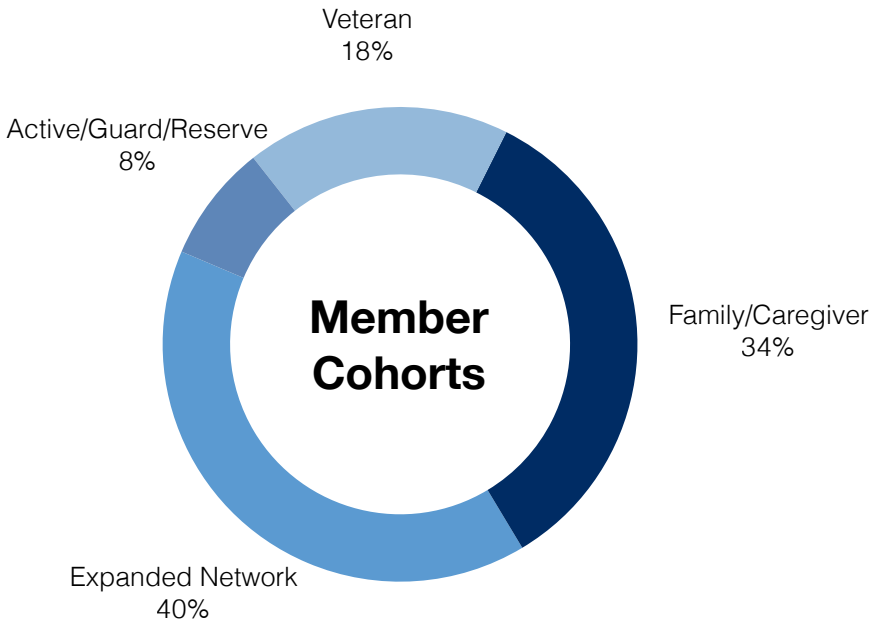
June 2026



Members	29,864,192
Communities	54
Surveys	5,731,192
Audience	113,974,951
Article Impressions	1,224,565,272
Engagements	127,994,262
Attributions	4,879,011
Amplifications	4,721,472

Total Membership	
Top 10	Membership
Texas	4,959,003
Florida	4,052,706
California	3,826,022
New York	1,218,944
Georgia	1,116,710
Arizona	895,540
Alabama	834,949
Pennsylvania	760,925
Tennessee	711,839
Michigan	654,985

Weighted Score	
Top 10	Score
Arkansas	405.4
North Dakota	373.8
Minnesota	340.0
New Mexico	335.3
Texas	326.3
Florida	309.4
Oklahoma	307.6
Mississippi	295.9
Missouri	276.5
Nevada	267.3



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.



Community		Content	
New Members	256,361	Impressions	98,291,361
Attributions	2,932,105	Engagements	2,925,381
Stories	16,291	Moderations	112
Amplifications	2,891,192	Modifications	5
Profile	North Carolina	Frequency	1

Community and Content Insights

Community

Member Demographics. Women make up roughly 63% of member engagement and men 37% — a split that directly shapes voice, content, and engagement strategy. Members cluster in the 35–64 range, led by military spouses, friends, and family members of active-duty service members, with an active 55-plus segment drawn to legacy and remembrance. Their shared interests — military family life, patriotism, faith, and mutual support — create a natural fit for authentic, emotionally resonant storytelling.

Amplification. Member stories and posts are the engine of reach, driving a 214% month-over-month increase as authentic voices carry content far beyond what branded posting alone could achieve. When members see their own experiences reflected and shared, they respond, react, and repost, compounding organic visibility across the community. MWi facilitates this through active moderation that surfaces the strongest stories, keeps conversations constructive, and creates the trusted space where members feel confident sharing in the first place.

Supplemental Posts. Supplemental content drives a 15% lift in engagement, performing best when each post builds on the previous week's topic to create continuity members can follow and anticipate. Holding the Monday supplemental at a frequency of one respects the community's appetite for this content without oversaturating the feed. Varying the time of day for a micro promotion adds a second payoff, surfacing insight into member behavior and sleep patterns that sharpens timing decisions across the broader content calendar.

Content

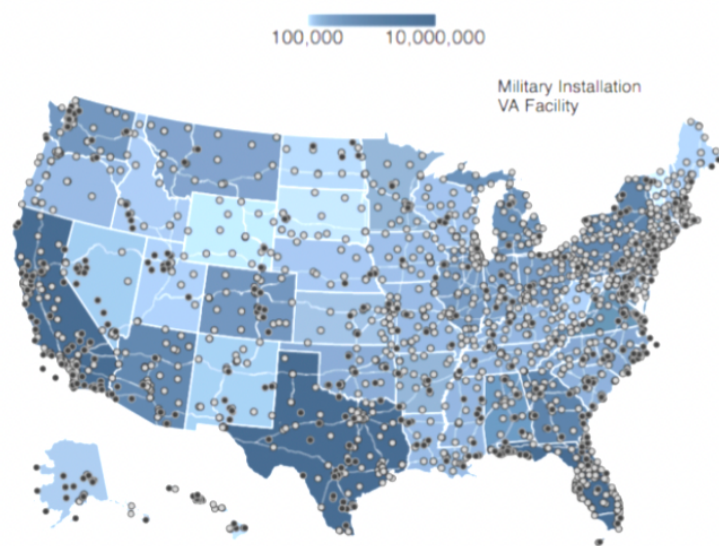
PTSD Awareness Month. PTSD Awareness Month delivered a 335% year-over-year increase in impressions and engagement over June 2025, a jump driven by strategy rather than the observance alone. Engaging early in the month built momentum before peak attention, while focusing on related content nodes — rather than the observance itself — gave members multiple entry points to connect with the theme. Spreading this content categorically across the month sustained reach and reaction where a single-day push would have flattened quickly.

Resource Library & Expert Review. Twenty-four resources were added to the MWi resource library this period, each vetted by MWi and directly connected to article category and content so members move seamlessly from story to support. In parallel, five subject-matter experts were consulted for article feedback prior to publish, allowing for pre-publication modification that sharpens accuracy and tone. Together these steps deepen the community's credibility and ensure content is both trustworthy and grounded before it ever reaches the feed.

Content Creation. The past month marked the integration of knowledge graph, Obsidian prompting, MWi curriculum, and real-time atmospherics and externalities into a single content creation process. Drawing on these inputs together allows original content to be built with sharper relevance and deeper alignment to community needs than any one source could provide. The result is more capability embedded in both the selection and creation process, positioning MWi to produce content that is consistently timely, resonant, and purpose-built.

Multi-Scale Analysis

Updated: 07.01.2026



US

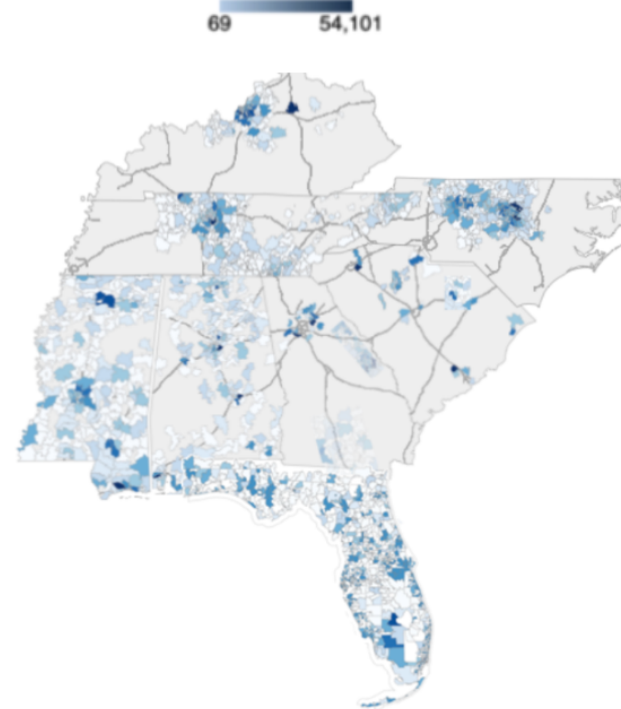
TAM: 116,767,000

Audience: 113,974,951

Members: 29,864,192

Top 3 concerns:

1. Healthcare
2. Mental Health
3. Employment Opportunities



Region 4

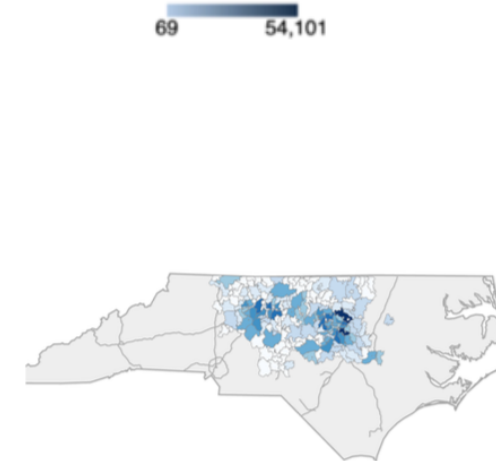
TAM: 31,260,000

Audience: 20,910,333

Members: 8,235,105

Top 3 concerns:

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



North Carolina

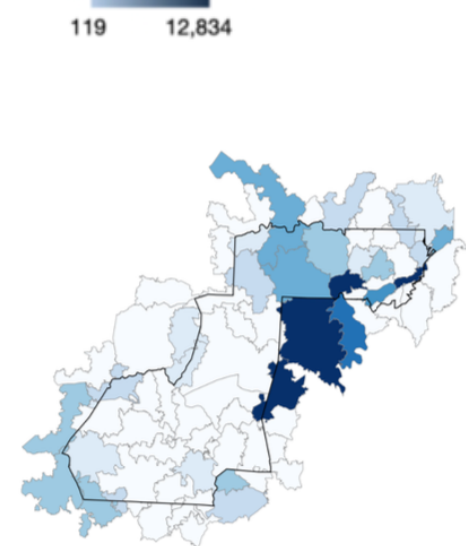
TAM: 2,400,000

Audience: 1,129,341

Members: 536,121

Top 3 concerns:

1. Healthcare
2. Community Support Groups
3. Long Wait Times



NC-10

TAM: 140,220

Audience: 110,427

Members: 44,329

Top 3 concerns:

1. Mental Health
2. Employment Opportunities
3. Healthcare