

MWi National

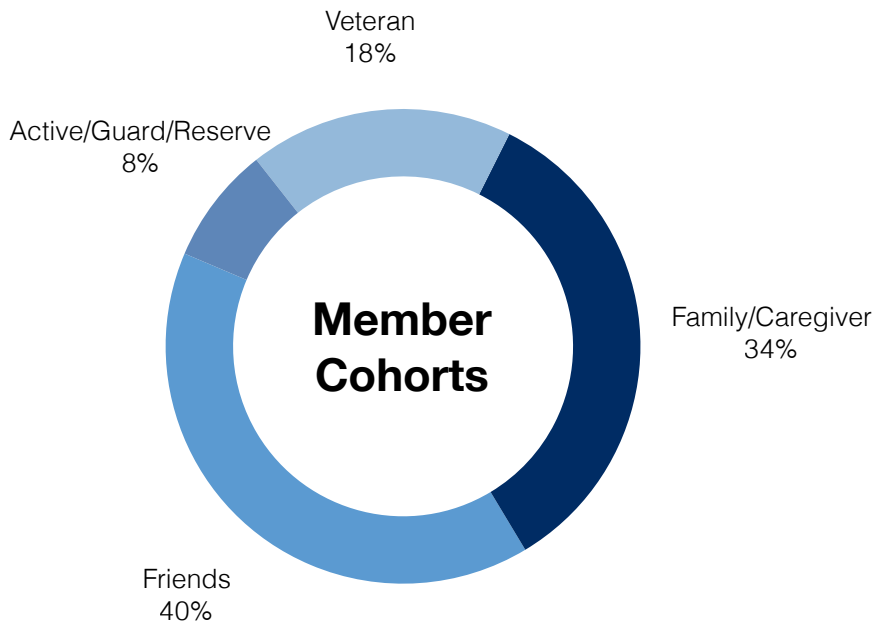
July 2026



Members	30,201,161
Communities	54
Surveys	5,731,198
Audience	113,998,521
Impressions	1,339,426,106
Engagements	132,359,162
Attributions	8,426,011
Amplifications	9,621,901

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.

MWi Monthly

July 2026



Community		Content	
New Members	284,220	Impressions	111,235,746
Attributions	3,426,127	Engagements	3,894,452
Stories	58,452	Moderations	221
Amplifications	3,745,562	Modifications	4
Profile	Arkansas	Frequency	1

Community and Content Insights

Community

Member Photography. Members posting original photos as stories and tagging friends generates organic amplification that branded content cannot replicate, as each tag extends reach into an entirely new network. The algorithm further rewards imagery that has not previously appeared on social platforms, giving first-run member photos a distribution advantage over stock or repurposed assets. Beyond reach, the practice builds genuine connection, as members see themselves and people they know reflected back in the community.

Category Balance. Anchoring content in wellness while rotating through subcategories continues to drive growth, keeping the feed oriented toward positive development rather than a narrowly military identity. Serious topics still earn their place, but they land better when balanced against lighter, forward-looking material members can act on immediately. This mix widens the aperture for who engages, drawing in members who would not respond to heavier subject matter alone.

Vault-Informed Relevance. Continuous reference to survey analysis through the MWi Vault sharpens article relevance, ensuring topics reflect what members have directly stated they need. Grounding editorial decisions in member-reported priorities rather than assumption reduces guesswork and shortens the distance between publication and reader response. That alignment contributed in July's engagement growth MoM, with Vault-informed articles outperforming the baseline.

Content

Oath Reflection. The July 4 weekend created an opening to move past celebration and invite the community to reflect on the Oath many of them took, reframing a national holiday as a shared personal commitment. That framing connected across generations, with younger demographics engaging with Veterans 2,871 times over the period. This is a volume that carries both recruitment potential and renewed relevance for the Veterans on the receiving end. Positioning the observance as a point of continuity rather than commemoration gave every generation in the community a reason to participate.

Article Layering. Layering articles across a three-week window remains critical, allowing a single anchor moment to feed forward into adjacent themes rather than exhausting itself in a day. July 4 content layered directly into transition-focused material, extending the arc of member attention well past the holiday itself. This approach drove a 12% increase across all engagement metrics in July, confirming that sequenced content outperforms isolated pushes.

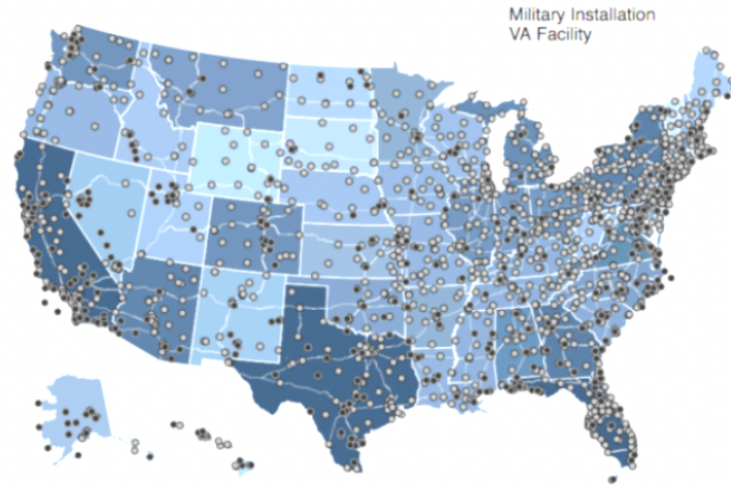
Imagery Calibration. Content imagery that leans overly military correlates with a 5% decline in impressions, while positive, non-military imagery produces a 6% increase. This gap reflects the actual composition of the community, which extends well beyond those who identify primarily through service. It also suggests that heavily military visual cues may function as a barrier for certain segments, signaling a narrower audience than MWi actually serves and reaching for a calibration in visual selection going forward.

Multi-Scale Analysis

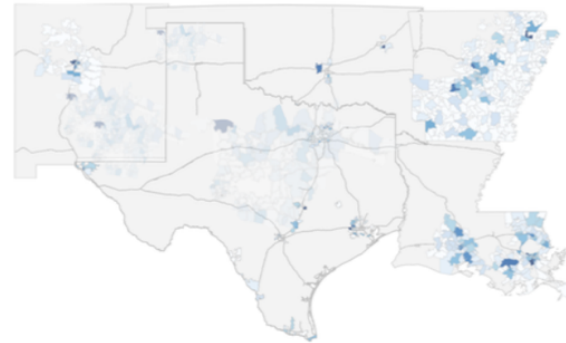
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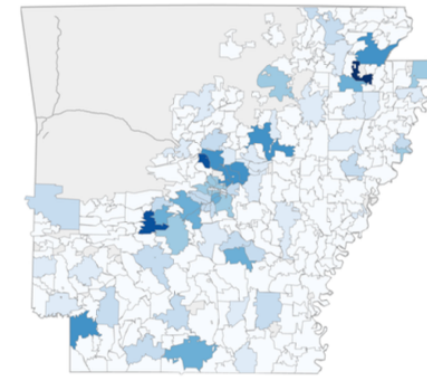
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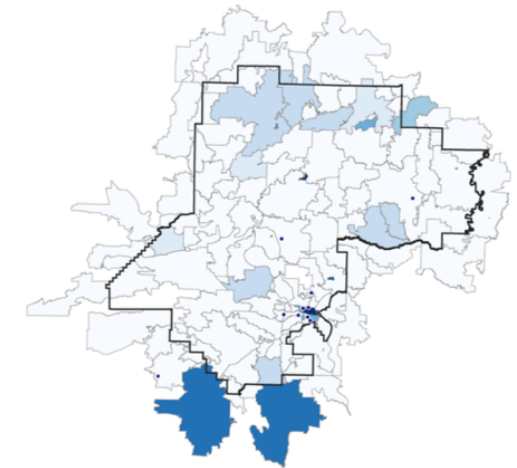
69 54,101



69 54,101



119 12,834



US

TAM: 116,767,000

Audience: 113,998,521

Members: 30,201,161

Top 3 concerns:

1. Healthcare
2. Mental Health
3. Employment Opportunities

Region 6

TAM: 17,105,124

Audience: 12,420,122

Members: 10,145,902

Top 3 concerns:

1. Mental Health
2. Healthcare
3. Employment Opportunities

Arkansas

TAM: 1,100,000

Audience: 745,981

Members: 449,365

Top 3 concerns:

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

AR-02

TAM: 281,229

Audience: 98,212

Members: 44,339

Top 3 concerns:

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