



The Transitions Network (TTN)

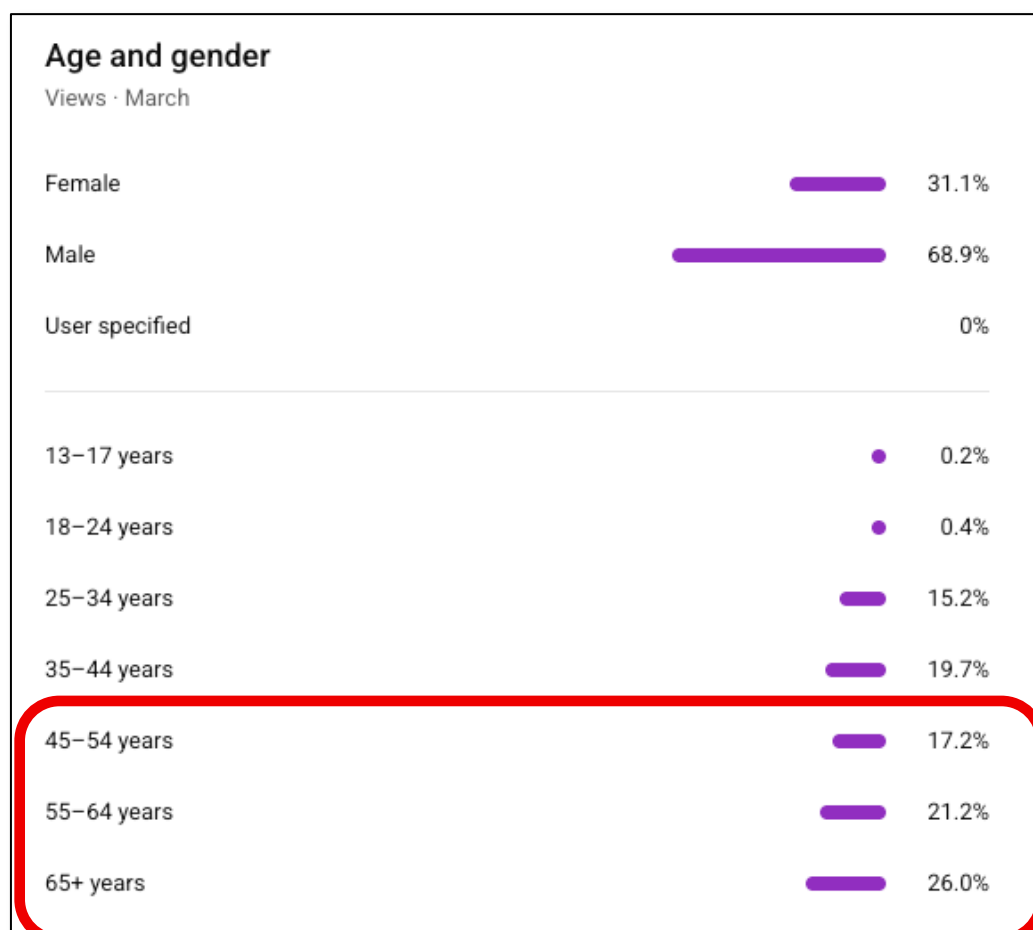
Demographic & Market Information

TTN is a rapidly growing digital media platform serving adults aged 55+ navigating retirement and reinvention, reaching **13924 unique viewers** within since Launch.

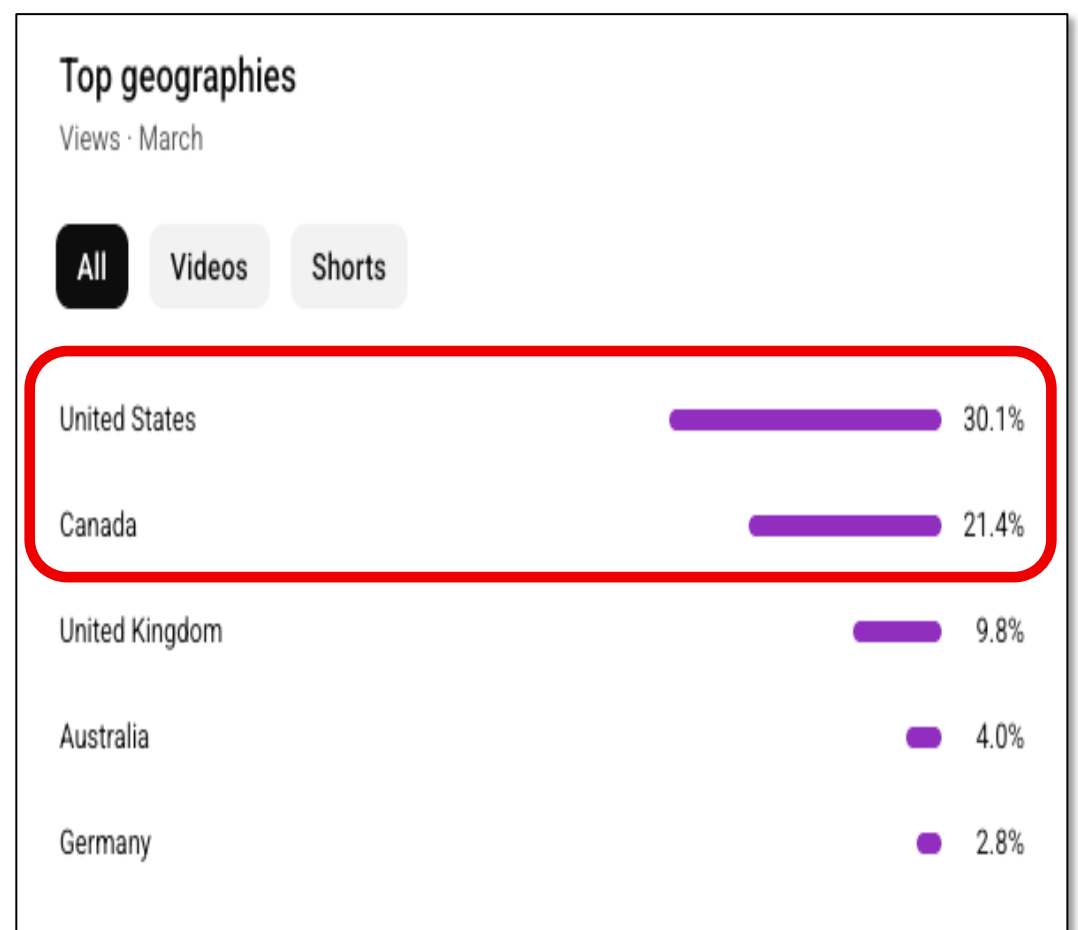
All information is effective **April 1, 2026** For the month of March.



Figure 1: Views to March 30, 2026



Age and Gender, for March, 2026



Top Geographies for March, 2026

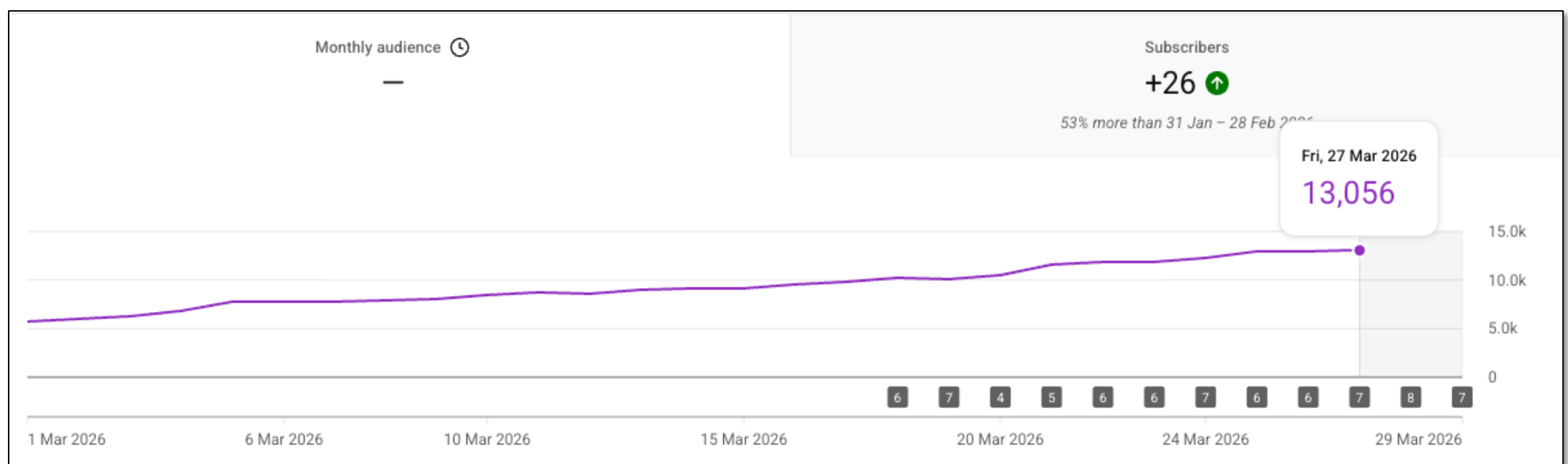


Figure 2: Audience Members growth for March, 2026

TTN Target Market Description

<p>Target Market</p> <ul style="list-style-type: none"> • Primary Range: 50 – 70 yrs <ul style="list-style-type: none"> ○ Late-career Professionals: 50-65 ○ Early Retirees/semi-retirees: 55-70 • Secondary Range: 45-50 (pre-retirement planners) and 70-85 (active retirees) • Balanced male/female representation • Household income: \$75K - \$150K for late career professionals • Primary: North America • Secondary: UK, Australia, Western Europe 	<ul style="list-style-type: none"> • Retirees: comfortable savings or pensions; discretionary income for lifestyle upgrades <ul style="list-style-type: none"> ○ They have resources for memberships, courses, travel, products, and premium experiences • Majority college-educated; many hold advanced degrees • Strong interest in lifelong learning & personal development • Comfortable with technology • Health-conscious, active aging mindset • Heavy podcast / YouTube consumption
--	---

Target Market Statistical Information

Statistic	Quantitative Value																
<p>Market Size Summary:</p> <p style="text-align: center;">North America (Primary Market)</p> <p>Core audience: 50–70 million people (late-career, retirees, transitioners) Engaged digital audience: 20–30 million (actively seeking content, community, or events)</p> <p style="text-align: center;">Global (Secondary Market)</p> <p>Potential English Language Retirement Audience: 200–300 million (with English-language content, global retirement themes, and expat perspectives)</p>																	
Economic Influence of Target Market	Adults aged 50+ control: <ul style="list-style-type: none"> • ~70% of disposable income in North America • ~75% of financial assets 																
<p>Demographic Estimates (North America)</p> <p>Late-career professionals (ages 50–65): ~55 million people in this age group. Early retirees & semi-retirees (ages 55–70): ~30 million are retired or semi-retired. Pre-retirement corporate employees: Millions more approaching retirement Spouses & families of retirees: 1 retiree represents a household of 2–3 people affected by transition. Lifestyle seekers & global nomads: ~2–5 million considering relocation or extended travel in retirement.</p>																	
<p>Total # of US YouTube Users in Target Age:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;"><u>US Target Age Ranges</u></td> <td style="text-align: center;"><u>Country Total:</u></td> <td style="text-align: center;"><u>US YouTube Users</u></td> </tr> <tr> <td style="text-align: center;">Ages 55-59:</td> <td style="text-align: center;">19.96M</td> <td style="text-align: center;">17.17M (86% of pop.)</td> </tr> <tr> <td style="text-align: center;">Ages 60-64:</td> <td style="text-align: center;">21.73M</td> <td style="text-align: center;">18.69M (86% of pop.)</td> </tr> <tr> <td style="text-align: center;">Ages 65-74:</td> <td style="text-align: center;">35.59M</td> <td style="text-align: center;">23.13M (65% of pop.)</td> </tr> <tr> <td style="text-align: center;">Total US Market</td> <td></td> <td style="text-align: center;">58.99M</td> </tr> </table>	<u>US Target Age Ranges</u>	<u>Country Total:</u>	<u>US YouTube Users</u>	Ages 55-59:	19.96M	17.17M (86% of pop.)	Ages 60-64:	21.73M	18.69M (86% of pop.)	Ages 65-74:	35.59M	23.13M (65% of pop.)	Total US Market		58.99M		
<u>US Target Age Ranges</u>	<u>Country Total:</u>	<u>US YouTube Users</u>															
Ages 55-59:	19.96M	17.17M (86% of pop.)															
Ages 60-64:	21.73M	18.69M (86% of pop.)															
Ages 65-74:	35.59M	23.13M (65% of pop.)															
Total US Market		58.99M															
<p>Total # of CDN YouTube Users in Target Age:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;"><u>CDN Target Age Ranges</u></td> <td style="text-align: center;"><u>Country Total:</u></td> <td style="text-align: center;"><u>CDN YouTube Users</u></td> </tr> <tr> <td style="text-align: center;">Ages 55-64</td> <td style="text-align: center;">5.18M</td> <td style="text-align: center;">3.88M (75% of pop.)</td> </tr> <tr> <td style="text-align: center;">Ages 65-74</td> <td style="text-align: center;">3.89M</td> <td style="text-align: center;">2.33M (60% of pop.)</td> </tr> <tr> <td style="text-align: center;">Total CDN Market</td> <td></td> <td style="text-align: center;">6.21M</td> </tr> </table>	<u>CDN Target Age Ranges</u>	<u>Country Total:</u>	<u>CDN YouTube Users</u>	Ages 55-64	5.18M	3.88M (75% of pop.)	Ages 65-74	3.89M	2.33M (60% of pop.)	Total CDN Market		6.21M					
<u>CDN Target Age Ranges</u>	<u>Country Total:</u>	<u>CDN YouTube Users</u>															
Ages 55-64	5.18M	3.88M (75% of pop.)															
Ages 65-74	3.89M	2.33M (60% of pop.)															
Total CDN Market		6.21M															
Total # of North American YouTube Users in Target Age Ranges:	65.2M																
Estimated subscribers across major retirement-focused YouTube channels.	1,264,640 people (only 1.9% of YouTube viewers in target age range)																
Industry Benchmarks:																	
Top Retirement Podcast Audience ranges Online Community ranges Events & Webinar Attendance (regularly)	50K – 1M 10K – 100K 100s – 1000s																
Interest in personal growth, identity, and reinvention	40–60% of retirees and late-career professionals seek purpose, connection, and new skills post-career.																
Podcast & digital content consumption	Over 60% of adults aged 50+ consume digital content such as podcasts, blogs, and YouTube monthly																