



ISSUE 02 · 2026
NO. ___ OF 121
PRIVATE CIRCULATION

THE BITCOIN LONGEVITY REPORT

Longevity's Last *Unclaimed* Audience

What 415 Bitcoiners told us about the longevity brands they use, the voices they trust, and what they spend.

THE SURVEY · 415 RESPONSES · 2026

What this is.

The marketing page is the summary. This is the evidence beneath it. In 2026 we asked the Bitcoin community directly — which longevity brands they use, whose recommendation they trust, and what they actually spend on their health. **415 of them answered.**

The picture is more modest than the headline numbers any agency would quote, and far more useful. Most of this audience holds no longevity brand at all. Spending is led by price, not abundance. Trust sits with a small number of Bitcoin voices. None of that is a weakness in the opportunity — it is the shape of a category that is still open.

415

RESPONDENTS

38%

HOLD NO NAMED LONGEVITY BRAND

39%

TRUST ONE VOICE ABOVE ALL — SIMPLY BITCOIN

1 in 8

SPENT OVER \$2,000 ON HEALTH IN A YEAR

01 — The Field Is *Open*

BRAND ADOPTION

02 — What They *Spend*

HEALTH OUTLAY

03 — Who They *Trust*

VOICES

04 — Who They *Are*

COMPOSITION

05 — What Holds Them *Back*

BARRIERS

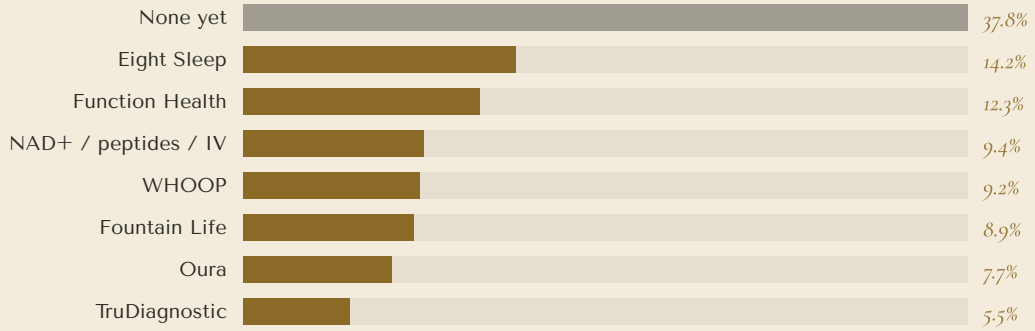
06 — What It *Means*

FOR BRANDS

Section 01

The field is *open*.

Nearly four in ten of this audience have used, bought, or seriously considered no named longevity brand in the past year. There is no incumbent to displace.



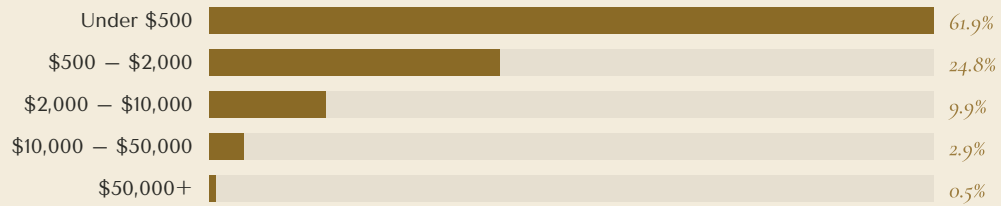
Used, bought, or seriously considered in the last year. Multiple selections allowed; bars do not sum to 100%. A further 9.6% named another brand. N = 415.

Where adoption exists, it is led by the hardware of sleep and the diagnostics of measurement — **Eight Sleep** at roughly one in seven, then **Function Health**. No single brand passes 15%. The category is fragmented, early, and unspoken for. For a brand willing to show up authentically, the prize is not a share war. It is being the first name this audience associates with longevity at all.

Section 02

What they *spend*.

This is a price-led audience. Six in ten spent under \$500 on their health outside standard medical care in the last year. The high spenders are real, but they are few.



Self-reported spend on health in the prior 12 months, outside standard medical care. Figures in USD. N = 415.

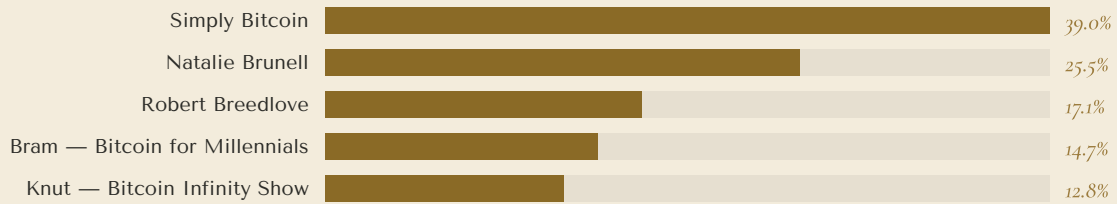
One respondent in eight spent more than **\$2,000**; fourteen spent more than \$10,000. A brand that reads this audience as uniformly wealthy will price itself out of reach of the majority and chase a small tail it has not earned. The opening offer matters more here than the flagship. Win the under-\$500 buyer first; the cohort compounds — in conviction and, for many, in net worth — from there.

The wealth thesis is real, but it is a destination, not a starting price.

Section 03

Who they *trust*.

Trust concentrates. Asked which Bitcoin voice they would trust to recommend a health brand, two in five named Simply Bitcoin — more than any other voice by a wide margin.



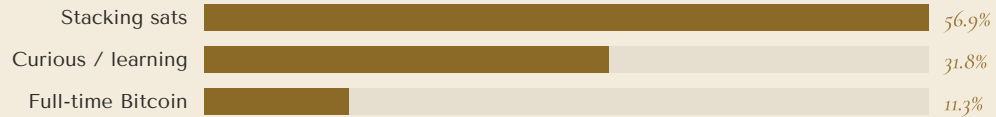
Multiple selections allowed; bars do not sum to 100%. A further 23.1% named another voice. N = 415.

A brand does not need a hundred placements to reach this audience. It needs the right handful. Distribution is held by a small set of trusted voices, and an endorsement from one of them carries further than any volume of paid reach — because this audience rejects inauthenticity on sight and adopts on conviction. The names above are where a longevity brand's first conversations belong.

Section 04

Who they *are*.

A committed core, and a large band still learning. Most are accumulating; a meaningful minority live on Bitcoin entirely.

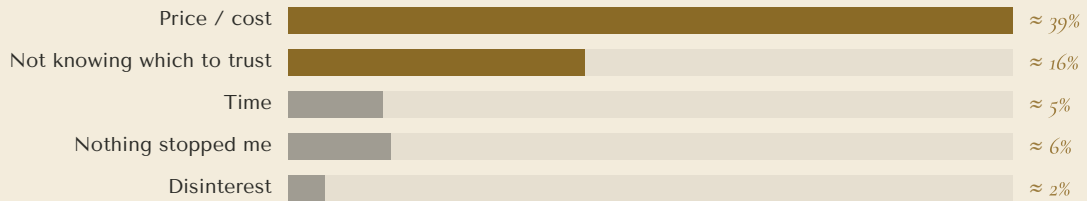


Self-described position. *N* = 415.

Section 05

What holds them *back*.

Not doubt about longevity itself. Price is the gate; uncertainty about which brand to believe is second. Disinterest barely registers.



Free-text responses, coded into categories across English and Spanish; remainder were varied or unclear. Disinterest barely appears. *N* = 415.

Section 06

What it *means* for brands.

The same mind that holds the hardest money ever created brings long time preference, distrust of consensus, and a tolerance for asymmetric bets to its health. That is the bridge longevity has not yet crossed.

The field is *open*

38% hold no longevity brand. There is no leader to unseat — only a name to become. First authentic mover takes the association.

Lead on *price*, not prestige

Six in ten spend under \$500. The entry offer wins this audience; the premium tier earns its place later, as conviction compounds.

Buy *trust*, not reach

A handful of voices hold the room. One credible endorsement outperforms any volume of paid impressions this cohort will block on sight.

Speak the *thesis*

Sound money and longevity share one worldview: protect the downside, let the upside compound, ignore consensus when it is wrong.

Satoshi Services is a Global, London based creator and events agency working where New Wealth (Bitcoin) meets New Health (Longevity). We hold the relationships across the Bitcoin creator network, the major events, and the physical placements premium brands require — and we broker them on alignment, not budget.

APPENDIX

Methodology & *notes.*

Field. The State of the Bitcoin Longevity Demographic survey, fielded 2026 to the Bitcoin community. **415 valid responses.** Respondents self-selected; figures are self-reported and should be read as the shape of the audience, not a census.

Figures. Percentages are rounded and calculated on the full base of 415 unless noted. Brand-recognition and trusted-voice questions allowed multiple selections, so those bars do not sum to 100%. Spend figures are in US dollars. Barrier categories were coded from free-text answers across English and Spanish; a portion were varied or unclear and sit outside the named categories.

Privacy. The survey collected optional Lightning addresses and Nostr identifiers. None are published. Everything in this report is aggregate; no individual response, identifier, or raw row is shared, here or anywhere.

Brand-recognition base. None yet 37.8% · Eight Sleep 14.2% · Function Health 12.3% · NAD+ / peptides / IV 9.4% · WHOOP 9.2% · Fountain Life 8.9% · Oura 7.7% · TruDiagnostic 5.5% · other 9.6%.

Trusted-voice base. Simply Bitcoin 39.0% · Natalie Brunell 25.5% · Robert Breedlove 17.1% · Bram 14.7% · Knut 12.8% · other 23.1%.

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The category is open.
It does not *stay* open.

If your brand belongs in front of this audience, the next step is a short conversation about which category is still open, and whether yours is a fit.

FIFTEEN MINUTES — [CAL.COM/DAVIDSATOSHI/15MIN](https://cal.com/DAVIDSATOSHI/15MIN)