

Bitcoin is a topic that affects almost the entire adult population of the Czech Republic that has an Internet connection. Almost every Czech is familiar with Bitcoin online and two-thirds of them spontaneously remember it. Bitcoin ownership was declared by 17% of respondents. Other cryptocurrencies in the Czech environment lag significantly behind in terms of key indicators. The relationship between Bitcoin attributes and the decision making process is statistically significant. Contrary to the original assumption that the attributes of Bitcoin would be the independent variable, the correlation analysis revealed that aspects of the decision-making process were the independent variable. It must be added that this result needs to be taken in the context of data measurement. The measured data shows that in the attitude and confirmation phase of the decision-making process, the relationship with the attributes of Bitcoin is positive. In stages, people perceive the attributes of Bitcoin as simple and see in it the advantages that they can use. In the stages of knowledge, decision and application, the association with the attributes of Bitcoin is rather negative. At those stages, Bitcoin is difficult for people to grasp or where I don't see a use for them. Thus, the stages of awareness, decision and application are crucial for the further diffusion of Bitcoin.