

The aim of the thesis is to describe the demographics of Czech PR professionals, the educational background of these workers, the original profession from which they came to public relations, and their job description. The last research question is satisfaction with their career choice and opinions on the conditions for success in this profession. The paper is based on an anonymous online questionnaire survey of 463 PR professionals from the Czech Republic in autumn 2022. The questionnaire was based on the regular UK CIPR State of the Profession survey and the European Communication Monitor questionnaire.

Based on the data, it was found that the average age of Czech communication professionals is 40 years, 87% of them have a university degree, more than half of them in social sciences. Most of the respondents came to PR from another field, most often from the media, and for a quarter of the workers, working in PR is their first profession. Regardless of position or years of experience, the most common activity of all PR professionals is media relations, followed by communication strategies building, and the third most common is copywriting. Most respondents devote more than 60% of their time to PR. If their position is complemented by another role, it is marketing.

Among the respondents, 60% were women, even in senior positions they are more likely to be involved in technical activities (see Grunig, 2013), and they are in lower income brackets than men, even when comparing salaries of workers without a career break. The PR workers interviewed are satisfied with their choice of profession and most plan to stay in the field in ten years' time. This image of the profession is not shared by a group of experienced PR professionals with 20-24 years of experience who are considering changing their profession and are even ashamed of it.