

**Frequency Tables of Demographic and Descriptive Variables for 2019  
Academic Marketing Survey**  
Jeff Galak and Barbara Kahn

<b>Marketing Sub Area</b>	<b>Count</b>	<b>%</b>
CB	864	61.98%
Quant	191	13.70%
Strategy	162	11.62%
CCT	94	6.71%
Other	83	5.95%

<b>PhD Year</b>	<b>Count</b>	<b>%</b>
Not Awarded/Student	216	15.62%
1950 or earlier	1	0.07%
1951-1960	2	0.14%
1961-1970	10	0.72%
1971-1980	53	3.83%
1981-1990	114	8.24%
1991-2000	190	13.74%
2001-2005	132	9.54%
2006-2010	204	14.75%
2011-2015	224	16.20%
2015-2019	237	17.14%

<b>Current Rank</b>	<b>Count</b>	<b>%</b>
Undergrad	2	0.14%
Masters	2	0.14%
PhD	201	14.47%
PostDoc	19	1.37%
Assistant	374	26.93%
Associate (no tenure)	67	4.82%
Associate (tenure)	278	20.01%
Full	352	25.34%
Emeritus	24	1.73%
Other	60	4.32%
NA	10	0.72%

<b>Race</b>	Count	%
White	881	63.15%
Asian	298	21.36%
Prefer not to answer	68	4.87%
Hispanic	59	4.23%
Other	48	3.44%
Black	39	2.80%
American Indian	2	0.14%

<b>Gender</b>	Count	%
Male	698	49.93%
Female	666	47.64%
Prefer Not to Answer	28	2.00%
Other	3	0.21%
Non-Binary	2	0.14%
Transsexual	1	0.07%

<b>Sexual Orientation</b>	Count	%
Heterosexual	1266	90.95%
Prefer not to Answer	52	3.74%
Homosexual	45	3.23%
Bisexual	22	1.58%
Other	5	0.36%
Something Else	2	0.14%

<b>Age</b>	Count	%
18-24	8	0.58%
25-34	335	24.10%
35-44	434	31.22%
45-54	251	18.06%
55-64	202	14.53%
65-74	108	7.77%
75-84	12	0.86%
85+	4	0.29%
Prefer Not to Answer	36	2.59%

<b>Relationship Status</b>	Count	%
Married living together	1006	72.43%
Single	214	15.40%
Married living apart	61	4.39%
Prefer not to answer	48	3.45%
Separated	28	2.01%
Other	20	1.44%
Widowed	12	0.86%

<b>Care for Children</b>	Count	%
No	740	54.25%
Yes	597	43.77%
Prefer not to Answer	27	1.98%

<b>Care for Sick/Disabled Partner</b>	Count	%
No	1162	95.17%
Prefer not to Answer	32	2.62%
Yes	27	2.21%

<b>Care for Elderly Parent</b>	Count	%
No	1025	82.00%
Yes	189	15.12%
Prefer not to Answer	36	2.88%