



NAMT BY THE NUMBERS 2015

January, 2016

ABOUT NAMT BY THE NUMBERS

Each year, we ask all NAMT members to provide us with updated information for our database, which we use to create aggregate statistics on the makeup of the NAMT membership. We've expanded this data into *NAMT by the Number*, a survey showing a more detailed picture of our members' financial impact and reach in their communities.

Of our 151 organizational members (as of January 5, 2016), 127 responded to the survey or had data collected as part of the new member application process. Our membership is extremely diverse, including commercial producers, companies that only develop new work and do not sell tickets, schools and more. We've removed responses that are not applicable to specific questions. Each section shows the number of responses to that section.

SUMMARY INFORMATION

Response Rate 127 organizations submitted the 2015 NAMT by the Numbers Survey or had data collected as part of their new member

Organization Budget For the purpose of data compilation/comparison, the 127 responding organizations were grouped in the following budget range categories:

Category	Budget Size	# (%) of Respondents
Group A	less than \$1,000,000	52 (40.9%)
Group B	\$1,000,000 - \$4,999,999	42 (33.1%)
Group C	\$5,000,000 +	33 (26.0%)

Member Snapshot Last season, the NAMT members collectively...

- Employed over 32,000 people
- Staged nearly 17,500 performances attended by more than 9.6 million people
- Entertained over 750,000 subscribers
- Provided education programs for 1.1 million students and teachers
- Had operating budgets totaling over \$582,000,000
- Performed in 275 facilities housing 175,000 seats

BUDGET

<i>Budget Size</i>	<i># of responses</i>	<i>Max Budget</i>	<i>Min Budget</i>	<i>Avg Budget</i>
All	114	45,467,500	10,000	5,106,612
less than \$1,000,000	39	900,000	10,000	325,563
\$1,000,000 - \$4,999,999	42	4,741,813	1,000,000	2,446,296
\$5,000,000 +	33	45,467,500	5,000,000	14,142,799

PERFORMANCES, BOX OFFICE AND ATTENDANCE

Some NAMT members, while sharing our passion for and commitment to musical theatre, produce both musicals and plays, and had no musicals on their stages last season. These responses have been removed. Others develop shows, or produce independently (e.g. Broadway) and do not have traditional box office income.

Performances		Total Performances			Musical Theatre Performances			Percentage of Performances Musicals		
<i>Budget Size</i>	<i># of responses</i>	<i>Max</i>	<i>Min</i>	<i>Avg</i>	<i>Max</i>	<i>Min</i>	<i>Average</i>	<i>Max</i>	<i>Min</i>	<i>Avg</i>
All	96	755	4	178	484	2	98	100%	1%	66%
less than \$1,000,000	28	260	4	76	180	4	43	100%	1%	36%
\$1,000,000 - \$4,999,999	36	731	8	118	317	2	72	100%	3%	61%
\$5,000,000 +	32	755	50	336	484	8	176	100%	5%	59%

Box Office		Total Box Office			Musical Theatre Box Office			Percentage of BO from Musicals		
<i>Budget Size</i>	<i># of responses</i>	<i>Max</i>	<i>Min</i>	<i>Avg</i>	<i>Max</i>	<i>Min</i>	<i>Avg</i>	<i>Max</i>	<i>Min</i>	<i>Avg</i>
All	77	\$23,862,860	\$6,000	\$3,390,250	\$15,188,861	\$2,722	\$2,705,112	100%	1%	78%
less than \$1,000,000	16	\$683,000	\$6,000	\$65,198	\$683,000	\$6,000	\$180,862	100%	33%	26%
\$1,000,000 - \$4,999,999	32	\$3,350,000	\$23,878	\$917,086	\$2,700,000	\$2,722	\$993,908	100%	1%	60%
\$5,000,000 +	29	\$23,862,860	\$848,765	\$6,640,647	\$15,188,861	\$206,782	\$5,986,027	100%	8%	66%

Attendance		Total Attendance			Musical Theatre Attendance			Percentage of Attendance for Musicals		
<i>Budget Size</i>	<i># of responses</i>	<i>Max</i>	<i>Min</i>	<i>Avg</i>	<i>Max</i>	<i>Min</i>	<i>Avg</i>	<i>Max</i>	<i>Min</i>	<i>Avg</i>
All	99	1,150,000	289	94,166	1,150,000	19	68,816	100%	2%	72%
less than \$1,000,000	30	64,000	289	11,449	50,000	19	6,970	100%	2%	42%
\$1,000,000 - \$4,999,999	37	1,150,000	1,000	75,108	1,150,000	300	68,304	100%	2%	69%
\$5,000,000 +	32	591,422	39,535	193,748	343,516	6,879	127,388	100%	5%	63%

Budget Size	# of responses	Subscribers		
		Max	Min	Avg
All	71	198,207	40	10,641
less than \$1,000,000	10	4,000	40	989
\$1,000,000 - \$4,999,999	32	21,646	181	3,457
\$5,000,000 +	29	198,207	2,741	21,896

Some members do not operate on subscription models. They are not included.

STAFF

Responses of zero have been removed in all categories.

Staff	# of responses	Full-Time			Part-Time			Seasonal		
		Max	Min	Avg	Max	Min	Avg	Max	Min	Avg
All	71	484	1	26	400	1	23	889	2	73
less than \$1,000,000	10	30	1	4	30	1	3	26	2	2
\$1,000,000 - \$4,999,999	32	200	2	15	400	1	22	223	2	41
\$5,000,000 +	29	484	9	68	371	2	53	889	5	214

EDUCATION

Some members don't have or did not report on education programs. We have removed those organizations from these results.

Education	# of responses	Number of Students & Teachers Reached		
		Max	Min	Average
All	83	155,000	35	14,724
less than \$1,000,000	23	35,000	35	1,975
\$1,000,000 - \$4,999,999	31	63,190	75	5,016
\$5,000,000 +	29	155,000	200	27,538