



# **NAMT BY THE NUMBERS 2019**

September, 2019

**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 Numbers*, a survey showing a more detailed picture of our members and their financial impact and reach in their communities.

In addition to non-profit regional theatres, our membership includes commercial producers, companies that only develop new work and do not sell tickets, schools and more. Not all questions on the survey are required, and we've removed responses that are extreme outliers (because of how the respondent company operates) or not applicable to specific questions. Each section shows the number of responses to that section.

This year, for the first time, we collected information on the gender and ethnic make-up of member staffs and boards, in an attempt to measure diversity in our field and track it year-to-year. This was a separate, opt-in survey, so not all members chose to fill it out when providing other data. It also relies on the survey respondents' knowledge of how their colleagues self-identify. We are pleased with the level of participation this survey had this year, but hope to expand the data set in the future.

**SUMMARY INFORMATION**

**Response Rate** We compiled data on 91 member organizations submitted via this year's NAMT by the Numbers Survey, collected as part of their new member applications, or stored in our membership database.

**Organization Budget** For the purpose of data compilation/comparison, these 91 organizations were grouped in the following budget range categories:

Category	Budget Size	# (%) of Respondents
Group A	less than \$1,000,000	19 (20.9%)
Group B	\$1,000,000 - \$4,999,999	38 (41.8%)
Group C	\$5,000,000 +	31 (34.1%)

**Member Snapshot** **Last season, the NAMT members collectively...**  
 Employed over 20,000 staff members and 14,000 artists  
 Staged more than 19,000 performances attended by 10 million people  
 Entertained over 543,000 loyal subscribers  
 Provided education programs for 1.5 million students and teachers  
 Had operating budgets totaling \$680 million  
 Performed in 300 venues with a total of 189,000 seats

**BUDGET**

Budget Size	# of responses	Max Budget	Min Budget	Avg Budget
All	88	\$65,764,010	\$10,000	\$7,394,649
less than \$1,000,000	19	900,000	10,000	389,930
\$1,000,000 - \$4,999,999	38	4,872,489	1,000,000	2,476,029
\$5,000,000 +	31	65,764,010	5,181,809	17,717,140

*3 companies responded to the survey but did not provide their budgets.*

**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		
Budget Size	# of responses	Max	Min	Avg	Max	Min	Average	Max	Min	Avg
All	81	964	3	199	415	2	105	100%	6%	63%
less than \$1,000,000	15	450	8	77	103	3	29	100%	6%	61%
\$1,000,000 - \$4,999,999	36	849	3	145	285	2	81	100%	6%	63%
\$5,000,000 +	28	964	45	346	415	45	184	100%	7%	67%
(budget not provided)	2	29	18	24	10	9	10	50%	34%	42%

Box Office		Total Box Office			Musical Theatre Box Office			Percentage of BO from Musicals		
Budget Size	# of responses	Max	Min	Avg	Max	Min	Avg	Max	Min	Avg
All	83	\$48,000,000	\$8,500	\$4,432,163	\$48,000,000	\$4,200	\$3,654,440	100%	7%	74%
less than \$1,000,000	14	906,000	8,500	248,689	906,000	4,200	184,440	100%	21%	69%
\$1,000,000 - \$4,999,999	38	48,000,000	22,735	2,726,255	48,000,000	13,292	2,640,527	100%	16%	78%
\$5,000,000 +	30	26,473,111	1,039,243	8,692,116	21,020,000	506,842	6,823,292	100%	7%	74%
(budget not provided)	1	26,734	26,734	26,734	7,419	7,419	7,419	28%	28%	28%

Attendance		Total Attendance			Musical Theatre Attendance			Percentage of Attendance for Musicals		
Budget Size	# of responses	Max	Min	Avg	Max	Min	Avg	Max	Min	Avg
All	80	619,740	1,600	96,811	500,000	0	71,935	100%	6%	70%
less than \$1,000,000	15	250,000	1,600	25,379	250,000	800	22,408	100%	15%	65%
\$1,000,000 - \$4,999,999	35	500,000	4,011	55,662	500,000	0	46,075	100%	0%	73%
\$5,000,000 +	28	619,740	26,534	192,603	400,200	9,516	133,183	100%	6%	69%
(budget not provided)	2	20,000	3,164	11,582	5,000	5,000	5,000	25%	25%	25%

Musical theatre box office information is required to calculate some members' dues, so we received some surveys with box office data but not performance data. Some other members for whom box office is not required may have shared attendance without disclosing financials. This accounts for the discrepancy between musical theatre box office and performance/attendance response numbers.

		<b>Subscribers</b>		
<i>Budget Size</i>	<i># of responses</i>	<i>Max</i>	<i>Min</i>	<i>Avg</i>
All	75	44,173	20	6,978
less than \$1,000,000	10	4,000	60	775
\$1,000,000 - \$4,999,999	35	43,660	20	3,707
\$5,000,000 +	29	44,173	1,700	13,302
(budget not provided)	1	84	84	84

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

## **STAFF SIZE**

*Responses of zero have been removed in all categories. Some members may have only part-time staffs, or only year-round staff (no seasonal employees) but when aggregating zeros confuse the data.*

<b>Staff Size</b>		<b>Full-Time</b>			<b>Part-Time</b>			<b>Seasonal</b>		
<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	88	408	1	35	256	1	32	837	1	111
less than \$1,000,000	16	270	1	22	21	1	5	32	2	13
\$1,000,000 - \$4,999,999	38	40	2	14	150	1	21	319	1	73
\$5,000,000 +	31	408	9	69	256	2	62	837	5	200
(budget not provided)	3	16	2	8	1	1	1	1	1	1

## **EDUCATION**

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

<b>Education</b>		<b>Number of Students &amp; Teachers Reached</b>		
<i>Budget Size</i>	<i># of responses</i>	<i>Max</i>	<i>Min</i>	<i>Average</i>
All	69	200,000	35	17,647
less than \$1,000,000	10	200,000	35	21,212
\$1,000,000 - \$4,999,999	35	125,000	40	8,811
\$5,000,000 +	24	126,718	70	29,047
(budget not provided)	0			

