



# **NAMT BY THE NUMBERS 2023**

November, 2023

**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. After a pause during the pandemic, we're excited to bring this snapshot of the musical theatre field to you again.

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. Therefore, some questions may not be applicable to all members. In addition, 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 being counted in that section.

In 2019 we also started collecting 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 80 member organizations submitted via this year's NAMT by the Numbers Survey, collected as part of their new member applications, or previously stored in our membership database.

**Organization Budget** For the purpose of data compilation/comparison, these 80 organizations were grouped in the following budget range categories:

| Category | Budget Size               | # (%) of Respondents |
|----------|---------------------------|----------------------|
| Group A  | less than \$1,000,000     | 15 (18.8%)           |
| Group B  | \$1,000,000 - \$4,999,999 | 30 (37.5%)           |
| Group C  | \$5,000,000 - \$9,999,999 | 12 (15.0%)           |
| Group D  | \$10,000,000 +            | 18 (22.5%)           |

## Member Snapshot

### **Last season, the NAMT members collectively...**

Employed nearly 20,000 staff members and 10,000 artists

Staged more than 15,000 performances attended by 3.7 million people

Entertained over 232,000 loyal subscribers

Provided education programs for half a million students and teachers

Had operating budgets totaling \$600 million

Performed in 290 venues with a total of 147,000 seats



| <b>Attendance</b>         |                       | <b>Total Attendance</b> |            |            | <b>Musical Theatre Attendance</b> |            |            | <b>Percentage of Attendance for Musicals</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                       | 65                    | 357,000                 | 250        | 47,046     | 331,005                           | 122        | 34,910     | 100%   | 6%         | 100%       |
| less than \$1,000,000     | 12                    | 20,641                  | 250        | 7,149      | 20,641                            | 180        | 5,489      | 100%   | 50%        | 100%       |
| \$1,000,000 - \$4,999,999 | 25                    | 127,883                 | 535        | 21,031     | 108,669                           | 122        | 15,703     | 100%   | 6%         | 100%       |
| \$5,000,000 - \$9,999,999 | 11                    | 164,897                 | 13,164     | 51,473     | 164,897                           | 6,151      | 45,854     | 100%   | 47%        | 100%       |
| \$10,000,000 +            | 15                    | 357,000                 | 24,418     | 124,683    | 331,005                           | 146        | 83,455     | 100%   | 10%        | 100%       |
| (budget not provided)     | 2                     | 5,009                   | 5,000      | 5,005      | 3,000                             | 2,950      | 2,975      | 60%  | 59%        | 100%       |

*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                       | 57                    | 22,129             | 40         | 3,769      |
| less than \$1,000,000     | 8                     | 2,197              | 63         | 720        |
| \$1,000,000 - \$4,999,999 | 23                    | 8,500              | 40         | 1,603      |
| \$5,000,000 - \$9,999,999 | 12                    | 15,000             | 429        | 3,161      |
| \$10,000,000 +            | 14                    | 22,129             | 594        | 9,593      |
| (budget not provided)     | n/a                   | n/a                | n/a        | n/a        |

*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                       | 76                    | 282              | 1          | 29         | 217              | 1          | 19         | 774             | 2          | 63         |
| less than \$1,000,000     | 12                    | 18               | 1          | 3          | 12               | 2          | 5          | 32              | 3          | 8          |
| \$1,000,000 - \$4,999,999 | 30                    | 96               | 3          | 18         | 108              | 1          | 13         | 350             | 2          | 30         |
| \$5,000,000 - \$9,999,999 | 12                    | 57               | 9          | 34         | 50               | 1          | 16         | 162             | 11         | 48         |
| \$10,000,000 +            | 17                    | 282              | 23         | 69         | 217              | 2          | 45         | 774             | 8          | 185        |
| (budget not provided)     | 5                     | 40               | 2          | 14         | 22               | 5          | 8          | 22              | 22         | 6          |

## EDUCATION

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

| Education                 |                       | Number of Students & Teachers Reached |            |                |
|---------------------------|-----------------------|---------------------------------------|------------|----------------|
| <i>Budget Size</i>        | <i># of responses</i> | <i>Max</i>                            | <i>Min</i> | <i>Average</i> |
| All                       | 54                    | 125,000                               | 10         | 7,057          |
| less than \$1,000,000     | 7                     | 3,000                                 | 46         | 983            |
| \$1,000,000 - \$4,999,999 | 25                    | 125,000                               | 10         | 7,975          |
| \$5,000,000 - \$9,999,999 | 9                     | 30,570                                | 100        | 6,155          |
| \$10,000,000 +            | 13                    | 30,000                                | 1,000      | 9,188          |
| (budget not provided)     | 0                     | n/a                                   | n/a        | n/a            |

**DIVERSITY**

The diversity survey was separate from the general admin survey, so these staff totals may not match those on the previous page, due to different organizations responding to each part.

| <b>Staff Gender</b>       |                       | # Total Staff | # Male | Total % Male | Avg % Male | # Female | Total % Female | Avg % Female | # Trans* | Total % Trans* | Avg % Trans* | # Other | Total % Other | Avg % Other |
|---------------------------|-----------------------|---------------|--------|--------------|------------|----------|----------------|--------------|----------|----------------|--------------|---------|---------------|-------------|
| <i>Budget Size</i>        | <i># of responses</i> |               |        |              |            |          |                |              |          |                |              |         |               |             |
| All                       | 46                    | 3337          | 1,423  | 43%          | 44%        | 1,846    | 55%            | 51%          | 30       | 1%             | 4%           | 38      | 1%            | 1%          |
| less than \$1,000,000     | 11                    | 148           | 68     | 46%          | 52%        | 70       | 47%            | 40%          | 8        | 5%             | 6%           | 2       | 1%            | 2%          |
| \$1,000,000 - \$4,999,999 | 22                    | 435           | 182    | 42%          | 40%        | 228      | 52%            | 53%          | 13       | 3%             | 5%           | 12      | 3%            | 2%          |
| \$5,000,000 - \$9,999,999 | 3                     | 99            | 39     | 39%          | 39%        | 59       | 60%            | 60%          | 1        | 1%             | 1%           | 0       | 0%            | 0%          |
| \$10,000,000 +            | 9                     | 2653          | 1,132  | 43%          | 39%        | 1,489    | 56%            | 60%          | 8        | 0%             | 0%           | 24      | 1%            | 1%          |
| (budget not provided)     | 1                     | 2             | 2      | 100%         | 100%       | 0        | 0%             | 0%           | 0        | 0%             | 0%           | 0       | 0%            | 0%          |

| <b>Board Gender</b>       |                       | # Total Board | # Male | Total % Male | Avg % Male | # Female | Total % Female | Avg % Female | # Trans* | Total % Trans* | Avg % Trans* | # Other | Total % Other | Avg % Other |
|---------------------------|-----------------------|---------------|--------|--------------|------------|----------|----------------|--------------|----------|----------------|--------------|---------|---------------|-------------|
| <i>Budget Size</i>        | <i># of responses</i> |               |        |              |            |          |                |              |          |                |              |         |               |             |
| All                       | 46                    | 1000          | 512    | 51%          | 51%        | 483      | 48%            | 48%          | 1        | 0%             | 4%           | 4       | 0%            | 1%          |
| less than \$1,000,000     | 10                    | 104           | 53     | 51%          | 50%        | 49       | 47%            | 48%          | 0        | 0%             | 0%           | 2       | 2%            | 2%          |
| \$1,000,000 - \$4,999,999 | 21                    | 403           | 195    | 48%          | 48%        | 207      | 51%            | 52%          | 1        | 0%             | 0%           | 0       | 0%            | 0%          |
| \$5,000,000 - \$9,999,999 | 3                     | 70            | 44     | 63%          | 58%        | 26       | 37%            | 42%          | 0        | 0%             | 0%           | 0       | 0%            | 0%          |
| \$10,000,000 +            | 11                    | 421           | 218    | 52%          | 51%        | 201      | 48%            | 48%          | 0        | 0%             | 0%           | 2       | 0%            | 0%          |
| (budget not provided)     | 1                     | 2             | 2      | 100%         | 100%       | 0        | 0%             | 0%           | 0        | 0%             | 0%           | 0       | 0%            | 0%          |

| <b>Staff Race/Ethnicity</b> |                       | # Total Staff | # White | Total % White | Avg % White | # Black | Total % Black | Avg % Black | # Latinx | Total % Latinx | Avg % Latinx | # Asian | Total % Asian | Avg % Asian |
|-----------------------------|-----------------------|---------------|---------|---------------|-------------|---------|---------------|-------------|----------|----------------|--------------|---------|---------------|-------------|
| <i>Budget Size</i>          | <i># of responses</i> |               |         |               |             |         |               |             |          |                |              |         |               |             |
| All                         | 46                    | 3337          | 1,892   | 57%           | 71%         | 327     | 10%           | 13%         | 304      | 9%             | 13%          | 143     | 4%            | 4%          |
| less than \$1,000,000       | 11                    | 148           | 85      | 57%           | 71%         | 31      | 21%           | 24%         | 7        | 5%             | 5%           | 15      | 10%           | 5%          |
| \$1,000,000 - \$4,999,999   | 22                    | 435           | 342     | 79%           | 75%         | 39      | 9%            | 10%         | 32       | 7%             | 9%           | 12      | 3%            | 3%          |
| \$5,000,000 - \$9,999,999   | 3                     | 99            | 88      | 89%           | 91%         | 8       | 8%            | 7%          | 2        | 2%             | 2%           | 1       | 1%            | 1%          |
| \$10,000,000 +              | 9                     | 2653          | 1,375   | 52%           | 50%         | 249     | 9%            | 8%          | 263      | 10%            | 6%           | 115     | 4%            | 4%          |
| (budget not provided)       | 1                     | 2             | 2       | 100%          | 100%        | 0       | 0%            | 0%          | 0        | 0%             | 0%           | 0       | 0%            | 0%          |

  

|                           |                       | # Pac. Isl. | Total % Pac. Isl. | Avg % Pac. Isl. | # Native Am. | Total % Native Am. | Avg % Native Am. | # Mixed | Total % Mixed | Avg % Mixed | # Other | Total % Other | Avg % Other |    |
|---------------------------|-----------------------|-------------|-------------------|-----------------|--------------|--------------------|------------------|---------|---------------|-------------|---------|---------------|-------------|----|
| <i>Budget Size</i>        | <i># of responses</i> |             |                   |                 |              |                    |                  |         |               |             |         |               |             |    |
| All                       | 46                    | 3337        | 12                | 0%              | 1%           | 8                  | 0%               | 0%      | 232           | 7%          | 3%      | 286           | 9%          | 1% |
| less than \$1,000,000     | 11                    | 148         | 15                | 10%             | 0%           | 0                  | 0%               | 0%      | 10            | 7%          | 6%      | 0             | 0%          | 0% |
| \$1,000,000 - \$4,999,999 | 22                    | 435         | 12                | 3%              | 1%           | 1                  | 0%               | 0%      | 9             | 2%          | 2%      | 0             | 0%          | 0% |
| \$5,000,000 - \$9,999,999 | 3                     | 99          | 1                 | 1%              | 0%           | 0                  | 0%               | 0%      | 0             | 0%          | 0%      | 0             | 0%          | 0% |
| \$10,000,000 +            | 9                     | 2653        | 115               | 4%              | 0%           | 7                  | 0%               | 0%      | 213           | 8%          | 3%      | 286           | 11%         | 3% |
| (budget not provided)     | 1                     | 2           | 0                 | 0%              | 0%           | 0                  | 0%               | 0%      | 0             | 0%          | 0%      | 0             | 0%          | 0% |

| <b>Board Race/Ethnicity</b> |                       | # Total Board | # White     | Total % White     | Avg % White     | # Black      | Total % Black      | Avg % Black      | # Latinx | Total % Latinx | Avg % Latinx | # Asian | Total % Asian | Avg % Asian |
|-----------------------------|-----------------------|---------------|-------------|-------------------|-----------------|--------------|--------------------|------------------|----------|----------------|--------------|---------|---------------|-------------|
| <i>Budget Size</i>          | <i># of responses</i> |               |             |                   |                 |              |                    |                  |          |                |              |         |               |             |
| All                         | 46                    | 1000          | 758         | 76%               | 74%             | 94           | 9%                 | 10%              | 37       | 4%             | 7%           | 38      | 4%            | 4%          |
| less than \$1,000,000       | 10                    | 104           | 72          | 69%               | 67%             | 13           | 13%                | 15%              | 8        | 8%             | 7%           | 5       | 5%            | 5%          |
| \$1,000,000 - \$4,999,999   | 21                    | 403           | 324         | 80%               | 80%             | 30           | 7%                 | 8%               | 15       | 4%             | 4%           | 16      | 4%            | 4%          |
| \$5,000,000 - \$9,999,999   | 3                     | 70            | 54          | 77%               | 82%             | 15           | 21%                | 17%              | 1        | 1%             | 1%           | 1       | 1%            | 2%          |
| \$10,000,000 +              | 11                    | 421           | 306         | 73%               | 64%             | 36           | 9%                 | 8%               | 13       | 3%             | 3%           | 16      | 4%            | 5%          |
| (budget not provided)       | 1                     | 2             | 2           | 100%              | 100%            | 0            | 0%                 | 0%               | 0        | 0%             | 0%           | 0       | 0%            | 0%          |
|                             |                       |               | # Pac. Isl. | Total % Pac. Isl. | Avg % Pac. Isl. | # Native Am. | Total % Native Am. | Avg % Native Am. | # Mixed  | Total % Mixed  | Avg % Mixed  | # Other | Total % Other | Avg % Other |
| <i>Budget Size</i>          | <i># of responses</i> |               |             |                   |                 |              |                    |                  |          |                |              |         |               |             |
| All                         | 46                    | 1000          | 6           | 1%                | 1%              | 3            | 0%                 | 0%               | 9        | 1%             | 1%           | 12      | 1%            | 1%          |
| less than \$1,000,000       | 10                    | 104           | 1           | 1%                | 1%              | 0            | 0%                 | 0%               | 3        | 3%             | 3%           | 2       | 2%            | 2%          |
| \$1,000,000 - \$4,999,999   | 21                    | 403           | 4           | 1%                | 1%              | 3            | 1%                 | 1%               | 1        | 0%             | 0%           | 0       | 0%            | 1%          |
| \$5,000,000 - \$9,999,999   | 3                     | 70            | 0           | 0%                | 0%              | 0            | 0%                 | 0%               | 0        | 0%             | 0%           | 0       | 0%            | 0%          |
| \$10,000,000 +              | 11                    | 421           | 1           | 0%                | 0%              | 0            | 0%                 | 0%               | 5        | 1%             | 1%           | 2       | 0%            | 1%          |
| (budget not provided)       | 1                     | 2             | 0           | 0%                | 0%              | 0            | 0%                 | 0%               | 0        | 0%             | 0%           | 0       | 0%            | 0%          |