



## **NAMT BY THE NUMBERS 2018**

November, 2018

## 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' 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.

## SUMMARY INFORMATION

**Response Rate** We compiled data on 115 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 115 organizations were grouped in the following budget range categories:

Category	Budget Size	# (%) of Respondents
Group A	less than \$1,000,000	30 (26.1%)
Group B	\$1,000,000 - \$4,999,999	35 (30.4%)
Group C	\$5,000,000 +	31 (27.0%)

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

Employed over 33,000 people

Staged more than 18,000 performances attended by nearly 8.5 million people

Entertained over 736,000 loyal subscribers

Provided education programs for 1.5 million students and teachers

Had operating budgets totaling \$630,000,000

Performed in 290 facilities with a total of more than 186,000 seats

**BUDGET**

<i>Budget Size</i>	<i># of responses</i>	<i>Max Budget</i>	<i>Min Budget</i>	<i>Avg Budget</i>
All	96	\$48,445,178	\$15,000	\$6,172,425
less than \$1,000,000	30	920,000	15,000	334,664
\$1,000,000 - \$4,999,999	35	4,802,520	1,053,704	2,712,505
\$5,000,000 +	31	48,445,178	5,000,000	15,728,231

*19 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.

<b>Performances</b>		<b>Total Performances</b>			<b>Musical Theatre Performances</b>			<b>Percentage of Performances 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>Average</i>	<i>Max</i>	<i>Min</i>	<i>Avg</i>
All	89	950	3	171	383	2	88	100%	2%	64%
less than \$1,000,000	21	199	3	47	174	3	29	100%	3%	70%
\$1,000,000 - \$4,999,999	32	836	28	152	182	9	73	100%	6%	65%
\$5,000,000 +	28	950	21	311	383	2	169	100%	2%	64%
(budget not provided)	8	335	8	84	114	2	26	100%	10%	41%

<b>Box Office</b>		<b>Total Box Office</b>			<b>Musical Theatre Box Office</b>			<b>Percentage of BO from 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	75	\$927,573,032	\$10,606	\$15,776,811	\$18,354,091	\$10,606	\$2,968,176	100%	2%	77%
less than \$1,000,000	15	949,000	10,606	197,218	949,000	10,606	166,454	100%	9%	78%
\$1,000,000 - \$4,999,999	31	15,312,862	73,032	1,539,184	11,680,856	31,897	1,262,223	100%	17%	78%
\$5,000,000 +	27	927,573,032	366,876	41,924,643	18,354,091	183,438	6,680,183	100%	2%	73%
(budget not provided)	2	456,000	166,500	311,250	456,000	166,500	311,250	100%	100%	100%

<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	86	510,946	160	80,735	372,076	0	53,067	100%	1%	69%
less than \$1,000,000	20	18,116	160	6,006	18,116	160	4,150	100%	12%	73%
\$1,000,000 - \$4,999,999	31	255,168	8,000	41,798	176,276	0	30,217	100%	0%	69%
\$5,000,000 +	28	510,946	28,215	179,703	372,076	1,777	124,073	100%	1%	70%
(budget not provided)	7	378,000	8,000	70,812	26,175	4,500	10,972	100%	25%	59%

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*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.*

<i>Budget Size</i>	<i># of responses</i>	<b>Subscribers</b>		
		<i>Max</i>	<i>Min</i>	<i>Avg</i>
All	71	200,052	70	9,602
less than \$1,000,000	8	1,372	70	440
\$1,000,000 - \$4,999,999	31	45,193	100	4,947
\$5,000,000 +	30	200,052	543	17,433
(budget not provided)	2	1,733	162	948

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

## STAFF

*Responses of zero have been removed in all categories.*

<i>Budget Size</i>	<i># of responses</i>	<b>Full-Time</b>			<b>Part-Time</b>			<b>Seasonal</b>		
		<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	106	270	1	29	388	1	25	744	1	91
less than \$1,000,000	23	270	1	16	30	1	5	35	2	11
\$1,000,000 - \$4,999,999	35	33	2	13	121	1	14	253	3	59
\$5,000,000 +	31	207	4	57	388	2	64	744	2	171
(budget not provided)	17	180	1	30	50	1	9	80	1	41

## EDUCATION

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

<i>Budget Size</i>	<i># of responses</i>	<b>Number of Students &amp; Teachers Reached</b>		
		<i>Max</i>	<i>Min</i>	<i>Average</i>
All	76	200,000	20	19,037
less than \$1,000,000	20	200,000	25	11,586
\$1,000,000 - \$4,999,999	29	125,000	85	14,955
\$5,000,000 +	24	173,967	20	32,063
(budget not provided)	3	11,445	120	624