



NAMT BY THE NUMBERS 2017

November, 2017

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 93 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 93 organizations were grouped in the following budget range categories:

Category	Budget Size	# (%) of Respondents
Group A	less than \$1,000,000	26 (28.0%)
Group B	\$1,000,000 - \$4,999,999	32 (34.4%)
Group C	\$5,000,000 +	27 (29.0%)

Member Snapshot

Last season, the NAMT members collectively...

- Employed over 32,000 people
- Staged more than 17,000 performances attended by nearly 8.5 million people
- Entertained over 500,000 subscribers
- Provided education programs for over 1.4 million students and teachers
- Had operating budgets totaling over \$600,000,000
- Performed in 285 facilities with a total of more than 168,000 seats

BUDGET

Budget Size	# of responses	Max Budget	Min Budget	Avg Budget
All	85	\$48,445,178	\$15,000	\$6,058,455
less than \$1,000,000	26	\$881,626	\$15,000	\$408,280
\$1,000,000 - \$4,999,999	32	\$4,852,827	\$1,248,611	\$2,870,851
\$5,000,000 +	27	\$48,445,178	\$5,240,000	\$15,277,265

8 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	76	782	2	181	447	2	103	100%	6%	70%
less than \$1,000,000	19	180	2	57	155	2	45	100%	39%	81%
\$1,000,000 - \$4,999,999	28	754	21	119	199	2	68	100%	6%	70%
\$5,000,000 +	27	782	29	331	447	8	185	100%	15%	63%
(budget not provided)	2	335	24	180	114	15	65	63%	34%	49%

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	73	\$24,406,937	\$7,640	\$3,329,832	\$16,578,367	\$7,640	\$2,601,410	100%	14%	79%
less than \$1,000,000	19	\$563,861	\$7,640	\$178,766	\$563,861	\$7,640	\$152,434	100%	30%	88%
\$1,000,000 - \$4,999,999	28	\$2,659,000	\$139,996	\$1,114,185	\$2,659,000	\$39,778	\$950,107	100%	15%	79%
\$5,000,000 +	25	\$24,406,937	\$1,691,251	\$8,311,897	\$16,578,367	\$232,197	\$6,404,316	100%	14%	73%
(budget not provided)	1	686,556	686,556	686,556	114	15	65	63%	34%	49%

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. This accounts for the discrepancy between musical box office and performance/attendance numbers.

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	75	387,116	178	76,765	354,710	160	57,128	100%	8%	73%
less than \$1,000,000	18	17,803	178	8,032	17,058	178	6,502	100%	33%	85%
\$1,000,000 - \$4,999,999	28	75,935	2,090	34,121	75,935	160	25,469	100%	8%	72%
\$5,000,000 +	27	387,116	43,302	170,589	354,710	9,457	127,140	100%	11%	69%
(budget not provided)	2	43,508	8,000	25,754	17,157	4,500	10,829	56%	39%	48%

<i>Budget Size</i>	<i># of responses</i>	Subscribers		
		<i>Max</i>	<i>Min</i>	<i>Avg</i>
All	68	50,421	25	6,425
less than \$1,000,000	13	4,100	25	654
\$1,000,000 - \$4,999,999	27	9,491	100	2,861
\$5,000,000 +	27	50,421	2,725	12,942
(budget not provided)	1	1,733	1,733	1,733

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>	Full-Time			Part-Time			Seasonal		
		<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	85	207	1	24	200	1	27	714	1	78
less than \$1,000,000	21	10	1	3	93	1	6	35	1	9
\$1,000,000 - \$4,999,999	32	31	1	13	79	1	9	250	1	46
\$5,000,000 +	27	207	8	58	200	3	69	714	10	191
(budget not provided)	5	80	4	21	11	11	4	42	42	21

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>	Number of Students & Teachers Reached		
		<i>Max</i>	<i>Min</i>	<i>Average</i>
All	72	200,000	25	18,295
less than \$1,000,000	17	200,000	25	12,881
\$1,000,000 - \$4,999,999	28	125,000	40	13,018
\$5,000,000 +	25	185,000	160	28,825
(budget not provided)	2	11,445	1,700	1,643