



NAMT BY THE NUMBERS
2024

December, 2024

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. 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 hope to see the responses to this survey increase, allowing us to expand this data set in the future.

SUMMARY INFORMATION

Response Rate

We compiled data submitted by 84 member organizations 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 84 organizations were grouped in the following budget range categories:

Category	Budget Size	# (%) of Respondents
Group A	less than \$1,000,000	17 (20.2%)
Group B	\$1,000,000 - \$4,999,999	35 (41.7%)
Group C	\$5,000,000 - \$9,999,999	12 (14.3%)
Group D	\$10,000,000 +	20 (23.8%)

Member Snapshot

Last season, the NAMT members collectively...

Employed nearly 30,000 administrators and artists

Staged more than 13,000 performances attended by over 5 million people

Entertained over 410,000 loyal subscribers

Provided education programs for half a million students and teachers

Had operating budgets totaling more than \$650 million

Performed in 270 venues with a total of 140,000 seats

BUDGET

<i>Budget Size</i>	<i># of responses</i>	<i>Max Budget</i>	<i>Min Budget</i>	<i>Avg Budget</i>
All	84	\$57,906,332	\$9,975	\$7,622,056
less than \$1,000,000	17	954,000	9,975	359,642
\$1,000,000 - \$4,999,999	40	4,931,438	1,100,631	2,728,816
\$5,000,000 - \$9,999,999	14	9,435,000	5,108,950	7,568,791
\$10,000,000 +	24	57,906,332	10,448,000	21,584,772

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	75	1,200	2	171	404	0	84	100%	0%	61%
less than \$1,000,000	13	1,200	2	119	126	0	21	100%	3%	73%
\$1,000,000 - \$4,999,999	35	650	3	126	204	2	75	100%	11%	65%
\$5,000,000 - \$9,999,999	14	404	4	179	404	0	90	100%	0%	47%
\$10,000,000 +	24	767	50	246	320	2	134	100%	3%	62%

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	71	\$26,986,814	\$1,750	\$3,141,206	\$18,267,160	\$0	\$2,277,781	100%	0%	71%
less than \$1,000,000	10	329,345	1,750	108,320	278,308	0	105,379	100%	55%	82%
\$1,000,000 - \$4,999,999	34	2,280,015	62,979	883,781	2,280,015	37,622	729,220	100%	16%	74%
\$5,000,000 - \$9,999,999	14	7,839,931	833,991	2,588,336	7,679,000	0	1,839,581	98%	31%	60%
\$10,000,000 +	24	26,986,814	901,128	8,385,772	18,267,160	356,524	6,727,787	100%	10%	75%

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	450,592	190	57,988	339,488	0	37,758	100%	7%	67%
less than \$1,000,000	13	8,492	190	3,464	7,938	0	2,840	100%	43%	81%
\$1,000,000 - \$4,999,999	36	86,595	4,794	25,573	50,824	1,918	18,653	100%	17%	71%
\$5,000,000 - \$9,999,999	14	143,777	19,663	51,564	143,777	0	32,457	100%	31%	53%
\$10,000,000 +	23	450,592	28,831	162,236	339,488	146	103,839	100%	7%	66%

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. Some theatres produce a mix of plays and musicals and did not do any musicals this season.

		Subscribers		
Budget Size	# of responses	Max	Min	Avg
All	59	169,807	78	6,917
less than \$1,000,000	4	802	117	372
\$1,000,000 - \$4,999,999	30	5,677	78	1,653
\$5,000,000 - \$9,999,999	13	15,000	309	3,626
\$10,000,000 +	21	169,807	831	17,590

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

STAFF SIZE

Although some theatres may only have staff in certain categories, making a response of, for example, zero part-time staff members accurate, aggregating zeros in the data creates confusing summary results, so they have been removed.

Staff Size		Full-Time			Part-Time			Seasonal		
Budget Size	# of responses	Max	Min	Avg	Max	Min	Avg	Max	Min	Avg
All	78	273	1	30	632	1	28	748	1	71
less than \$1,000,000	13	4	1	2	7	1	2	30	1	5
\$1,000,000 - \$4,999,999	38	75	3	16	131	1	15	207	2	25
\$5,000,000 - \$9,999,999	14	50	10	30	48	1	13	200	6	66
\$10,000,000 +	24	273	33	73	632	1	65	748	5	222

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	56	155,000	30	8,633
less than \$1,000,000	6	600	35	173
\$1,000,000 - \$4,999,999	29	155,000	55	12,429
\$5,000,000 - \$9,999,999	9	30,570	125	9,344
\$10,000,000 +	21	35,000	30	7,324

DIVERSITY

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

Staff Gender		# 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	55	5671	2,637	46%	44%	2,941	52%	53%	25	0%	3%	68	1%	0%
less than \$1,000,000	9	87	39	45%	59%	43	49%	36%	3	3%	4%	2	2%	0%
\$1,000,000 - \$4,999,999	30	616	259	42%	40%	338	55%	55%	15	2%	4%	4	1%	0%
\$5,000,000 - \$9,999,999	3	75	30	40%	38%	45	60%	62%	0	0%	0%	0	0%	0%
\$10,000,000 +	13	4893	2,309	47%	42%	2,515	51%	57%	7	0%	0%	62	1%	1%

Board Gender		# 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	51	1195	608	51%	49%	583	49%	50%	1	0%	3%	3	0%	0%
less than \$1,000,000	6	54	27	50%	49%	27	50%	51%	0	0%	0%	0	0%	0%
\$1,000,000 - \$4,999,999	28	535	258	48%	48%	275	51%	51%	1	0%	0%	1	0%	0%
\$5,000,000 - \$9,999,999	3	55	26	47%	47%	29	53%	53%	0	0%	0%	0	0%	0%
\$10,000,000 +	14	551	297	54%	52%	252	46%	48%	0	0%	0%	2	0%	0%

Staff Race/Ethnicity		# 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	55	5671	3,276	58%	75%	549	10%	11%	723	13%	11%	258	5%	4%
less than \$1,000,000	9	87	57	66%	69%	11	13%	25%	11	13%	14%	7	8%	2%
\$1,000,000 - \$4,999,999	30	616	494	80%	80%	58	9%	9%	39	6%	9%	21	3%	4%
\$5,000,000 - \$9,999,999	3	75	66	88%	91%	5	7%	4%	3	4%	4%	1	1%	1%
\$10,000,000 +	13	4893	2,659	54%	66%	475	10%	9%	670	14%	9%	229	5%	4%
			# 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	55	5671	20	0%	1%	29	1%	0%	318	6%	5%	496	9%	2%
less than \$1,000,000	9	87	7	8%	0%	1	1%	1%	13	15%	11%	1	1%	1%
\$1,000,000 - \$4,999,999	30	616	21	3%	2%	2	0%	0%	14	2%	3%	11	2%	1%
\$5,000,000 - \$9,999,999	3	75	1	1%	0%	0	0%	0%	0	0%	0%	0	0%	0%
\$10,000,000 +	13	4893	229	5%	0%	26	1%	0%	291	6%	4%	484	10%	5%

Board Race/Ethnicity		# 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	51	1195	935	78%	78%	118	10%	10%	49	4%	9%	61	5%	5%
less than \$1,000,000	6	54	39	72%	70%	8	15%	19%	6	11%	10%	2	4%	3%
\$1,000,000 - \$4,999,999	28	535	405	76%	75%	54	10%	10%	21	4%	4%	34	6%	6%
\$5,000,000 - \$9,999,999	3	55	47	85%	88%	7	13%	11%	0	0%	0%	1	2%	2%
\$10,000,000 +	14	551	444	81%	83%	49	9%	8%	22	4%	4%	24	4%	4%
			# 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	51	1195	7	1%	1%	0	0%	0%	15	1%	1%	14	1%	1%
less than \$1,000,000	6	54	0	0%	0%	0	0%	0%	2	4%	5%	0	0%	0%
\$1,000,000 - \$4,999,999	28	535	6	1%	1%	0	0%	0%	4	1%	1%	1	0%	2%
\$5,000,000 - \$9,999,999	3	55	0	0%	0%	0	0%	0%	0	0%	0%	0	0%	0%
\$10,000,000 +	14	551	1	0%	0%	0	0%	0%	9	2%	1%	2	0%	1%