# NAMT MUSICAL THEATRE

## 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



#### **BUDGET**

Budget Size	# of responses	Max Budget	Min Budget	Avg Budget							
All	74	\$58,700,000	\$0	\$7,171,940							
less than \$1,000,000	13	995,000	146,945	451,872							
\$1,000,000 - \$4,999,999	30	4,713,000	1,037,000	2,487,897							
\$5,000,000 - \$9,999,999	12	9,841,611	5,108,950	7,401,644							
\$10,000,000 +	18	58,700,000	10,000,000	20,077,365							
5 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		То	tal Performano	:es	Musical	Theatre Perfo	rmances	Percentage of Performances Musicals			
Budget Size	# of responses	Max	Min	Avg	Max	Min	Average	Max	Min	Avg	
All	66	572	7	135	357	1	85	100%	3%	65%	
less than \$1,000,000	11	127	7	55	127	5	40	100%	40%	74%	
\$1,000,000 - \$4,999,999	26	373	7	120	216	1	79	100%	5%	66%	
\$5,000,000 - \$9,999,999	11	357	49	164	357	31	123	100%	30%	71%	
\$10,000,000 +	16	572	51	207	220	2	107	100%	3%	57%	
(budget not provided)	2	30	20	25	15	6	11	50%	30%	40%	

Box Office		٦	Total Box Offic	е	Music	al Theatre Box	Office	Percentage of BO from Musicals			
Budget Size	# of responses	Max	Min	Avg	Max	Min	Avg	Max	Min	Avg	
All	63	\$13,751,000	\$10,187	\$2,645,052	\$13,751,000	\$1,412	\$2,124,607	100%	5%	77%	
less than \$1,000,000	11	889,345	14,800	241,746	889,345	14,800	205,202	100%	55%	84%	
\$1,000,000 - \$4,999,999	25	4,687,700	10,187	811,182	3,348,203	1,412	728,033	100%	5%	74%	
\$5,000,000 - \$9,999,999	10	7,605,820	1,018,886	3,151,224	7,605,820	349,045	2,575,931	100%	40%	85%	
\$10,000,000 +	17	13,751,000	902,329	6,599,253	13,751,000	289,228	5,577,916	100%	10%	72%	
(budget not provided)	0	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	

Attendance		Т	otal Attendanc	e	Musica	l Theatre Atte	ndance	Percentage of Attendance for Musicals			
Budget Size	# of responses	Max	Min	Avg	Max	Min	Avg	Max	Min	Avg	
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.

			Subscribers						
Budget Size	# of responses	Max	Min	Avg					
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.

Staff Size			Full-Time			Part-Time		Seasonal			
Budget Size	# of responses	Max	Min	Avg	Max	Min	Avg	Max	Min	Avg	
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							
Budget Size	# of responses	Max	Min	Average					
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**

(budget not provided)

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.

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#	* Total Staff	# Male	Total % Male	Avg % Male	# Female	Total % Female	Avg % Female	# Trans*	Total % Trans*	Avg % Trans*	# Other	Total % Other	Avg % Other
# of responses													
46	3337	1,423	43%	44%	1,846	55%	51%	30	1%	4%	38	1%	1%
11	148	68	46%	52%	70	47%	40%	8	5%	6%	2	1%	2%
22	435	182	42%	40%	228	52%	53%	13	3%	5%	12	3%	2%
3	99	39	39%	39%	59	60%	60%	1	1%	1%	0	0%	0%
9	2653	1,132	43%	39%	1,489	56%	60%	8	0%	0%	24	1%	1%
1	2	2	100%	100%	0	0%	0%	0	0%	0%	0	0%	0%
	_												
#	* Total Board	# Male	Total % Male	Avg % Male	# Female	Total % Female	Avg % Female	# Trans*	Total % Trans*	Avg % Trans*	# Other	Total % Other	Avg % Other
# of responses													
46	1000	512	51%	51%	483	48%	48%	1	0%	4%	4	0%	1%
10	104	53	51%	50%	49	47%	48%	0	0%	0%	2	2%	2%
21	403	195	48%	48%	207	51%	52%	1	0%	0%	0	0%	0%
3	70	44	63%	58%	26	37%	42%	0	0%	0%	0	0%	0%
11	421	218	52%	51%	201	48%	48%	0	0%	0%	2	0%	0%
1	2	2	100%	100%	0	0%	0%	0	0%	0%	0	0%	0%
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9	2653	1,375	_			•						•	4%
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9	2653	115	4%	0%	7	0%	0%	213	8%	3%	286	11%	3%
	# of responses 46 11 22 3 9 11  # of responses 40 10 21 3 11	# Total Board  # Total Board  # Total Board  # of responses  46 1000 10 104 21 403 3 70 11 421 1 1 2  # Total Staff  # of responses  46 3337 11 148 22 435 3 99 9 2653 1 2  # of responses  46 3337 11 148 22 435 3 99 9 2653 1 1 2	# of responses   46   3337   1,423   11   148   68   22   435   182   3   99   39   9   2653   1,132   1   2   2   2   2   2   2   2   2	# of responses   46   3337   1,423   43%   44%   44%   44%   429   42%   42%   42%   43%   43%   43%   43%   42%   43%   43%   43%   43%   43%   44%   45%   44%   45%   44%   45%   44%   45%   44%   45%   44%   45%   44%   45%   44%   45%   44%   45%   44%   45%   44%   45%   44%   45%   44%   45%   44%   45%   44%   45%   44%   45%   44%   45%	# of responses  46	# of responses   1,423	# of responses   1,423	# of responses   1,423	# of responses	# of responses   46   3337   1.423   43%   44%   1.846   55%   51%   30   1%   11	# Of responses   1,423   43%   44%   1,846   55%   51%   30   11%   44%   45%   55%   70   47%   40%   8   55%   5%   6%   6%   22   435   182   42%   40%   228   52%   53%   13   3%   5%   5%   6%   3   99   39   39%   39%   59   60%   60%   60%   8   6%   0%   0%   0%   0%   0%   0%   0%	# of responses	# of responses

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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
Budget Size	# of responses													
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
Budget Size	# of responses													
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%