



Research Division
Note # 66
May, 1998

Theaters Report 22% Growth in Economic Census: 1987-1992

According to the most recent census, the 1992 Census of Service Industries, the Bureau of the Census counted 2,132 Producers of Live Theatrical Productions (both tax-exempt and taxable) whose total receipts and revenues were more than \$2.082 billion.¹ The number of theaters was up 22% from 1987 and their receipts/revenues were up 53%. Live Theatrical Producers accounted for 17% of the 12,286 performing arts organizations counted by the census. The number of tax-exempt (nonprofit) theater producers (1,217) was greater than the number of taxable (for profit) producers (915). This continued the shift from 1982 when the Census counted 1,588 Producers of Live Theatrical Productions, of which 715 were tax-exempt and 873 were taxable organizations. The number of tax-exempt theaters increased by 502 or over 70% over the ten year period.

TABLE 1: Number of Theaters and Number of Performing Arts Organizations (1982, 1987 and 1992)

| | 1982 | 1987 | 1992 | Percentage Change | |
|---|--------------|--------------|--------------|-------------------|-----------|
| | | | | 1982-1987 | 1987-1992 |
| Tax-exempt Live Theatrical Producers | | | | | |
| Number | 715 | 916 | 1,217 | 28.1% | 32.9% |
| Revenues (\$1,000) | \$ 370,059 | \$ 552,775 | \$ 749,364 | 49.4% | 35.6% |
| All Tax-exempt Performing Arts Organizations | | | | | |
| Number | 1,610 | 2,038 | 2,961 | 26.6% | 45.3% |
| Revenues (\$1,000) | \$ 1,780,521 | \$ 1,098,099 | \$2,819,694 | 62.1% | 58.4% |
| Taxable Live Theatrical Producers | | | | | |
| Number | 873 | 824 | 915 | -5.6% | 11.0% |
| Receipts (\$1,000) | \$ 750,487 | \$ 809,222 | \$ 1,332,738 | 7.8% | 64.7% |
| All Taxable Performing Arts Organizations | | | | | |
| Number | 6,712 | 7,233 | 9,325 | 7.8% | 28.9% |
| Receipts (\$1,000) | \$ 3,301,101 | \$ 4,904,224 | \$ 8,625,489 | 48.6% | 75.9% |

¹ See the discussion at the end of this note for methodology, definition of terms, and other notes about the Census of Service Industries.

The Census Bureau divides the category of theater producers into nine detailed categories. All organizations sent a Census questionnaire were asked to designate the appropriate category for the theater. The numbers of nonprofit organizations, their average revenues, and the total revenues for each category in 1987 and in 1992 were:

TABLE 2: Nonprofit Theater Producers (1987 and 1992)

| <u>1987</u> | Average Revenues (\$1,000) | Total Revenues (\$1,000) | Number of Theaters |
|-------------------------------------|----------------------------|--------------------------|--------------------|
| Resident theater | \$ 2,277 | \$ 216,292 | 95 |
| Broadway productions and road shows | 1,415 | 14,146 | 10 |
| Off-Broadway productions | 1,344 | 52,427 | 39 |
| Stock theater | 732 | 38,089 | 52 |
| Off-off-Broadway productions | 288 | 8,935 | 31 |
| Dinner theater | 257 | 1,027 | 4 |
| Children's theater | 250 | 17,252 | 69 |
| Community theater | 195 | 37,963 | 195 |
| Other theatrical presentation | 472 | 31,607 | 67 |
| No designation given | 381 | 135,037 | 354 |
| | | ----- | ----- |
| All nonprofit theaters (1987) | \$ 603 | \$ 552,775 | 916 |
| | | | |
| <u>1992</u> | | | |
| Resident theater | \$ 1,929 | \$ 252,747 | 131 |
| Broadway productions and road shows | 3,306 | 52,900 | 16 |
| Off-Broadway productions | 853 | 46,061 | 54 |
| Stock theater | 693 | 45,748 | 66 |
| Off-off-Broadway productions | 280 | 19,056 | 68 |
| Dinner theater | 154 | 1,232 | 8 |
| Children's theater | 327 | 45,439 | 139 |
| Community theater | 228 | 74,738 | 328 |
| Other theatrical presentation | 447 | 45,556 | 102 |
| No designation given | 544 | 165,887 | 305 |
| | | ----- | ----- |
| All nonprofit theaters (1992) | \$ 616 | \$ 749,364 | 1,217 |

It is important to note that in 1992, 305 nonprofit theaters (25%) did not provide a designation of the type of theater. This figure is down significantly from the 354 theaters (39%) without a designation in 1987. These theaters actually belong to one of the nine other categories. Therefore, the data in this note on these nine more detailed categories is somewhat incomplete and understates the actual numbers. (Also see the **Notes...** section at the end for more potential undercount of organizations.)

Of those that reported a designation, Broadway productions and road shows have the highest average revenues. This category saw the highest growth from 1987; its counterpart on the taxable side also saw significant growth and accounts for the bulk of Broadway income (see Table 3). Resident theater has the third highest number of theaters among tax-exempt theaters (131) and the second highest average total revenues (\$1,929,000). Thus, they account for \$252.7 million (just under 34%) of the \$749.4 million total revenues for all tax-exempt theaters. The category with the largest number of organizations is community theaters (328); these were much smaller theaters in terms of average total revenues (\$228,000). Almost all

resident and community theaters are tax-exempt. Also see Appendix Tables A-1 (tax-exempt theaters) and A-2 (taxable theaters) at the end of this note for the numbers of theaters in each category, their total and average revenues (both in nominal dollars and adjusted for inflation) for 1982, 1987, 1992. The number of resident theaters reported in 1982 was 74; this grew to 95 in 1987 and to 131 in 1992. Their average revenues, when adjusted for inflation, were \$1,832 for 1982, \$2,740 for 1987, and \$1,929 for 1992. This shows the 50% growth between 1982 and 1987 and the 30% drop between 1987 and 1992. Stock theaters grew in number in both periods (from 37 in 1982 and to 52 in 1987 to 66 in 1992); but their average total revenues fell when adjusted for inflation. Children's theaters and community theaters saw a substantial rise in the number of organizations between 1987 and 1992. Both are on average small theaters as measured by total revenues; children's theaters had continued growth, while community theaters did not.

The figures for taxable theaters in 1987 in the nine categories are (also see Appendix Table A-2):

TABLE 3: Taxable Theater Producers (1987 and 1992)

| | Average Receipts (\$1,000) | Total Receipts (\$1,000) | Number of Theaters |
|-------------------------------------|----------------------------|--------------------------|--------------------|
| <u>1987</u> | | | |
| Broadway productions and road shows | \$ 4,388 | \$ 280,891 | 64 |
| Off-Broadway productions | 1,591 | 30,235 | 19 |
| Resident theater | 623 | 3,115 | 5 |
| Dinner theater | 539 | 13,488 | 25 |
| Stock theater | 393 | 5,906 | 15 |
| Children's theater | 245 | 3,686 | 15 |
| Off-off-Broadway productions | 223 | 2,459 | 11 |
| Community theater | 194 | 2,531 | 13 |
| Other theatrical presentation | 622 | 88,453 | 142 |
| No designation given | 734 | 378,458 | 515 |
| | | ----- | ----- |
| All taxable theaters (1987) | \$ 982 | \$ 809,222 | 824 |
| <u>1992</u> | | | |
| Broadway productions and road shows | \$ 7,564 | \$ 597,589 | 79 |
| Off-Broadway productions | 1,104 | 18,765 | 17 |
| Resident theater | 2,717 | 21,735 | 8 |
| Dinner theater | 871 | 25,260 | 29 |
| Stock theater | 1,050 | 20,993 | 20 |
| Children's theater | 1,013 | 31,393 | 31 |
| Off-off-Broadway productions | 1,598 | 20,775 | 13 |
| Community theater | 324 | 4,534 | 14 |
| Other theatrical presentation | 677 | 86,622 | 128 |
| No designation given | 877 | 505,072 | 576 |
| | | ----- | ----- |
| All taxable theaters (1992) | \$ 1,457 | \$ 1,332,738 | 915 |

For taxable theaters, those that did not provide a designation (576) are 63% of the total number of theaters. This is the same percentage as in 1987. Of those that did report, Broadway and road shows dominate the taxable category with the second highest number of theaters (64) and the largest average total receipts by far (\$4,388,900). This is also much larger than any nonprofit category. Off-Broadway is the next largest sized theater at \$1,591,300 average receipts. Between 1982 and 1987, the number of Broadway and road show theaters decreased (86 to 64), but their numbers partially recovered in 1992 to 79 organizations.

Their average receipts rose by 26% between 1982 and 1987 and by 47% between 1987 and 1992 (see Appendix Table A-2).

Aggregate Financial Statistics for Nonprofit Theaters

Due to the fact that the Census Bureau holds the identification of individual organizations in confidence (thus preventing the construction of control groups of specific organizations from two or more censuses), it is impossible to draw conclusions about the "total" statistics from one census to another. However, averages can be calculated to find a "typical" organization. Then these averages can be compared from one census to another. To focus on the change, the figures below provide the percentage changes from 1977 to 1982, 1982 to 1987, and 1987 to 1992. These figures were prepared by calculating averages, adjusting for inflation, and calculating the percentage change between years. See Appendix Table B for 1992 figures. Figures from previous censuses are presented in the notes on those censuses; see the end of this note for citations.

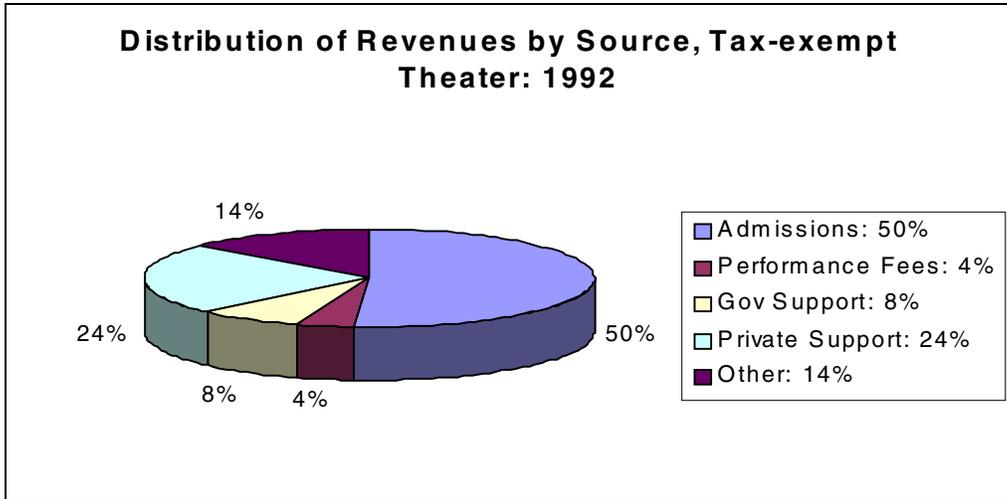
TABLE 4: Percentage Change in Revenue Items of All Tax -exempt Theater Organizations (inflation adjusted averages)

| | <u>1977-1982</u> | <u>1982-1987</u> | <u>1987-1992</u> |
|---|------------------|------------------|------------------|
| Admission receipts | 6.2% | -16.2% | -16.7% |
| Contract fees for entertainment | 102.4% | -7.4% | -5.6% |
| Sale of merchandise | 60.7% | 62.2% | -23.7% |
| Services to performing arts industry | 33.2% | 44.0% | 65.4% |
| Other patron, contract fees | 75.1% | -36.8% | -6.3% |
| Royalties, residual fees, subsidiary rights | -85.0% | 45.2% | -11.6% |
| Government contributions/grants: | | | |
| National Endowment for the Arts | -3.2% | -17.6% | -30.4% |
| All other government sources | 1.1% | 36.6% | -16.0% |
| Private Contributions/grants: | | | |
| Individuals | 37.7% | 74.2% | 17.3% |
| Foundations | -9.1% | 55.7% | 1.0% |
| Business and industry | 101.9% | 60.7% | -16.0% |
| All other non-government sources | -17.5% | -21.7% | 30.1% |
| Other revenues | 78.3% | 15.9% | -33.8% |
| TOTAL REVENUES | 14.2% | -0.7% | -15.2% |

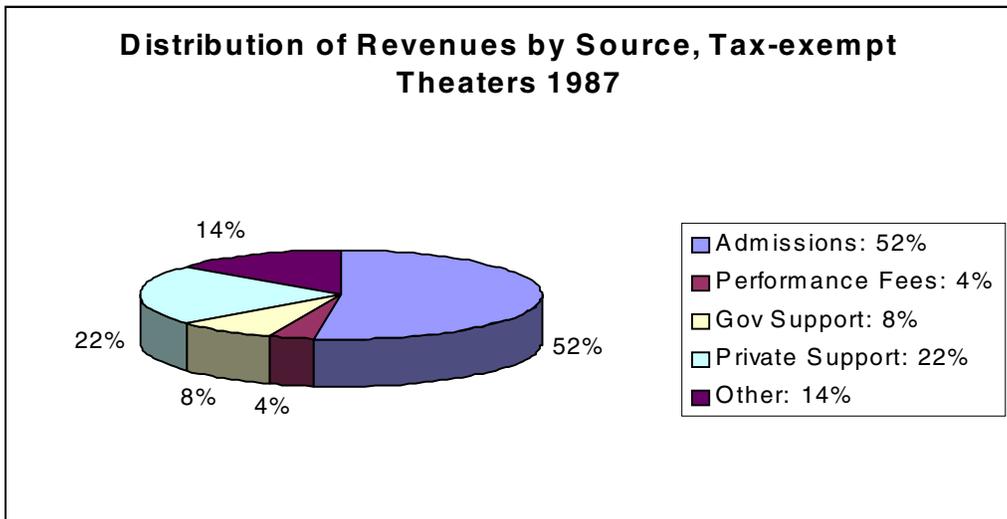
Since the number of theaters has grown over the four censuses, it is possible that the additional theaters have been small ones. This could in part explain why the averages have declined. However, it is unlikely that it would account for the total decrease.

These figures show that the average live theater organization increased total revenue by 14.2% between 1977 and 1982, but decreased by 0.7% between 1982 and 1987 and by 15.2% between 1987 and 1992. Average admission receipts overall were down in both the last time periods; sales of merchandise were up substantially in the first two time periods (61% and 62%) but down in the last period, 1987 to 1992. Support from the National Endowment for the Arts has decreased in all time periods. Other government sources showed some growth. Private giving from individuals and from businesses was up especially between 1982 and 1987, but fell between 1987 and 1992; foundation giving has been mixed over the years.

The figures below present pie charts of the percentages of total revenues from various income sources for nonprofit theaters for 1987 and 1992. The picture stayed very much the same: earned income (Admissions, Performance Fees and all other categories except Government and Private Contributions) as a percent of total income (revenues) fell by two percentage points, from 70% in 1987 to 68% in 1992. Private support increased as a percentage of the total. Support from the National Endowment for the Arts continued to be down, from 1.9% of total revenues in 1987 to 1.6% in 1992. This was replaced by state and local giving.



Figures: Tax-exempt Theaters: 1992 (above) and 1987 (below).



Comparison to the Survey of Public Participation in the Arts

The Research Division of the National Endowment for the Arts also sponsors another large survey during the same years as the Census of Service Industries. (See Research Division Note #50.) This survey, Survey of Public Participation in the Arts (SPPA), calculates the rates of American adults' participation in many arts activities. (There was no survey in 1987, however, there were surveys in 1982 and 1992.) Although direct comparisons between the Census and SPPA cannot be made, it is interesting to note the general direction of the numbers. The relevant questions asked in the SPPA were "did you attend a live performance of a stage play during the last twelve months?" and a similar question about attendance at musical theater. These questions can not be equated to any particular theater category, because the type of theater presentation does not always match the type of theater organization (musical theater and stage plays cannot be split cleanly according to organizational type).

The rates for participation were:

| | <u>Stage plays</u> | <u>Musical theater</u> |
|---|--------------------|------------------------|
| <u>1982</u> | | |
| participation rate | 11.9% | 18.6% |
| number of adult Americans who said they attended | 19.6 million | 30.6 million |
| <u>1992</u> | | |
| participation rate | 13.5% | 17.4% |
| number of adult Americans who said they attended | 25.1 million | 32.3 million |

The increase in the overall numbers (number of adults) in the ten year period does move in the same direction as the increase in the number of theaters.

Notes on the Census and about methodology: An Economic Census is conducted by the U.S. Bureau of the Census every five years. The reference years are the second and seventh year of the decade. The National Endowment for the Arts commissioned the Census Bureau to produce special tables of previously unpublished data collected in these censuses.

The universe of organizations that receive questionnaires is obtained from two sources: (1) filers of FICA reports (payroll tax report sent to the Social Security Administration) and (2) filers of IRS business income tax or informational reports (Form 990). The counts of numbers of organizations and their receipts/revenues in the tables and the analysis understate somewhat the actual levels of activity that occurred for two reasons. First, very small performing organizations are likely not to be included, because they have no personnel who are “employees” and do not file Form 990’s if their gross receipts are under \$25,000. Secondly, some performing organizations are operated as subsidiaries of organizations that are in a different industry (such as colleges and universities, art centers and museums). These subsidiary performing organizations would not be part of the Economic Census universe of performing arts organizations, but may be counted as part of the universe of higher education, entertainment facilities, or museums.

Because the Census Bureau releases only aggregated information, thus making it impossible to construct control groups of the same organizations from one census to the next, direct comparisons from one census to the next should be made with caution. It is the common experience of ongoing periodic surveys that the survey process, especially the development of the universe, improves with each survey. This probably results in more organizations being included each time. So an increase may be due in part to better coverage. Also, over time, more organizations may have become FICA report or Form 990 filers. It is not possible to sort out the relative importance of the various factors for increases in numbers; therefore, the characterizations of “growth” should be used cautiously.

Various terms are used interchangeably through this note. Although these terms have subtle differences in connotation, for this note, they can be thought of as synonyms. “Establishment” and “entity” are used for “organization”; “taxable” and “for profit” are interchangeable, as are “tax-exempt” and “nonprofit”.

The difference between “receipts” (used for taxable establishments) and “revenues” (used for tax-exempt establishments) is that revenues include contributed (or unearned) income such as grants and contributions from individuals, corporations, and governments. These monies can be accounted for by the organization over a period of years, making comparisons with data from funders difficult.

To compare the real growth in revenues, receipts or expenses between censuses, the monetary figures in some of the analyses have been adjusted to account for inflation by using the Chain-type price index as published in *The Economic Report of the President 1997* (p. 304). The discussion uses the term "constant dollars" or “real growth” when figures have been adjusted for inflation. (“Nominal dollars” are figures not adjusted for inflation.) The year 1992 has been given the base of 100. The actual dollar figures for the years 1977, 1982 and 1987 can be inflated by dividing them as shown below.

| year | inflater figure |
|------|-----------------|
| 1977 | .475 |
| 1982 | .702 |
| 1987 | .831 |
| 1992 | 1.000 |

For more details on the economic censuses and discussion about other arts organizations, see other notes on the 1992 Census of Service Industries available on the National Endowment for the Arts World Wide Web site: http://arts.endow.gov/Resource/Catalogue/Research_Content.html.

Note # 62: Count of performing Arts Organizations Up by Over 30%, 1987-1992

Note # 63: The Performing Arts Spread Out: the Geography of Performing Arts Organizations, 1992

Note # 64: Museums, Arboreta, Botanical and Zoological Gardens Report 18% Growth in the Census, 1987-1992

Note # 65: Retail Art Galleries Continue Strong Growth in the Economic Census of 1992

Note # 67: Dance Organizations Report 43% Growth in Economic Census: 1987-1992

Note # 68: Classical Music Organizations Report 22% Growth in Economic Census: 1987-1992

Reports and Notes on previous Censuses are:

Arts Organizations and the 1987 Census of Service Industries, available through the ERIC system:
ERIC # ED410185

Note # 43: Census Reports Number of Performing Arts Organizations Up 11% from 1982 - 1987

Note # 44: U.S. Performing Arts organizations Increase by 11% (State and regional analysis)

Note # 45: Census Reports 28% Increase in Number of Nonprofit Theaters: 1982 - 1987

Note # 46: Census Reports 18% Increase in Nonprofit Dance Groups: 1982 - 1987

Note # 47: Census Reports 30% Increase in Nonprofit Classical Music Groups: 1982 - 1987

Note # 48: Census Reports 6% Increase in Art Museums and Art Galleries: 1982 - 1987

Note # 49: Census Reports 91% Increase in Retail Art Dealers: 1982 -1987

Note # 19: 1,563 Retail Art Dealers Report 1982 Sales of Nearly \$700,000,000

Note # 21: 8,322 performing Arts Organizations Report 1982 Receipts/Revenues of \$4,399,200,000

Note # 23: Geography of U.S. Performing Arts Organizations in 1982 (Part 1)

Note # 24: Geography of U.S. Performing Arts Organizations in 1982 (Part 2)

Note # 25: Geography of U.S. Performing Arts Organizations in 1982 (Part 3)

Note # 26: Aggregate Financial measures of Nonprofit Theater, Dance, and Classical Music Organizations in 1982

APPENDIX TABLE A-1: NUMBER OF TAX-EXEMPT PERFORMING ARTS ORGANIZATIONS AND THEIR REVENUES (\$1,000) BY YEAR

| Type of Organization | <----- 1982 -----> | | <----- 1987 -----> | | <----- 1992 -----> | |
|--|--------------------------|-------------------|--------------------------|-------------------|--------------------------|-------------------|
| | Number of Estblshmnts | Total Revenues | Number of Estblshmnts | Total Revenues | Number of Estblshmnts | Total Revenues |
| Producers of Live Theatrical Productions | 715 | \$370,059 | 916 | \$552,775 | 1,217 | \$ 749,364 |
| Resident Theater | 74 | \$95,172 | 95 | \$216,292 | 131 | \$ 252,747 |
| Stock Theater | 37 | \$25,108 | 52 | \$38,089 | 66 | \$ 45,748 |
| Broadway Productions & Road Shows | 10 | (D) | 10 | \$14,146 | 16 | \$ 52,900 |
| Off-Broadway Productions | 21 | \$9,711 | 39 | \$52,427 | 54 | \$ 46,061 |
| Off-Off Broadway Productions | 37 | \$5,935 | 31 | \$8,935 | 68 | \$ 19,056 |
| Children's Theater | 71 | \$11,582 | 69 | \$17,252 | 139 | \$ 45,439 |
| Dinner Theater | 2 | (D) | 4 | \$1,027 | 8 | \$ 1,232 |
| Community Theater | 184 | \$25,805 | 195 | \$37,963 | 328 | \$ 74,738 |
| Other Theatrical Presentation | 47 | (D) | 67 | \$31,607 | 102 | \$ 45,556 |
| Theater Not Self-designated** | 232 | \$111,726 | 354 | \$135,037 | 305 | \$ 165,887 |

| Type of Organization | <----- 1982 -----> | | <----- 1987 -----> | | <----- 1992 -----> | |
|--|---------------------|----------------------------|---------------------|----------------------------|---------------------|----------------------------|
| | Average Revenues | Adjusted for Inflation* | Average Revenues | Adjusted for Inflation* | Average Revenues | Adjusted for Inflation* |
| Producers of Live Theatrical Productions | \$517.6 | \$737.27 | \$603.5 | \$726.19 | \$615.7 | \$615.7 |
| Resident Theater | \$1,286.1 | \$1,832.06 | \$2,276.8 | \$2,739.78 | \$1,929.4 | \$1,929.4 |
| Stock Theater | \$678.6 | \$966.66 | \$732.5 | \$881.44 | \$693.2 | \$693.2 |
| Broadway Productions & Road Shows | (D) | (D) | \$1,414.6 | \$1,702.29 | \$3,306.3 | \$3,306.3 |
| Off-Broadway Productions | \$462.4 | \$658.73 | \$1,344.3 | \$1,617.67 | \$853.0 | \$853.0 |
| Off-Off Broadway Productions | \$160.4 | \$228.50 | \$288.2 | \$346.84 | \$280.2 | \$280.2 |
| Children's Theater | \$163.1 | \$232.37 | \$250.0 | \$300.88 | \$326.9 | \$326.9 |
| Dinner Theater | (D) | (D) | \$256.8 | \$308.97 | \$154.0 | \$154.0 |
| Community Theater | \$140.2 | \$199.78 | \$194.7 | \$234.27 | \$227.9 | \$227.9 |
| Other Theatrical Presentation | (D) | (D) | \$471.7 | \$567.69 | \$446.6 | \$446.6 |
| Theater Not Self-designated** | \$481.6 | \$686.01 | \$381.5 | \$459.04 | \$543.9 | \$543.9 |

** Organizations in this group did not provide a specific classification

* Figures adjusted for inflation using the chain-type price index; 1992 = 1.0

APPENDIX TABLE A-2: NUMBER OF TAXABLE PERFORMING ARTS ORGANIZATIONS AND THEIR REVENUES (\$1,000) BY YEAR

| Type of Organization | <----- 1982 -----> | | <----- 1987 -----> | | <----- 1992 -----> | |
|--|--------------------------|-------------------|--------------------------|-------------------|--------------------------|-------------------|
| | Number of Estblshmnts | Total Revenues | Number of Estblshmnts | Total Revenues | Number of Estblshmnts | Total Revenues |
| Producers of Live Theatrical Productions | 873 | \$750,487 | 824 | \$809,222 | 915 | \$ 1,332,738 |
| Resident Theater | 4 | \$708 | 5 | \$3,115 | 8 | \$ 21,735 |
| Stock Theater | 33 | \$16,160 | 15 | \$5,906 | 20 | \$ 20,993 |
| Broadway Productions & Road Shows | 86 | \$253,251 | 64 | \$280,891 | 79 | \$ 597,589 |
| Off-Broadway Productions | 13 | \$6,297 | 19 | \$30,235 | 17 | \$ 18,765 |
| Off-Off Broadway Productions | 8 | \$2,705 | 11 | \$2,459 | 13 | \$ 20,775 |
| Children's Theater | 20 | \$12,431 | 15 | \$3,686 | 31 | \$ 31,393 |
| Dinner Theater | 56 | \$53,022 | 25 | \$13,488 | 29 | \$ 25,260 |
| Community Theater | 14 | \$2,393 | 13 | \$2,531 | 14 | \$ 4,534 |
| Other Theatrical Presentation | 143 | \$26,698 | 142 | \$88,453 | 128 | \$ 86,622 |
| Theater Not Self-designated** | 496 | \$376,822 | 515 | \$378,458 | 576 | \$ 505,072 |

| Type of Organization | <----- 1982 -----> | | <----- 1987 -----> | | <----- 1992 -----> | |
|--|---------------------|----------------------------|---------------------|----------------------------|---------------------|----------------------------|
| | Average Revenues | Adjusted for Inflation* | Average Revenues | Adjusted for Inflation* | Average Revenues | Adjusted for Inflation* |
| Producers of Live Theatrical Productions | \$859.7 | \$1,224.59 | \$982.1 | \$1,181.79 | \$1,456.5 | \$1,456.5 |
| Resident Theater | \$177.0 | \$252.14 | \$623.0 | \$749.70 | \$2,716.9 | \$2,716.9 |
| Stock Theater | \$489.7 | \$697.57 | \$393.7 | \$473.81 | \$1,049.7 | \$1,049.7 |
| Broadway Productions & Road Shows | \$2,944.8 | \$4,194.84 | \$4,388.9 | \$5,281.49 | \$7,564.4 | \$7,564.4 |
| Off-Broadway Productions | \$484.4 | \$690.01 | \$1,591.3 | \$1,914.94 | \$1,103.8 | \$1,103.8 |
| Off-Off Broadway Productions | \$338.1 | \$481.66 | \$223.5 | \$269.01 | \$1,598.1 | \$1,598.1 |
| Children's Theater | \$621.6 | \$885.40 | \$245.7 | \$295.71 | \$1,012.7 | \$1,012.7 |
| Dinner Theater | \$946.8 | \$1,348.75 | \$539.5 | \$649.24 | \$871.0 | \$871.0 |
| Community Theater | \$170.9 | \$243.49 | \$194.7 | \$234.29 | \$323.9 | \$323.9 |
| Other Theatrical Presentation | \$186.7 | \$265.95 | \$622.9 | \$749.59 | \$676.7 | \$676.7 |
| Theater Not Self-designated** | \$759.7 | \$1,082.22 | \$734.9 | \$884.32 | \$876.9 | \$876.9 |

** Organizations in this group did not provide a specific classification

* Figures adjusted for inflation using the chain-type price index; 1992 = 1.0

APPENDIX TABLE B: INCOME SOURCES TOTAL AND AS A PERCENT OF TOTAL RECEIPTS/REVENUES: 1992

| TAXABLE THEATERS | Total | As % of | Average |
|---|----------------------|---------------|----------------------|
| Type of Receipt | Amounts (\$1,000) | Total Income | Amounts (\$1,000) |
| Admission receipts | \$973,952 | 73.1% | \$1,064.4 |
| Contract fees for entertainment | \$178,614 | 13.4% | \$195.2 |
| Sale of food/drink exc alcohol bev | \$11,532 | 0.9% | \$12.6 |
| Sale of alcoholic beverages | \$4,305 | 0.3% | \$4.7 |
| Sale of merchandise | \$9,139 | 0.7% | \$10.0 |
| Services to performing arts industry | \$47,243 | 3.5% | \$51.6 |
| Other patron, contract fees | \$107,953 | 8.1% | \$118.0 |
| Royalties, residual fees, subsidiary rights | (X) | 0.0% | \$0.0 |
| Government contributions/grants | | | |
| National Endowment for the Arts | (X) | 0.0% | \$0.0 |
| All other government sources | (X) | 0.0% | \$0.0 |
| Private contributions/grants | | | |
| Individuals | (X) | 0.0% | \$0.0 |
| Foundations | (X) | 0.0% | \$0.0 |
| Business and industry | (X) | 0.0% | \$0.0 |
| All other non-government sources | (X) | 0.0% | \$0.0 |
| Other revenues | (X) | 0.0% | \$0.0 |
| TOTAL RECEIPTS | \$1,332,738 | 100.0% | \$1,456.5 |
| Number of Establishments | 915 | | |

(x) means data was not gathered from taxable organizations

| TAX-EXEMPT THEATERS | Total | As % of | Average |
|---|----------------------|---------------|----------------------|
| Type of Revenue | Amounts (\$1,000) | Total Income | Amounts (\$1,000) |
| Admission receipts | \$383,866 | 51.2% | \$315.4 |
| Contract fees for entertainment | \$30,286 | 4.0% | \$24.9 |
| Sale of food/drink exc alcohol bev | \$8,492 | 1.1% | \$7.0 |
| Sale of alcoholic beverages | \$4,179 | 0.6% | \$3.4 |
| Sale of merchandise | \$6,559 | 0.9% | \$5.4 |
| Services to performing arts industry | \$14,052 | 1.9% | \$11.5 |
| Other patron, contract fees | \$31,709 | 4.2% | \$26.1 |
| Royalties, residual fees, subsidiary rights | \$3,237 | 0.4% | \$2.7 |
| Government contributions/grants | | | |
| National Endowment for the Arts | \$12,026 | 1.6% | \$9.9 |
| All other government sources | \$44,770 | 6.0% | \$36.8 |
| Private contributions/grants | | | |
| Individuals | \$71,302 | 9.5% | \$58.6 |
| Foundations | \$51,180 | 6.8% | \$42.1 |
| Business and industry | \$46,148 | 6.2% | \$37.9 |
| All other non-government sources | \$7,622 | 1.0% | \$6.3 |
| Other revenues | \$33,936 | 4.5% | \$27.9 |
| TOTAL REVENUES | \$749,364 | 100.0% | \$615.7 |
| Number of Establishments | 1,217 | | |