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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Motion Picture Statistics, 1930 - 1933

This bulletin presents the results of the Census of Merchandising and Service Establishments covering the operations of motion picture theatres and film exchanges during the period 1930 to 1933. Statistics for motion picture theatres are first presented and then the information for film exchanges in Canada.

Receipts of 924 motion picture theatres in Canada during the year 1933 were \$24,954,200 compared with \$38,479,500 for 910 theatres in 1930, according to the results of the Census of Merchandising and Service Establishments, 1933. The receipts for motion picture theatres are estimated at \$33,997,800 in 1931 and \$28,724,600 in 1932.

The figures for the year 1930 are based on the results of the Census of Merchandising and Service Establishments, 1931, which was taken in connection with the Seventh Decennial Census. A postal canvass of theatres operating in 1930 was made on the basis of lists prepared by the census enumerators, who visited every establishment in June 1931. It appears that some very small picture houses which operate intermittently, and which were not in operation at the time of the enumerator's visit, were not included in the census. The slight increase in the number of theatres in 1933 compared with 1930 is due to the inclusion of these small theatres in the later census. As the total receipts for such houses were very low, the inclusion of their receipts affects the totals for all theatres very little. In order that the relative importance of these small theatres may be seen, Table 4 presents statistics for theatres having receipts of less than \$5,000 in 1930 and 1933.

Figures for the years 1931 to 1933 are based upon a postal canvass of all motion picture theatres operating in 1933. The mailing lists in this case were prepared from information furnished by the provincial government in each province and are considered to be particularly complete.

The statistics for the years 1930 and 1933 cover, with the exception noted above, all motion picture houses in operation in each year. The figures for the intervening years are based on the reports of the establishments which operated during the four years from 1930 to 1933. These theatres furnished figures for their receipts in each year. Indexes for 1931 and 1932 were constructed from these returns, using 1930 as a base. The index of receipts for establishments reporting in each province was then applied to the receipts in 1930 for all theatres and estimated totals for each province derived for the years 1931 and 1932. As a complete record is not available of the number of theatres which may have operated during 1931 and/or 1932 in addition to those theatres which were in operation throughout the period, it is not possible to state the total number of theatres in 1931 and 1932.

Motion Picture Theatres

There were 924 motion picture theatres operating in Canada in the year 1933 with receipts of \$24,954,200. The receipts and other details by provinces are given in Table 1. These theatres employed an average of 5,238 persons (other than proprietors) during the year, of which 3,842 were males and 1,396 were females. These employees were paid \$4,446,200 in salaries and wages.

In the year 1930 the number of theatres reporting was 910. The increase in 1933 over 1930 is due largely to the inclusion in the later year of small houses in the western provinces. For Canada as a whole,



theatre receipts, as shown in Table 2, have fallen from \$38,479,500 in 1930 to \$24,954,200 in 1933, a decrease of 35.1 per cent. The decrease was least in Ontario and highest in Prince Edward Island. The decline in Ontario was 31.1 per cent and in Prince Edward Island 54.5 per cent. With the exception of Saskatchewan, Alberta and British Columbia, where the figures are influenced by the small theatres, there was a decrease in the number of theatres in operation in 1933 compared with 1930. The decline was largest in Nova Scotia, where the percentage decrease was 33.9 per cent, while in New Brunswick the decrease was 28.2 per cent. In Table 3 the value of theatre receipts and indexes based on them are shown for each province in each year from 1930 to 1933.

The decline in theatre receipts is due both to a decrease in theatre attendance and also to lower prices for theatre tickets. No information is available for the number of admissions to theatres in 1930 and 1933. The index of theatre prices, calculated by the Dominion Bureau of Statistics, declined 18.5 per cent from 1930 to 1933.

The admission price received by the theatre is not generally the only charge which the public must pay for attendance. In all provinces except Saskatchewan, an amusement tax is levied on the price of admission to theatres and other places of amusement but an exemption is generally made in the case of lower-priced tickets. The total amount collected in amusement taxes by the provinces is as follows:

1930 .....	\$ 3,698,600
1931 .....	3,453,951
1932 .....	2,903,043
1933 .....	2,737,929

These figures relate to the fiscal years of the respective provinces and include revenue from taxes levied on all forms of amusement as it was not possible to secure the amounts collected from motion picture theatres alone. While the decrease in receipts of motion picture houses is shown to be 35.1 per cent from 1930 to 1933 for Canada, the decline in the amounts collected in amusement taxes, as shown in the above figures, is slightly less than 26 per cent. The chief reason for amusement tax revenue being maintained at a higher level than theatre receipts was the imposition of a surtax in the province of Quebec, commencing March 1st, 1932. If the Quebec figures are excluded from both the totals for theatre receipts and tax revenue, the relative decrease is practically the same.

The per capita expenditures on motion picture entertainment (exclusive of amusement taxes), based on the 1931 population, and receipts for motion picture theatres in 1930 and 1933 are shown below:

Per Capita Expenditures on Motion Picture Entertainment  
(exclusive of amusement taxes)

	1930	1933
	\$	\$
Prince Edward Island .....	2.14	.97
Nova Scotia .....	3.54	1.82
New Brunswick .....	2.68	1.36
Quebec .....	2.89	1.92
Ontario .....	4.63	3.19
Manitoba .....	3.87	2.60
Saskatchewan .....	2.15	1.16
Alberta .....	3.18	2.00
British Columbia (including Yukon and Northwest Territories).....	5.88	3.60
CANADA .....	3.71	2.40

Attendance at motion picture theatres is dependent, to a large degree, upon convenience. In other words, the attendance would tend to be higher in those provinces with large urban populations than in provinces where a large part of the population lives in rural communities where theatres are not so close at hand. The per capita expenditures on motion picture entertainment are also affected by the rates of admission, distribution of the population by ages, provincial regulations governing admissions of juveniles, etc.



### Film Exchanges

Film exchanges are the agencies through which motion picture theatres are supplied with a constant change of films. They are considered as wholesale establishments but their function differs from that of wholesale merchants in that the products handled by film exchanges are not sold outright but rented to the exhibitors. Most of the revenue of film exchanges is derived from the "rentals" charged for the use of films in motion picture theatres.

There were 63 film exchanges in Canada in 1930 according to the Census of Merchandising and Service Establishments, 1931. These exchanges had total receipts of \$9,808,500 and employed 495 male and 369 female employees who received \$1,196,900 as salaries and wages during the year. In the year 1933 the number of exchanges was 57 and the receipts totalled \$6,609,500. There were 404 males and 312 female employees in 1933 and their salaries and wages amounted to \$931,300. The principal statistics for film exchanges are shown in Table 5.

Table 6 gives comparative figures for receipts in each economic division during the period 1930 to 1933. For Canada as a whole, with 1930 as a base, the index of receipts for film exchanges was 92.43 in 1931, 79.20 in 1932, and 67.39 in 1933. It is interesting to note that the index for the receipts of film exchanges closely parallels the index for theatre receipts given in Table 3. As we have just stated, the film exchange index stood at 67.39 in 1933, whereas the index for theatres was 64.85. The trend of film exchange receipts in each economic division is much the same as that for receipts of motion picture theatres in the provinces which constitute each division. The indexes for both film exchanges and theatres are lowest in the Maritime Provinces. Receipts for theatres, however, showed the least decline in Ontario, whereas the highest index for film exchanges is for Quebec. As the sales territories of film exchanges may not lie entirely within the provinces in which the exchanges are situated, the indexes of theatre and film exchange receipts are not entirely comparable.



Table 1.--CANADA - Motion Picture Theatres by Provinces, 1930 and 1933

Province	Number of Theatres	Number of Employees		Salaries and Wages	Total Receipts
		Male	Female		
				\$	\$
<u>1930:</u>					
Prince Edward Island.	5	16	21	28,200	188,300
Nova Scotia .....	56	198	69	204,400	1,814,500
New Brunswick .....	39	129	77	160,700	1,093,400
Quebec .....	148	1,126	299	1,593,600	8,301,800
Ontario .....	324	1,881	556	2,826,200	15,900,900
Manitoba .....	73	322	143	536,900	2,712,800
Saskatchewan .....	104	223	80	340,400	1,977,300
Alberta .....	85	307	72	428,700	2,323,700
British Columbia (a).	76	439	185	827,600	4,166,800
Totals .....	910	4,641	1,502	6,946,700	38,479,500
<u>1933:</u>					
Prince Edward Island.	4	16	11	10,000	85,700
Nova Scotia .....	37	160	56	147,800	933,300
New Brunswick .....	28	96	48	92,900	556,500
Quebec .....	134	908	314	859,300	5,510,500
Ontario .....	277	1,563	480	1,949,700	10,960,200
Manitoba .....	69	250	175	363,500	1,820,700
Saskatchewan .....	118	199	77	210,600	1,069,300
Alberta .....	177	282	57	289,600	1,465,300
British Columbia (a).	80	368	178	522,800	2,552,700
Totals .....	924	3,842	1,396	4,446,200	24,954,200

(a) Includes Yukon and Northwest Territories.

Table 2.--Comparison of Number of Motion Picture Theatres and Receipts by Provinces, 1930 and 1933

Province	Number of Theatres			Total Receipts		
	1930	1933	Per cent of change	1930	1933	Per cent of change
				\$	\$	
Canada, total ....	910	924	+ 1.5	38,479,500	24,954,200	- 35.1
Prince Edward Island.	5	4	- 20.0	188,300	85,700	- 54.5
Nova Scotia .....	56	37	- 33.9	1,814,500	933,300	- 48.6
New Brunswick .....	39	28	- 28.2	1,093,400	556,500	- 49.1
Quebec .....	148	134	- 9.5	8,301,800	5,510,500	- 33.6
Ontario .....	324	277	- 14.5	15,900,900	10,960,200	- 31.1
Manitoba .....	73	69	- 5.5	2,712,800	1,820,700	- 32.9
Saskatchewan .....	104	118(a)	+ 13.5	1,977,300	1,069,300	- 45.9
Alberta .....	85	177(a)	+108.2	2,323,700	1,465,300	- 36.9
British Columbia (b).	76	80	+ 5.3	4,166,800	2,552,700	- 38.7

(a) Includes a number of small theatres operating part time only and not included in the 1930 figures.

(b) Includes Yukon and Northwest Territories.

Table 3.--Comparison of Motion Picture Theatre Receipts by Provinces and by Years, 1930, 1931, 1932 and 1933

Province	Total Receipts				Index of Receipts (1930 = 100)			
	1930	1931	1932	1933	1930	1931	1932	1933
	\$	\$	\$	\$				
Canada, Total .....	38,479,500	34,006,400	28,731,300	24,954,200	100.00	88.38	74.67	64.85
Prince Edward Island .....	188,300	137,000	100,000	85,700	100.00	72.72	53.08	45.51
Nova Scotia .....	1,814,500	1,371,000	1,083,000	933,300	100.00	75.54	59.69	51.43
New Brunswick .....	1,093,400	882,000	708,000	556,500	100.00	80.65	64.73	50.90
Quebec .....	8,301,800	7,725,700	6,565,900	5,510,500	100.00	93.06	79.09	66.38
Ontario .....	15,900,900	14,708,300	12,801,800	10,960,200	100.00	92.50	80.51	68.93
Manitoba .....	2,712,800	2,387,500	2,059,300	1,820,700	100.00	88.01	75.91	67.12
Saskatchewan .....	1,977,300	1,519,000	1,228,000	1,069,300	100.00	76.80	62.08	54.08
Alberta .....	2,323,700	1,675,000	1,391,000	1,465,300	100.00	72.09	59.87	63.05
British Columbia (a) .....	4,166,800	3,600,900	2,794,300	2,552,700	100.00	86.42	67.06	61.26

(a) Includes Yukon and Northwest Territories.

Table 4.--CANADA - Motion Picture Theatres With Annual Receipts of Less Than \$5,000, by Provinces, 1930 and 1933 Compared

Province	1930		1933	
	Number of Theatres	Receipts \$	Number of Theatres	Receipts \$
Canada, Total .....	267	545,900	324	386,900
Prince Edward Island .....	2	5,000	1	1,100
Nova Scotia .....	20	31,000	7	11,900
New Brunswick .....	14	24,000	7	19,300
Quebec .....	36	97,000	27	48,300
Ontario .....	51	112,000	30	69,100
Manitoba .....	26	59,000	23	27,100
Saskatchewan .....	66	110,000	88	72,500
Alberta .....	40	79,000	124	102,800
British Columbia (a) .....	12	28,900	17	34,800

(a) Includes Yukon and Northwest Territories.



Table 5.--Principal Statistics for Film Exchanges, Canada, 1930 and 1933

Year	Number of Exchanges	Employees		Salaries and Wages	Receipts	Stocks on hand, end of year (at cost)
		Male	Female			
				\$	\$	\$
1930 .....	63	495	369	1,196,900	9,808,500	217,100
1933 .....	57	404	312	931,300	6,609,500	72,500

Table 6.--Comparison of Receipts of Film Exchanges by Economic Divisions and by Years, 1930-1933

Economic Divisions	Total Receipts				Index of Receipts (1930 = 100)			
	1930	1931	1932	1933	1930	1931	1932	1933
	\$	\$	\$	\$				
Canada, Total .....	9,808,500	9,166,000	7,768,800	6,609,500	100.00	92.43	79.20	67.39
Maritime Provinces .....	801,200	708,800	582,200	421,700	100.00	88.47	72.67	52.63
Quebec .....	2,731,300	2,569,500	2,233,100	2,022,100	100.00	94.08	81.76	74.03
Ontario .....	3,451,000	3,385,200	2,984,600	2,494,900	100.00	98.09	86.49	72.29
Prairie Provinces .....	1,887,500	1,620,500	1,296,000	1,069,800	100.00	85.85	68.66	56.68
British Columbia .....	937,500	882,000	672,900	601,000	100.00	94.07	71.78	64.11

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