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DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MOTION PICTURE

STATISTICS

1934

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Dominion Statistician: R. H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch  
Chief: H. Marshall, B.A., F.S.S.

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

MOTION PICTURE STATISTICS, 1934

The receipts of 799 motion picture theatres in Canada during the year 1934 were \$25,280,300 compared with \$24,897,100 in 1933 and \$38,479,500 in 1930. The business of motion picture theatres thus showed an increase of 1.5 per cent in 1934 over the preceding year. The 64 film exchanges in Canada had gross receipts of \$7,618,700 in 1934 or 9.4 per cent higher than in 1933.

Motion Picture Theatres

Increases in the receipts of motion picture houses were reported for all provinces except Prince Edward Island, Quebec and Manitoba, where declines of 0.5 per cent, 3.2 per cent and 1.2 per cent respectively were recorded. The largest increase is shown for the province of British Columbia with a gain of 6.6 per cent in theatre receipts in 1934 over 1933. Receipts in New Brunswick advanced 4.4 per cent and the increases in the other provinces were - Ontario, 3.0 per cent; Alberta, 2.1 per cent; Saskatchewan, 1.6 per cent; and Nova Scotia, 1.4 per cent.

The average number of employees in motion picture theatres during the year was 5,613 compared with 5,193 in 1933. Salaries and wages paid were somewhat lower, however, as the payroll amounted to \$4,289,400 compared with \$4,441,200 in 1933.

In compiling the returns for 1933 the figures for a number of halls in which itinerant shows are held were included. As such establishments are not legitimate motion picture houses, it was decided to exclude them from the census. The figures for 1933 have been revised to conform to the practice in 1930 and 1934.

Attendance.--For the first time the number of persons attending motion picture theatres during the year has been reported. Attendance in 1934 reached the total of 107,718,000 for Canada as a whole. The province of Ontario accounted for 45,747,000 and Quebec for 24,466,000. It is difficult to estimate the average number of times persons attend motion picture houses in a year, but if we exclude children under 5 years of age (under 16 years of age in Quebec) from the total population, it may be said that theatre-goers attend about once a month. This is the average for the country, and in the larger cities the attendance runs, on the average, from 20 to 35 times a year. Attendance at city theatres, however, is affected by the patronage of tourists, visitors and other non-residents of the area so that the average attendance of city dwellers is not as high as the figures would suggest.

Seating Capacity.--In addition to furnishing information on admissions, the theatres also reported their seating capacity. The 799 motion picture theatres in Canada had seating accommodation for 487,828 persons. By dividing the number of admissions given above by the figure for seating capacity, it is found that, on the average, each theatre was filled 221 times a year. The number of days on which theatres are open varies between 313 and 365 in the year so that for Canada as a whole there is less than one "full house" a day. In the larger cities the average number of times the seating capacity is utilized is, of course, higher. Actually attendance at motion picture houses is concentrated at certain hours on a few days in the week.

Per Capita Expenditures.--The average per capita expenditure on motion picture entertainment (exclusive of amusement taxes) in 1934 was \$2.33 compared with \$3.77 in 1930. The highest average per capita expenditure in 1934 was in British Columbia with



\$3.68 per capita and the lowest in Prince Edward Island where the average was less than one dollar per capita. The per capita figures, based on estimated total population for the period 1930 to 1934, are given below:-

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

	<u>1930</u>	<u>1931</u>	<u>1932</u>	<u>1933</u>	<u>1934</u>
	\$	\$	\$	\$	\$
Prince Edward Island ....	2.14	1.56	1.14	0.96	0.96
Nova Scotia .....	3.53	2.67	2.11	1.79	1.80
New Brunswick .....	2.69	2.16	1.73	1.33	1.36
Quebec .....	2.94	2.69	2.26	1.86	1.76
Ontario .....	4.70	4.29	3.70	3.11	3.17
Manitoba .....	3.94	3.41	2.92	2.52	2.46
Saskatchewan .....	2.19	1.65	1.26	1.10	1.10
Alberta .....	3.28	2.29	1.88	1.89	1.90
British Columbia .....	6.05	5.09	3.90	3.52	3.68
CANADA .....	3.77	3.28	2.73	2.33	2.33

Attendance at motion pictures depends, to a large extent, 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 close at hand. The per capita expenditures on motion pictures are also affected by the rates of admission, age distribution of the population, regulations governing admission of juveniles to theatres, etc.

As has already been mentioned, the value of receipts reported by theatres does not include the amounts paid in amusement taxes. In all provinces, except Saskatchewan, provincial amusement taxes are levied although generally low-priced tickets are exempt from the tax. In Saskatchewan amusement taxes are levied in some municipalities. Provincial authorities report the following revenues from amusement taxes on theatre tickets in 1933 and 1934:-

	<u>1933</u>	<u>1934</u>
	\$	\$
Prince Edward Island (1) ....	4,544	5,535
Nova Scotia (2) .....	118,847	126,428
New Brunswick (2) .....	59,188	68,525
Quebec (3) .....	1,276,483	1,224,163
Ontario (2) .....	827,249	745,056
Manitoba (1) .....	46,200	46,400
Saskatchewan (4) .....	48,604	55,114
Alberta (1) .....	118,533	119,665
British Columbia (1) .....	140,811	146,545
TOTAL .....	2,640,459	2,537,431

- (1) Calendar years. In Prince Edward Island the fiscal year is also the calendar year.
- (2) Fiscal years.
- (3) Fiscal years 1933-34 and 1934-35. Includes revenue from other places of amusement and sport events.
- (4) Amusement taxes collected by five cities.

It is not possible to compare the figures for amusement taxes and theatre receipts as some of the revenue figures relate to fiscal years and in some cases cover taxes from other places of amusement.

Motion Picture Statistics by Cities

Toronto occupied the leading position in the motion picture business with 89 theatres in 1934 reporting receipts of \$4,778,500 and attendance of 19,242,000 persons. Montreal was second with 56 theatres with receipts of \$3,938,300 and attendance of 18,578,000. Theatres in Toronto reported an increase of 2.6 per cent in receipts in 1934, while in Montreal receipts fell 3.5 per cent. Vancouver was third in amount of business with an attendance of 7,752,000 during the year, while Winnipeg was fourth with 6,066,000 admissions.



## Motion Picture Films

The number of motion picture films exhibited in Canada during the year is difficult to determine as the same film may be shown in each province. According to the records of the provincial censor boards the number of subjects passed for exhibition in 1934 ranged from 1,321 in New Brunswick to 2,704 in Saskatchewan. The subjects, of course, varied in length according to the type of picture. In Alberta 1,732 pictures were reviewed in the course of the year and these covered 5,727 reels. In British Columbia 2,160 subjects covering 6,329 reels were reviewed. Feature subjects formed less than half the total number reviewed but, of course, accounted for a considerable part of the total number of reels. The number of feature pictures reviewed by censor boards in certain provinces in 1933 and 1934 is shown below:-

	<u>Feature Pictures</u>	
	1933	1934
Nova Scotia .....	475	478
Ontario .....	490	479
Manitoba .....	400	511
Alberta .....	538	519

## 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 432 male and 314 female employees (revised figures), who received \$1,196,900 in salaries and wages. In 1934 there were 64 exchanges with receipts of \$7,618,700. There were 362 males and 243 females employed in 1934 and the payroll amounted to \$973,900, an increase of 7.7 per cent over the amount paid in salaries and wages in 1933. The gross receipts of film exchanges were 9.4 per cent higher in 1934 than in the preceding year. This increase was considerably larger than that shown for motion picture theatres. One factor in the increase of the receipts of film exchanges may have been the greater use of "double bills" in theatres and the consequent demand for a larger number of films.

The largest increases in the revenue of film exchanges were reported for British Columbia and the Prairie Provinces, where the gains were 13.0 per cent and 10.0 per cent respectively.

Table 1.--CANADA - Motion Picture Theatres by Provinces.

1930, 1933 and 1934

Province	Number of Theatres	Number of Employees		Salaries and Wages \$	Total Receipts \$
		Male	Female		
1930:					
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(1) .....	76	439	185	827,600	4,166,800
Totals .....	910	4,641	1,502	6,946,700	38,479,500
1933:					
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 .....	62	248	175	363,500	1,818,400
Saskatchewan .....	65	180	77	208,600	1,046,600
Alberta .....	78	260	55	286,600	1,433,200
British Columbia(1) .....	80	368	178	522,800	2,552,700
Totals .....	765	3,799	1,394	4,441,200	24,897,100
1934:					
Prince Edward Island .....	4	13	15	10,000	85,300
Nova Scotia .....	46	179	73	158,700	946,400
New Brunswick .....	31	111	43	92,600	580,800
Quebec .....	133	919	265	796,800	5,332,400
Ontario .....	286	1,784	481	1,855,200	11,290,400
Manitoba .....	60	300	173	332,200	1,795,700
Saskatchewan .....	80	218	59	191,300	1,063,100
Alberta .....	80	320	65	303,500	1,464,000
British Columbia(1) .....	79	407	188	549,100	2,722,200
Totals .....	799	4,251	1,362	4,289,400	25,280,300

(1) Includes Yukon and Northwest Territories.



Table 2.--Comparison of Motion Picture Theatre Receipts by Provinces and by Years, 1930 - 1934

Province	Total Receipts					Index of Receipts (1930 = 100)				
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934
	\$	\$	\$	\$	\$					
CANADA, Total .....	38,479,500	34,006,400	28,731,300	24,897,100	25,280,300	100.0	88.4	74.7	64.7	65.7
Prince Edward Island .....	188,300	137,000	100,000	85,700	85,300	100.0	72.8	53.1	45.5	45.3
Nova Scotia .....	1,814,500	1,371,000	1,083,000	933,300	946,400	100.0	75.6	59.7	51.4	52.2
New Brunswick .....	1,093,400	882,000	708,000	556,500	580,800	100.0	80.7	64.8	50.9	53.1
Quebec .....	8,301,800	7,725,700	6,565,900	5,510,500	5,332,400	100.0	93.1	79.1	66.4	64.2
Ontario .....	15,900,900	14,708,300	12,801,800	10,960,200	11,290,400	100.0	92.5	80.5	68.9	71.0
Manitoba .....	2,712,800	2,387,500	2,059,300	1,818,400	1,795,700	100.0	88.0	75.9	67.0	66.2
Saskatchewan .....	1,977,300	1,519,000	1,228,000	1,046,600	1,063,100	100.0	76.8	62.1	52.9	53.8
Alberta .....	2,323,700	1,675,000	1,391,000	1,433,200	1,464,000	100.0	72.1	59.9	61.7	63.0
British Columbia(1) .....	4,166,800	3,600,900	2,794,300	2,552,700	2,722,200	100.0	86.4	67.1	61.3	65.3

(1) Includes Yukon and Northwest Territories.

Table 3.--Principal Statistics for Motion Picture Theatres  
by Provinces and Cities, 1933 and 1934

Division	Number of Theatres		Number of Seats, 1934	Value of Receipts(1)		Per Cent Change	Admissions	
	1933	1934		1933			Number (thousands)	Average Price(2)
				\$	\$			
CANADA, Total ..	765	799	487,828	24,897,100	25,280,300	+ 1.5	107,718	23.5
Prince Edward Island .....	4	4	2,198	85,700	85,300	- 0.5	296	28.8
Nova Scotia ....	37	46	26,868	933,300	946,400	+ 1.4	4,325	21.9
Halifax .....	6	7	6,384	417,000	374,300	-10.2	1,809	20.7
Other Places .	31	39	20,484	516,300	572,100	+10.8	2,516	22.7
New Brunswick ..	28	31	16,493	556,500	580,800	+ 4.4	2,576	22.5
St. John .....	5	6	5,328	258,300	242,600	- 6.1	1,118	21.7
Other Places .	23	25	11,165	298,200	338,200	+13.4	1,458	23.2
Quebec .....	134	133	100,687	5,510,500	5,332,400	- 3.2	24,466	21.8
Montreal .....	56	56	60,596	4,082,800	3,938,300	- 3.5	18,578	21.2
Quebec .....	11	11	8,713	433,400	410,800	- 5.2	1,896	21.7
Three Rivers .	4	5	4,079	82,400	100,700	+22.2	410	24.5
Other Places .	63	61	27,299	911,900	882,600	- 3.2	3,582	24.6
Ontario .....	277	286	193,241	10,960,200	11,290,400	+ 3.0	45,747	24.7
Toronto .....	86	89	72,710	4,658,300	4,778,500	+ 2.6	19,242	24.8
Hamilton .....	17	17	6,092	809,300	805,500	- 0.5	3,698	21.8
Ottawa .....	11	11	11,143	900,500	840,900	- 6.6	3,346	25.1
London .....	6	5	5,716	473,400	443,300	- 6.4	1,701	26.1
Windsor(3) ...	7	6	6,197	292,700	316,900	+ 8.3	1,492	21.3
Other Places .	150	158	91,383	3,826,000	4,105,300	+ 7.3	16,268	25.2
Manitoba .....	62	60	35,778	1,818,400	1,795,700	- 1.2	7,785	23.1
Winnipeg .....	30	26	22,339	1,495,600	1,417,700	- 5.2	6,066	23.4
Other Places .	32	34	13,439	322,800	378,000	+17.1	1,719	22.0
Saskatchewan ...	65	80	30,619	1,046,600	1,063,100	+ 1.6	4,170	25.6
Regina .....	4	4	3,946	323,200	314,500	- 2.7	1,124	28.0
Saskatoon ....	5	6	5,031	264,400	217,500	-17.7	1,044	20.8
Moose Jaw ....	3	3	1,963	125,300	119,300	- 4.8	499	23.9
Other Places .	53	67	19,679	333,700	411,800	+23.4	1,503	27.4
Alberta .....	78	80	32,912	1,433,200	1,464,000	+ 2.1	5,896	24.8
Calgary .....	6	8	7,688	477,500	452,300	- 5.3	1,953	23.2
Edmonton .....	8	8	6,515	511,700	505,300	- 1.3	2,087	24.2
Other Places .	64	64	18,709	444,000	506,400	+14.1	1,856	27.3
British Columbia(4) ..	80	79	49,032	2,552,700	2,722,200	+ 6.6	12,457	21.9
Vancouver ....	26	26	24,370	1,477,100	1,569,800	+ 6.3	7,752	20.3
Victoria .....	6	5	4,283	303,400	330,900	+ 9.1	1,533	21.6
Other Places .	48	48	20,379	772,200	821,500	+ 6.4	3,172	25.9

(1) Not including amusement taxes.

(2) Total receipts divided by number of admissions. No corrections are made for juvenile attendance, matinee and evening prices, etc.

(3) New limits.

(4) Includes Yukon and Northwest Territories.



Table 4.--Principal Statistics for Film Exchanges, Canada, 1930, 1933 and 1934

Year	Number of Exchanges	Employees		Salaries and Wages	Receipts	Stocks on hand, end of year (at cost)
		Male	Female			
1930 .....	63	432(1)	314(1)	1,196,900	9,808,500	217,100
1933 .....	63	348	255	904,400	6,966,200	129,900
1934 .....	64	362	243	973,900	7,618,700	120,700
Percentage change, 1934/1933 .....				+ 7.7%	+ 9.4%	

(1) Revised.

Table 5.--Comparison of Receipts of Film Exchanges by Economic Divisions and by Years, 1930 - 1934

Economic Division	Total Receipts					Index of Receipts (1930 = 100)					% of Change 1933-1934
	1930	1931	1932	1933	1934	1930	1931	1932	1933	1934	
	\$	\$	\$	\$	\$						
CANADA, Total ....	9,808,500	9,230,700	7,989,400	6,966,200	7,618,700	100.0	94.1	81.5	71.0	77.7	+ 9.4
Maritime Provinces ..	801,200	713,100	592,900	439,900	474,300	100.0	89.0	74.0	54.9	59.2	+ 7.8
Quebec .....	2,731,300	2,597,500	2,318,900	2,144,900	2,338,100	100.0	95.1	84.9	78.5	85.6	+ 9.0
Ontario .....	3,451,000	3,395,800	3,054,100	2,636,500	2,868,600	100.0	98.4	88.5	76.4	83.1	+ 8.8
Prairie Provinces ...	1,887,500	1,640,200	1,340,100	1,130,500	1,243,600	100.0	86.9	71.0	59.9	65.9	+10.0
British Columbia ....	937,500	884,100	683,400	614,400	694,100	100.0	94.3	72.9	65.5	74.0	+13.0



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