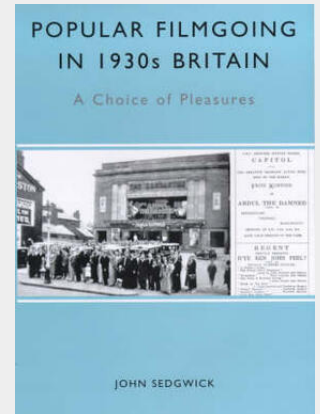


Sedgwick

## Popular Filmgoing in 1930s Britain: A Choice of Pleasures

In the 1930s there were close to a billion annual admissions to the cinema in Britain and it was by far the most popular paid-for leisure activity. This book is an exploration of that popularity. John Sedgwick has developed the POPSTAT index, a methodology based on exhibition records which allows identification of the most popular films and the leading stars of the period, and provides a series of tables which will serve as standard points of reference for all scholars and specialists working in the field of 1930s cinema. The book establishes similarities and differences between national and regional tastes through detailed case study analysis of cinemagoing in Bolton and Brighton, and offers an analysis of genre development. It also reveals that although Hollywood continued to dominate the British market, films emanating from British studios proved markedly popular with domestic audiences.



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