

Service bulletin

Food Services and Drinking Places

2010



Highlights

- Total operating revenue for the food services and drinking places industry in Canada was \$47.1 billion in 2010, up 3.2% from 2009.
- The special food services sector experienced the strongest growth in operating revenue in 2010, rising 6.7% over the previous year. This was followed by the limited service restaurant sector with a 4.9% growth in operating revenues. The growth in operating revenue for the full-service sector was 1.6% over the 2009 level. The only sector to register a contraction in operating revenue was the drinking places sector, with a decline of -1.4%.
- Total operating expenses for the industry as a whole, was \$45.0 billion, up 3.1% from the previous year.
- Costs of goods sold represented 36.0% of total operating expenses while salaries, wages and benefits made up 33.9%.
- The operating profit margin for the industry edged up from 4.4% in 2009 to 4.5% in 2010.
- Operating revenue increased in all provinces, with firms in Newfoundland and Labrador experiencing the highest growth (10.2%), followed by firms in Prince Edward Island (6.2%) and Saskatchewan (5.6%).
- Together, the full-service and the limited-service industry groups comprised 85.2% of the total operating revenue of the industry (42.6% and 42.7%, respectively).
- Sales of food and non-alcoholic beverages continued to generate the majority of operating revenue in the industry (83.7%), followed by sales of alcoholic beverages (13.0%).

Statistical tables

Table 1

Summary statistics for food services and drinking places industry, province and territory, 2008 to 2010

	Operating revenue	Operating expenses ¹	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2010 p				
Newfoundland and Labrador	618.7	572.3	189.7	7.5
Prince Edward Island	166.0	157.0	51.8	5.4
Nova Scotia	1,270.7	1,193.4	401.4	6.1
New Brunswick	953.7	892.5	296.1	6.4
Quebec	9,806.1	9,377.9	3,163.4	4.4
Ontario	17,417.6	16,839.8	5,375.1	3.3
Manitoba	1,353.5	1,245.3	423.5	8.0
Saskatchewan	1,343.3	1,234.9	412.5	8.1
Alberta	6,525.0	6,144.7	2,073.0	5.8
British Columbia	7,475.7	7,159.4	2,385.0	4.2
Yukon	F	F	F	F
Northwest Territories	F	F	F	F
Nunavut	F	F	F	F
Canada	47,096.7	44,972.5	14,829.4	4.5
2009 r				
Newfoundland and Labrador	561.6	529.7	172.8	5.7
Prince Edward Island	156.3	149.2	48.9	4.6
Nova Scotia	1,213.5	1,148.5	383.8	5.4
New Brunswick	911.9	860.9	283.7	5.6
Quebec	9,453.0	9,032.4	3,025.5	4.4
Ontario	16,910.9	16,363.3	5,272.4	3.2
Manitoba	1,311.4	1,229.7	412.9	6.2
Saskatchewan	1,272.2	1,183.2	390.4	7.0
Alberta	6,325.2	5,942.2	2,027.7	6.1
British Columbia	7,331.2	7,018.0	2,323.8	4.3
Yukon	F	F	F	F
Northwest Territories	F	F	F	F
Nunavut	F	F	F	F
Canada	45,614.8	43,617.8	14,398.4	4.4
2008 r				
Newfoundland and Labrador	533.3	508.1	162.4	4.7
Prince Edward Island	154.1	147.7	48.5	4.2
Nova Scotia	1,194.4	1,131.2	382.1	5.3
New Brunswick	859.2	809.1	270.1	5.8
Quebec	9,492.9	9,018.7	3,182.4	5.0
Ontario	16,908.7	16,421.4	5,336.5	2.9
Manitoba	1,259.8	1,183.1	398.7	6.1
Saskatchewan	1,218.1	1,132.2	381.1	7.0
Alberta	6,431.5	6,003.9	2,073.2	6.6
British Columbia	7,254.0	6,952.6	2,335.6	4.2
Yukon	F	F	F	F
Northwest Territories	F	F	F	F
Nunavut	F	F	F	F
Canada	45,443.9	43,440.5	14,621.1	4.4

1. Operating expenses include cost of goods.

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 722. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Please note a change in the methodology: commencing with 2001, the annual data are no longer benchmarked to the Monthly Survey of Food Services and Drinking Places.

Table 2
Summary statistics for full-service restaurants, province and territory, 2008 to 2010

	Operating revenue	Operating expenses ¹	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2010 ^p				
Newfoundland and Labrador	162.1	156.2	50.7	3.6
Prince Edward Island	62.1	60.8	21.3	2.2
Nova Scotia	401.8	379.9	129.5	5.5
New Brunswick	287.6	274.9	95.5	4.4
Quebec	4,886.5	4,728.3	1,658.2	3.2
Ontario	6,757.5	6,566.4	2,087.3	2.8
Manitoba	584.8	556.7	197.0	4.8
Saskatchewan	611.6	570.7	194.9	6.7
Alberta	2,867.5	2,734.3	966.8	4.6
British Columbia	3,377.2	3,230.4	1,109.0	4.3
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	20,052.7	19,309.1	6,528.2	3.7
2009 ^r				
Newfoundland and Labrador	152.2	145.6	46.7	4.3
Prince Edward Island	57.5	56.3	19.4	2.2
Nova Scotia	389.5	372.3	126.7	4.4
New Brunswick	288.1	277.5	95.2	3.7
Quebec	4,731.1	4,568.1	1,593.0	3.4
Ontario	6,675.2	6,524.7	2,068.4	2.3
Manitoba	576.0	551.6	194.5	4.2
Saskatchewan	599.1	563.9	191.5	5.9
Alberta	2,811.8	2,640.8	940.9	6.1
British Columbia	3,397.2	3,276.5	1,112.7	3.6
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	19,728.4	19,026.8	6,406.3	3.6
2008 ^r				
Newfoundland and Labrador	146.9	143.0	44.1	2.6
Prince Edward Island	60.7	59.3	20.5	2.4
Nova Scotia	402.4	385.5	133.6	4.2
New Brunswick	275.5	265.5	92.1	3.6
Quebec	4,839.7	4,656.4	1,731.3	3.8
Ontario	6,794.8	6,695.9	2,129.2	1.5
Manitoba	568.0	539.7	190.2	5.0
Saskatchewan	584.3	550.3	191.8	5.8
Alberta	2,910.2	2,738.0	980.1	5.9
British Columbia	3,416.1	3,301.6	1,150.6	3.4
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	20,043.1	19,378.4	6,678.3	3.3

1. Operating expenses include cost of goods.

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7221. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Please note a change in the methodology: commencing with 2001, the annual data are no longer benchmarked to the Monthly Survey of Food Services and Drinking Places.

Table 3
Summary statistics for limited service eating places, province and territory, 2008 to 2010

	Operating revenue	Operating expenses ¹	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2010 ^p				
Newfoundland and Labrador	305.7	287.7	93.8	5.9
Prince Edward Island	89.6	83.8	26.2	6.5
Nova Scotia	670.4	621.7	197.2	7.3
New Brunswick	554.7	513.4	163.4	7.4
Quebec	3,257.3	3,049.1	964.9	6.4
Ontario	8,422.2	8,041.5	2,425.2	4.5
Manitoba	627.1	564.7	176.6	9.9
Saskatchewan	548.2	489.6	164.2	10.7
Alberta	2,781.2	2,571.8	800.9	7.5
British Columbia	2,795.8	2,628.8	823.4	6.0
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	20,095.1	18,892.4	5,849.0	6.0
2009 ^r				
Newfoundland and Labrador	285.3	270.0	86.4	5.4
Prince Edward Island	85.4	81.0	25.4	5.1
Nova Scotia	632.6	596.7	188.2	5.7
New Brunswick	518.9	485.2	154.6	6.5
Quebec	3,079.9	2,901.6	925.7	5.8
Ontario	8,040.1	7,696.8	2,387.0	4.3
Manitoba	601.6	555.0	171.2	7.8
Saskatchewan	513.2	463.9	150.7	9.6
Alberta	2,666.0	2,491.1	795.3	6.6
British Columbia	2,698.3	2,547.3	789.7	5.6
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	19,162.0	18,128.4	5,687.3	5.4
2008 ^r				
Newfoundland and Labrador	264.1	251.2	79.3	4.9
Prince Edward Island	82.9	78.6	24.8	5.2
Nova Scotia	602.0	568.0	183.1	5.6
New Brunswick	480.3	446.5	141.9	7.0
Quebec	2,989.9	2,799.8	904.5	6.4
Ontario	7,914.8	7,548.7	2,363.8	4.6
Manitoba	578.2	537.7	169.0	7.0
Saskatchewan	481.6	441.5	145.9	8.3
Alberta	2,555.2	2,369.5	766.8	7.3
British Columbia	2,586.2	2,435.7	767.8	5.8
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	18,569.6	17,510.4	5,558.0	5.7

1. Operating expenses include cost of goods.

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7222. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Please note a change in the methodology: commencing with 2001, the annual data are no longer benchmarked to the Monthly Survey of Food Services and Drinking Places.

Table 4

Statistics on selected operating expenses for the food services and drinking places industry, by province, 2010

	Total food services ¹	Full-service restaurants	Limited-service restaurants
	percent		
Canada ²			
Cost of goods sold	36.0	35.7	36.4
Salaries, wages and benefits	33.9	34.7	31.6
Repair and maintenance	2.6	2.7	2.5
Rental and leasing	7.6	7.6	8.6
Utilities and telecommunications	2.8	3.3	2.7
Advertising and promotion	2.8	2.6	3.5
Depreciation	3.1	3.0	3.2
Newfoundland and Labrador			
Cost of goods sold	38.5	41.8	37.4
Salaries, wages and benefits	33.9	33.5	33.1
Repair and maintenance	2.4	2.7	2.3
Rental and leasing	5.5	4.6	7.5
Utilities and telecommunications	2.4	3.5	2.2
Advertising and promotion	2.6	1.6	3.8
Depreciation	2.3	3.0	2.2
Prince Edward Island			
Cost of goods sold	37.4	39.2	36.6
Salaries, wages and benefits	33.9	36.5	31.9
Repair and maintenance	2.9	3.0	2.7
Rental and leasing	4.3	3.5	4.8
Utilities and telecommunications	3.3	4.1	2.7
Advertising and promotion	3.2	2.7	3.6
Depreciation	2.7	3.0	2.5
Nova Scotia			
Cost of goods sold	36.3	36.6	36.5
Salaries, wages and benefits	34.5	34.8	32.6
Repair and maintenance	2.9	3.1	3.0
Rental and leasing	6.4	4.9	7.9
Utilities and telecommunications	3.1	4.1	2.9
Advertising and promotion	2.9	2.7	3.6
Depreciation	2.9	3.4	2.7
New Brunswick			
Cost of goods sold	36.5	36.9	36.4
Salaries, wages and benefits	33.7	35.7	32.1
Repair and maintenance	2.5	2.8	2.3
Rental and leasing	6.2	4.5	7.2
Utilities and telecommunications	3.0	3.5	3.0
Advertising and promotion	3.1	2.7	3.6
Depreciation	2.9	3.2	2.9
Quebec			
Cost of goods sold	37.2	37.2	37.1
Salaries, wages and benefits	34.6	35.9	32.3
Repair and maintenance	2.8	2.7	2.5
Rental and leasing	6.8	6.5	8.0
Utilities and telecommunications	2.9	3.5	2.5
Advertising and promotion	2.4	2.1	3.2
Depreciation	3.0	2.7	3.2
Ontario			
Cost of goods sold	35.7	35.7	36.5
Salaries, wages and benefits	32.9	32.8	31.0
Repair and maintenance	2.5	2.7	2.4
Rental and leasing	8.4	8.9	9.1
Utilities and telecommunications	3.0	3.5	2.9
Advertising and promotion	3.0	3.0	3.5
Depreciation	3.2	3.2	3.1

See notes at the end of the table.

Table 4 – continued

Statistics on selected operating expenses for the food services and drinking places industry, by province, 2010

	Total food services ¹	Full-service restaurants	Limited-service restaurants
	percent		
Manitoba			
Cost of goods sold	35.8	35.4	36.5
Salaries, wages and benefits	34.8	36.4	31.7
Repair and maintenance	2.5	2.5	2.6
Rental and leasing	6.5	5.8	7.8
Utilities and telecommunications	2.5	2.9	2.3
Advertising and promotion	2.8	2.0	4.1
Depreciation	3.0	2.9	3.3
Saskatchewan			
Cost of goods sold	37.1	35.8	36.5
Salaries, wages and benefits	34.4	35.6	34.1
Repair and maintenance	2.5	2.8	2.6
Rental and leasing	6.5	6.9	7.0
Utilities and telecommunications	2.8	3.1	2.7
Advertising and promotion	3.0	2.8	3.8
Depreciation	2.6	2.5	3.2
Alberta			
Cost of goods sold	34.4	33.3	35.9
Salaries, wages and benefits	34.3	36.2	31.5
Repair and maintenance	2.4	2.5	2.4
Rental and leasing	8.0	7.6	8.8
Utilities and telecommunications	2.6	2.8	2.6
Advertising and promotion	3.1	2.8	3.8
Depreciation	3.4	3.1	3.5
British Columbia			
Cost of goods sold	36.1	34.9	35.4
Salaries, wages and benefits	34.2	35.0	32.2
Repair and maintenance	2.6	2.6	2.6
Rental and leasing	7.5	7.9	8.9
Utilities and telecommunications	2.5	3.0	2.5
Advertising and promotion	2.7	2.6	3.6
Depreciation	3.3	3.0	3.8

1. Total food services includes special food services and drinking places.

2. Canada totals include the Yukon, Northwest Territories and Nunavut.

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) categories 722, 7221 and 7222. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Please note a change in the methodology: commencing with 2001, the annual data are no longer benchmarked to the Monthly Survey of Food Services and Drinking Places. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenue and are not included in the estimates of this table.

Table 5
Distribution of total revenue for the food services and drinking places industry, by province, 2010

	Sales of alcoholic beverages	Sales of food and non-alcoholic beverages
	percent	
Canada ²		
Total food services ¹	13.0	83.7
Full-service restaurants	19.3	77.8
Limited-service restaurants	0.7	97.7
Newfoundland and Labrador		
Total food services ¹	9.2	85.3
Full-service restaurants	15.2	78.4
Limited-service restaurants	0.0	97.8
Prince Edward Island		
Total food services ¹	10.6	86.1
Full-service restaurants	20.1	75.3
Limited-service restaurants	0.0	98.5
Nova Scotia		
Total food services ¹	9.5	88.1
Full-service restaurants	17.3	81.2
Limited-service restaurants	0.2	99.0
New Brunswick		
Total food services ¹	7.5	88.9
Full-service restaurants	12.2	84.3
Limited-service restaurants	0.0	99.1
Quebec		
Total food services ¹	15.7	79.8
Full-service restaurants	17.3	78.9
Limited-service restaurants	0.3	97.3
Ontario		
Total food services ¹	11.2	86.2
Full-service restaurants	20.9	77.0
Limited-service restaurants	0.8	97.6
Manitoba		
Total food services ¹	7.4	88.3
Full-service restaurants	13.3	81.8
Limited-service restaurants	0.2	98.1
Saskatchewan		
Total food services ¹	13.8	81.2
Full-service restaurants	20.3	75.6
Limited-service restaurants	0.2	98.3
Alberta		
Total food services ¹	14.1	83.0
Full-service restaurants	22.0	74.8
Limited-service restaurants	1.0	97.9
British Columbia		
Total food services ¹	15.1	81.6
Full-service restaurants	18.6	79.1
Limited-service restaurants	0.9	97.1

1. Total food services includes special food services and drinking places.

2. Canada totals include the Yukon, Northwest Territories and Nunavut.

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) categories 722, 7221, 7222. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Please note a change in the methodology: commencing with 2001, the annual data are no longer benchmarked to the Monthly Survey of Food Services and Drinking Places. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenue and are not included in the estimates of this table.

Data sources, definitions and methodology

Description

This annual sample survey collects data required to produce economic statistics for the Food Services and Drinking Places industry in Canada.

Data collected from businesses are aggregated with information from other sources to produce official estimates of national and provincial economic production for this industry.

Survey estimates are made available to businesses, governments, investors, associations, and the public. The data are used to monitor industry growth, measure performance, and make comparisons to other data sources to better understand this industry.

Target population

The target population consists of all establishments classified to the Food Services and Drinking Places industry (NAICS 722) according to the North American Industry Classification System (NAICS) during the reference year. This industry comprises establishments primarily engaged in preparing meals, snacks and beverages, to customer order, for immediate consumption on and off the premises.

Sampling

This is a sample survey with a cross-sectional design.

The frame is the list of establishments from which the portion eligible for sampling is determined and the sample is taken. The frame provides basic information about each firm including address, industry classification, and information from administrative data sources. The frame is maintained by Statistics Canada's Business Register Division and is updated using administrative data.

The basic objective of the survey is to produce estimates for the whole industry - incorporated and unincorporated businesses. The data come from two different sources: a sample of all businesses with revenue above or equal to a certain threshold (note: the threshold varies between surveys and sometimes between industries and provinces in the same survey) for which either survey or administrative data may be used; and administrative data only for businesses with revenue below the specified threshold. It should be noted that only financial information is available from businesses below the threshold; e.g., revenue, and expenses such as depreciation and salaries, wages and benefits. Detailed characteristics are collected only for surveyed establishments.

Prior to the selection of a random sample, establishments are classified into homogeneous groups (i.e., groups with the same NAICS codes and same geography). Quality requirements are targeted, and then each group is divided into sub-groups called strata: take-all, must-take, and take-some.

The take-all stratum represents the largest firms in terms of performance (based on revenue) in an industry. The must-take stratum is comprised of units selected based on complex structural characteristics (multi-establishment, multi-legal, multi-NAICS, or multi-province enterprises). All take-all and must-take firms are selected to the sample. Units in the take-some strata are subject to simple random sampling.

The effective sample size for reference year 2010 was 2,757 collection entities.

Definition

Operating revenue excludes investment income, capital gains, extraordinary gains and other non-recurring items.

Operating expenses exclude write-offs, capital losses, extraordinary losses, interest on borrowing, and other non-recurring items.

Operating profit margin is derived as follows: operating revenue minus operating expenses, expressed as a percentage of operating revenue. The derived figure excludes corporation income tax paid by incorporated businesses and individual income tax paid by unincorporated businesses. For unincorporated businesses, operating profit margin includes unpaid remuneration to partners and proprietors, which is not recorded as salaries, wages and benefits. Therefore the profit estimate will be higher in industries where unincorporated proprietorships and partnerships are significant contributors.

Salaries, wages and benefits include vacation pay and commissions for all employees for whom a T4 slip was completed. This category also includes the employer portion of employee benefits for items such as Canada/Quebec Pension Plan or Employment Insurance premiums. Salaries and wages do not include working owners' dividends nor do they include the remuneration of owners of unincorporated business. Therefore the relative level of salaries, wages and benefits will be lower in industries where unincorporated businesses are significant contributors.

An active **statistical establishment** is one production entity or the smallest grouping of production entities which produces as homogeneous a set of goods and/or services as possible; which does not cross provincial boundaries; and for which records provide data on the value of output together with the cost of principal intermediate inputs used and cost and quantity of labour resources used to produce the output.

Quality evaluation

Prior to dissemination, combined survey results are analyzed for overall quality; in general, this includes a detailed review of individual responses (especially for the largest companies), an assessment of the general economic conditions portrayed by the data, historic trends, and comparisons with other data sources.

Disclosure control

Statistics Canada is prohibited by law from releasing any data which would divulge information obtained under the Statistics Act that relates to any identifiable person, business or organization without the prior knowledge or the consent in writing of that person, business or organization. Various confidentiality rules are applied to all data that are released or published to prevent the publication or disclosure of any information deemed confidential. If necessary, data are suppressed to prevent direct or residual disclosure of identifiable data.

Data accuracy

Of the units contributing to the estimate, the weighted response rate was 84.4 %. CVs were calculated for each estimate and are available upon request.

Related products

Selected CANSIM tables from Statistics Canada

355-0005 Food services and drinking places, summary statistics, by North American Industry Classification System (NAICS), annual (dollars unless otherwise noted) (350 series)

355-0007 Food services and drinking places, operating expenses, by North American Industry Classification System (NAICS), annual (percent) (1470 series)

Survey(s)

Definitions, data sources and methods: survey number 4704 - Annual Survey of Service Industries: Food Services and Drinking Places.

Publications

Service Industries Newsletter, Catalogue no, 63-018-X.

Analytical paper series - Service Industries Division, Catalogue no, 63F0002X.

Release date: March 2012

Symbols

The following standard symbols are used in Statistics Canada publications:

.	not available for any reference period
..	not available for a specific reference period
...	not applicable
0	true zero or a value rounded to zero
0 ^s	value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
p	preliminary
r	revised
x	suppressed to meet the confidentiality requirements of the <i>Statistics Act</i>
E	use with caution
F	too unreliable to be published
*	significantly different from reference category ($p < 0.05$)

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