



Restaurant, Caterer and Tavern Statistics

February 2004

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All prices exclude sales tax

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Highlights

Note to Users

This issue includes the estimated sales for the month of January.

- Total sales of Restaurant Caterers and Taverns' industry reached \$2.638 billion in February 2004, an 8.9% increase over February of the previous year. In January 2004, sales also increased 4.0% over the previous year to \$2.588 billion.
- After a difficult year in 2003, the industry is continuing to grow. The industry has benefited from increased consumer confidence resulting from lower interest and unemployment rates.
- At the provincial level, the largest year-over-year increases were registered in Newfoundland (16.7%), British Columbia (15.9%), Ontario (11.1%), and Prince Edward Island (10.5%).
- At the national level, the year-over-year increase in sales of 8.9% was due to the increase in Limited Service Restaurants' sales (16.4%) and Full Service Restaurants' sales (13.1%). These two components accounted for 86% of total industry sales in February.

June 2004

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Table 1

Restaurant, Caterer and Tavern Receipts, by Kind of Business, Canada, Provinces and Territories, February 2004 (Preliminary Figures)

| Province | Full service restaurants | Limited service restaurants | Food service contractors | Social and mobile caterers | Drinking places | Total | Difference 2004/2003 |
|---------------------------|--------------------------|-----------------------------|--------------------------|----------------------------|--------------------|------------------|----------------------|
| in thousand of \$ | | | | | | | % |
| Canada | 1,293,410 | 968,707 | 175,965 | 51,753 | 148,455 | 2,638,290 | 8.9 |
| Locations | 24,051 | 21,100 | 4,295 | 1,905 | 5,050 | 56,401 | |
| Newfoundland and Labrador | 7,247 | 11,751 | 3,149 | 1,061 | 3,277 | 26,486 | 16.7 |
| Locations | 225 | 286 | 130 | 24 ^E | 274 | 939 | |
| Prince Edward Island | 2,824 | 5,456 | x | x | 468 | 9,174 | 10.5 |
| Locations | 93 | 127 | x | x | 11 | 257 | |
| Nova Scotia | 18,434 | 32,813 | 7,439 | 276 | 5,141 | 64,103 | 3.2 |
| Locations | 592 | 767 | 198 | 27 | 145 | 1,729 | |
| New Brunswick | 12,965 | 27,640 | 3,612 | 744 ^E | 4,550 | 49,511 | 6.8 |
| Locations | 400 | 555 | 188 | 44 ^E | 186 | 1,372 | |
| Quebec | 281,855 | 137,739 | 29,782 | 16,002 | 40,173 | 505,552 | 3.6 |
| Locations | 6,058 | 3,678 | 1,056 ^E | 832 | 1,747 | 13,371 | |
| Ontario | 469,424 | 439,072 | 70,136 | 20,580 | 44,205 | 1,043,417 | 11.1 |
| Locations | 7,636 | 8,566 | 1,609 | 545 | 1,224 | 19,580 | |
| Manitoba | 33,599 | 27,099 | 3,760 | 725 | 1,177 ^E | 66,360 | 4.9 |
| Locations | 961 | 697 | 130 | 37 ^E | 75 ^E | 1,900 | |
| Saskatchewan | 35,020 | 21,362 | 1,772 | 396 ^E | 5,754 | 64,304 | 3.7 |
| Locations | 869 | 423 | 42 | 28 ^E | 210 | 1,573 | |
| Alberta | 181,283 | 112,489 | 29,554 | 2,838 | 21,695 | 347,859 | 5.0 |
| Locations | 3,025 | 2,365 | 480 | 96 ^E | 568 | 6,534 | |
| British Columbia | 246,855 | 149,781 | 25,362 | 7,842 | 21,021 | 450,862 | 15.9 |
| Locations | 4,134 | 3,599 | 422 | 257 | 590 | 9,002 | |
| Yukon | 805 | 1,990 | x | x | x | 3,243 | 56.8 |
| Locations | 17 | 18 | x | x | x | 47 | |
| Northwest Territories | 2,253 | 1,514 | x | x | x | 6,574 | -5.2 |
| Locations | 32 | 20 | x | x | x | 90 | |
| Nunavut | 845 | x | x | x | x | 845 | 59.3 |
| Locations | 8 | x | x | x | x | 8 | |

^x suppressed to meet the confidentiality requirements of the Statistics Act.

^E use with caution.

Table 2

Coefficient of Variation % February 2004 (Preliminary Figures)

| By KOB | Receipts | Location | By Province | Receipts | Location |
|-----------------------------|------------|------------|---------------------------|----------|----------|
| Full service restaurants | 5.7 | 3.6 | By Province | | |
| Limited service restaurants | 4.1 | 3.9 | Newfoundland and Labrador | 6.6 | 7.9 |
| Food service contractors | 2.1 | 7.5 | Prince Edward Island | 8.0 | 13.8 |
| Social and mobile caterers | 6.9 | 11.1 | Nova Scotia | 7.4 | 8.8 |
| Drinking places | 7.9 | 7.1 | New Brunswick | 6.8 | 7.9 |
| Total | 3.2 | 2.2 | Quebec | 5.3 | 5.2 |
| | | | Ontario | 4.9 | 3.9 |
| | | | Manitoba | 8.0 | 10.9 |
| | | | Saskatchewan | 7.3 | 8.5 |
| | | | Alberta | 8.4 | 5.9 |
| | | | British Columbia | 7.9 | 5.5 |
| | | | Yukon Territory | 0.0 | 0.0 |
| | | | Northwest Territories | 0.0 | 0.0 |
| | | | Nunavut | 0.0 | 0.0 |

Table 3

Restaurant, Caterer and Tavern Receipts, by Kind of Business, Canada, Provinces and Territories, January 2004 (Revised Figures)

| Province | Full service restaurants | Limited service restaurants | Food service contractors | Social and mobile caterers | Drinking places | Total | Difference 2004/2003 |
|---------------------------|--------------------------|-----------------------------|--------------------------|----------------------------|--------------------|------------------|----------------------|
| in thousand of \$ | | | | | | | % |
| Canada | 1,295,678 | 951,624 | 154,001 | 47,080 | 140,128 | 2,588,510 | 4.0 |
| Locations | 23,608 | 20,226 | 4,253 | 1,866 | 4,793 | 54,745 | |
| Newfoundland and Labrador | 6,702 | 11,387 | 2,448 | 1,131 | 3,165 | 24,834 | 7.4 |
| Locations | 216 | 271 | 129 | 26 ^E | 249 | 891 | |
| Prince Edward Island | 2,901 | 4,871 | x | x | 490 | 8,701 | 1.2 |
| Locations | 84 | 124 | x | x | 11 | 246 | |
| Nova Scotia | 18,691 | 35,351 | 6,843 | 261 | 5,213 | 66,358 | 2.6 |
| Locations | 577 | 736 | 213 | 29 | 146 | 1,701 | |
| New Brunswick | 12,045 | 28,841 | 2,537 | 409 ^E | 5,008 | 48,839 | 4.4 |
| Locations | 368 | 562 | 178 | 43 ^E | 180 | 1,331 | |
| Quebec | 276,857 | 131,318 | 23,785 | 15,429 | 38,391 | 485,780 | -2.8 |
| Locations | 5,951 | 3,620 | 994 ^E | 815 | 1,707 | 13,086 | |
| Ontario | 483,215 | 428,512 | 60,221 | 18,239 | 38,336 | 1,028,524 | 6.7 |
| Locations | 7,581 | 8,072 | 1,616 | 518 | 1,117 | 18,904 | |
| Manitoba | 32,608 | 27,949 | 3,459 | 321 ^E | 1,153 ^E | 65,490 | -2.1 |
| Locations | 879 | 674 | 128 | 36 ^E | 76 ^E | 1,793 | |
| Saskatchewan | 36,106 | 20,886 | 1,646 | 786 ^E | 5,556 ^E | 64,979 | -0.3 |
| Locations | 804 | 418 | 41 | 32 ^E | 195 ^E | 1,491 | |
| Alberta | 177,772 | 111,803 | 28,502 | 2,447 | 22,358 | 342,881 | 1.8 |
| Locations | 2,984 | 2,242 | 497 | 96 | 567 | 6,386 | |
| British Columbia | 245,419 | 147,130 | 23,328 | 7,020 | 19,560 | 442,457 | 9.5 |
| Locations | 4,111 | 3,471 | 417 | 255 | 527 | 8,782 | |
| Yukon | 720 | 1,918 | x | x | x | 2,966 | 50.9 |
| Locations | 14 | 16 | x | x | x | 40 | |
| Northwest Territories | 1,946 | 1,659 | x | x | x | 6,007 | 2.9 |
| Locations | 31 | 20 | x | x | x | 88 | |
| Nunavut | 695 | x | x | x | x | 695 | 24.9 |
| Locations | 8 | x | x | x | x | 8 | |

^x suppressed to meet the confidentiality requirements of the Statistics Act.

^E use with caution.

Table 4

Coefficient of Variation % January 2004 (Revised Figures)

| By KOB | Receipts | | Location | | By Province | Receipts | | Location | |
|-----------------------------|------------|------------|----------|--|---------------------------|----------|------|----------|--|
| | | | | | | | | | |
| Full service restaurants | 5.9 | 3.6 | | | Newfoundland and Labrador | 6.6 | 7.8 | | |
| Limited service restaurants | 4.2 | 4.0 | | | Prince Edward Island | 8.7 | 14.1 | | |
| Food service contractors | 2.1 | 7.5 | | | Nova Scotia | 7.6 | 8.9 | | |
| Social and mobile caterers | 7.3 | 11.2 | | | New Brunswick | 6.9 | 8.0 | | |
| Drinking places | 7.9 | 7.2 | | | Quebec | 5.4 | 5.2 | | |
| Total | 3.3 | 2.3 | | | Ontario | 5.2 | 4.0 | | |
| | | | | | Manitoba | 9.0 | 11.6 | | |
| | | | | | Saskatchewan | 7.7 | 8.8 | | |
| | | | | | Alberta | 8.5 | 6.0 | | |
| | | | | | British Columbia | 8.3 | 5.6 | | |
| | | | | | Yukon | 0.0 | 0.0 | | |
| | | | | | Northwest Territories | 0.0 | 0.0 | | |
| | | | | | Nunavut | 0.0 | 0.0 | | |

Table 5

Restaurant, Caterer and Tavern Receipts, Cumulative to Date, Canada, Provinces and Territories, February 2004

| Province | Full service restaurants | Limited service restaurants | Food service contractors | Social and mobile caterers | Drinking places | Total | Difference 2004/2003 |
|---------------------------|--------------------------|-----------------------------|--------------------------|----------------------------|-----------------|------------------|----------------------|
| in thousand of \$ | | | | | | | % |
| Canada | 2,589,088 | 1,920,331 | 329,966 | 98,832 | 288,583 | 5,226,800 | 6.4 |
| Newfoundland and Labrador | 13,949 | 23,139 | 5,597 | 2,192 | 6,442 | 51,320 | 12.0 |
| Prince Edward Island | 5,725 | 10,326 | x | x | 958 | 17,875 | 5.7 |
| Nova Scotia | 37,126 | 68,164 | 14,282 | 537 | 10,354 | 130,462 | 2.9 |
| New Brunswick | 25,010 | 56,481 | 6,148 | 1,153 | 9,558 | 98,350 | 5.6 |
| Quebec | 558,712 | 269,057 | 53,567 | 31,432 | 78,564 | 991,332 | 0.4 |
| Ontario | 952,640 | 867,584 | 130,357 | 38,819 | 82,541 | 2,071,940 | 8.8 |
| Manitoba | 66,207 | 55,048 | 7,218 | 1,046 | 2,330 | 131,849 | 1.3 |
| Saskatchewan | 71,126 | 42,247 | 3,418 | 1,182 | 11,310 | 129,283 | 1.6 |
| Alberta | 359,055 | 224,292 | 58,056 | 5,284 | 44,053 | 690,741 | 3.4 |
| British Columbia | 492,274 | 296,911 | 48,689 | 14,862 | 40,582 | 893,319 | 12.7 |
| Yukon | 1,526 | 3,908 | x | x | x | 6,209 | 53.9 |
| Northwest Territories | 4,199 | 3,173 | x | x | x | 12,581 | -1.5 |
| Nunavut | 1,540 | x | x | x | x | 1,540 | 41.7 |

x suppressed to meet the confidentiality requirements of the Statistics Act.

Note of appreciation

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Methodology and concepts

The objectives of MRCTS are to provide current information on sales, number of locations, trends and changes in the food- and beverage-serving industry. Information from this survey is used by members of the industry to compare their individual growth with that of the industry and to analyse trends and market share. It is also used by Federal and Provincial governments to develop fiscal policies and to measure and forecast growth in the industry. Other major users include the Restaurant Association of Canada, universities and tourism associations and agencies that are involved in the development of the food and beverage industry.

The sampling units in the frame are businesses that are primarily concerned with the serving of food and beverages. These units are classified into five categories, or Kind of Business (KOB): (NAICS 722)

1. Full Service restaurants
2. Limited Service restaurants
3. Food Service contractors
4. Social Caterers
5. Drinking Places

This sector is limited to establishments primarily engaged in providing food and drink services and therefore excludes food service activities that occur within establishments such as hotels, civic and social associations, amusement and recreation establishments. However, leased food service locations in such facilities are included.

Each month, a statistical Universe File (SUF) is created by extracting all businesses inscope for the survey from the Business Register. This SUF is used by the General Sampling System to maintain the sampling frame. The SUF is compared with the previous months SUF to identify births and deaths in the population; new units are stratified and dead units are removed. The frame maintenance is used to prepare information for the sample selection step. GSAM is used each month to select and maintain the sample. The population is stratified by province, KOB and size. The size measure is based on annual revenue and is used to determine the split between the large and small units. The large units are sampled with certainty (take-all) and the small units fall into the take-some strata.

The data for the survey is collected mainly by telephone, and also by fax at Statistics Canada in Ottawa. During the data capture, any updates are made to the data reported in the previous period. Each record that is captured by DC 2 goes through a series of edits. Some edits ensure that data such as reporting period, previous reporting period, province, KOB are entered and it is here that the consistency edits are applied to each record. Once all the data is received, edits and imputation are required to obtain a complete file for the production of the estimates.

Estimates are produced within six weeks of the reference period.

For more information, access the following link:

www.statcan.ca/english/sdds/2419.htm