



# Restaurant, Caterer and Tavern Statistics

March 2003

Vol. 35, No. 3

## All prices exclude sales tax

Catalogue no. 63-011-XIE, is available on internet monthly for \$6.00 cdn per issue or \$55.00 cdn for a one year subscription.

A Print-on-Demand service is also available monthly for \$41.00 cdn per issue or \$165.00 cdn for a one year subscription.

Frequency: Monthly / ISSN 1496-3280

To order Statistics Canada publications, please call our national toll-free line: 1 800 267-6677 or internet: [order@statcan.ca](mailto:order@statcan.ca)

## Highlights

- Preliminary receipts for March 2003 are estimated at \$2.72 billion up 1.9% from the March 2002 estimate of \$2.67 billion.
- Almost all the provinces recorded increases in receipts ranging from 14.4% for Prince Edward Island to 1.6% in New Brunswick. Only Newfoundland and Saskatchewan posted decreases at -1.9% and -2.5% respectively.
- By sector limited-service restaurants recorded the largest increase at 4.9% followed by caterers at 3.5% and full-service restaurants at 1.7%. Drinking places (-5.9%) and food-service contractors (-3.4%) recorded decreases.

June 2003

Published by authority of the Minister responsible for Statistics Canada. © Minister of Industry, 2003. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission from Licence Services, Marketing Division, Statistics Canada, Ottawa, Ontario, Canada, K1A 0T6.



Table 1

**Restaurant, Caterer and Tavern Receipts, by Kind of Business, Canada, Provinces and Territories, March 2003 (Preliminary Figures)**

Province	Full service restaurants	Limited service restaurants	Food service contractors	Social and mobile caterers	Drinking places	Total	Difference 2003/2002
in thousand of \$							%
<b>Canada</b>	<b>1,323,583</b>	<b>974,265</b>	<b>187,470</b>	<b>51,426</b>	<b>182,671</b>	<b>2,719,416</b>	<b>1.9</b>
<b>Locations</b>	<b>23,071</b>	<b>20,676</b>	<b>4,253</b>	<b>1,880</b>	<b>4,721</b>	<b>54,602</b>	
Newfoundland and Labrador	7,267	11,536	3,394	350	3,900	26,447	-1.9
Locations	202	299	104	22	228	855	
Prince Edward Island	3,231	5,403	x	x	575	9,590	14.4
Locations	82	120	x	x	14	239	
Nova Scotia	25,805	34,787	8,111	350	6,242	75,294	3.1
Locations	601	719	209	30	130	1,689	
New Brunswick	13,700	31,150	3,926	527	6,122	55,426	1.6
Locations	335	671	132	45	169	1,353	
Quebec	293,111	162,903	31,452	15,515	49,698	552,678	5.4
Locations	5,810	4,183	998	794	1,913	13,697	
Ontario	485,226	419,986	77,124	21,956	50,838	1,055,129	1.8
Locations	7,780	7,977	1,652	631	1,039	19,078	
Manitoba	34,528	32,550	4,908	1,261	1,110	74,358	4.8
Locations	812	738	149	31	70	1,800	
Saskatchewan	37,996	22,212	2,704	372	8,797	72,080	-2.5
Locations	805	420	58	32	177	1,492	
Alberta	196,961	103,098	29,223	3,407	30,197	362,887	1.8
Locations	2,820	2,158	498	66	523	6,064	
British Columbia	221,780	148,004	25,059	5,767	24,245	424,855	-1.9
Locations	3,766	3,358	416	215	440	8,195	
Yukon	1,099	1,096	x	x	x	2,428	6.6
Locations	24	15	x	x	x	46	
Northwest Territories	2,171	1,540	x	x	x	7,535	1.6
Locations	23	19	x	x	x	81	
Nunavut	708	x	x	x	x	708	59.6
Locations	12	x	x	x	x	12	

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

Table 2

**Coefficient of Variation % March 2003 (Preliminary Figures)**

By KOB	Receipts		Location		By Province	Receipts		Location	
Full service restaurants	5.7	3.6			Newfoundland and Labrador	7.4	7.9		
Limited service restaurants	4.0	3.8			Prince Edward Island	8.9	14.9		
Food service contractors	1.8	7.0			Nova Scotia	7.5	8.8		
Social and mobile caterers	8.6	11.5			New Brunswick	6.3	8.8		
Drinking places	8.2	7.2			Quebec	5.4	4.7		
<b>Total</b>	<b>3.1</b>	<b>2.2</b>			Ontario	4.9	3.8		
					Manitoba	9.4	10.4		
					Saskatchewan	8.0	8.5		
					Alberta	8.3	6.1		
					British Columbia	8.5	5.8		
					Yukon	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, February 2003 (Revised Figures)**

Province	Full service restaurants	Limited service restaurants	Food service contractors	Social and mobile caterers	Drinking places	Total	Difference 2002/2001
in thousand of \$							%
<b>Canada</b>	<b>1,205,631</b>	<b>829,880</b>	<b>179,757</b>	<b>49,064</b>	<b>157,500</b>	<b>2,421,833</b>	<b>1.8</b>
<b>Locations</b>	23,157	20,234	4,458	1,907	4,818	54,574	
Newfoundland and Labrador	6,391	9,880	2,854	480	3,094	22,700	-0.8
Locations	202	295	104	22	229	851	
Prince Edward Island	2,762	4,660	x	x	548	8,306	14.1
Locations	81	119	x	x	14	238	
Nova Scotia	20,572	29,293	6,616	287	5,372	62,142	1.4
Locations	581	716	208	27	130	1,661	
New Brunswick	11,817	25,065	3,581	499	5,399	46,360	-0.7
Locations	342	650	132	45	170	1,338	
Quebec	259,370	135,464	33,876	14,531	44,764	488,004	6.4
Locations	5,826	4,037	1,139	790	1,938	13,729	
Ontario	445,929	359,411	70,399	21,197	42,246	939,182	0.9
Locations	7,774	7,742	1,652	622	1,135	18,924	
Manitoba	30,286	26,431	4,343	1,103	1,080	63,243	-1.6
Locations	807	734	149	31	70	1,790	
Saskatchewan	33,813	18,891	2,286	372	6,651	62,013	-4.5
Locations	781	419	58	32	166	1,455	
Alberta	181,601	88,937	32,057	3,423	25,433	331,452	3.9
Locations	2,782	2,176	550	112	510	6,130	
British Columbia	209,702	129,541	22,231	5,291	22,137	388,901	-1.8
Locations	3,924	3,314	428	214	440	8,320	
Yukon	937	920	x	x	x	2,068	5.5
Locations	24	15	x	x	x	46	
Northwest Territories	1,923	1,387	x	x	x	6,932	11.0
Locations	24	19	x	x	x	81	
Nunavut	530	x	x	x	x	530	31.5
Locations	11	x	x	x	x	11	

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

Table 4

**Coefficient of Variation % February 2003 (Revised Figures)**

By KOB	Receipts		Location		By Province	Receipts		Location	
Full service restaurants	5.9	3.6			Newfoundland and Labrador	7.3	8.0		
Limited service restaurants	4.0	3.9			Prince Edward Island	8.7	14.7		
Food service contractors	1.6	6.7			Nova Scotia	7.8	8.9		
Social and mobile caterers	8.0	11.3			New Brunswick	6.5	9.0		
Drinking places	8.0	7.2			Quebec	5.2	4.7		
<b>Total</b>	<b>3.2</b>	<b>2.2</b>			Ontario	5.1	3.8		
					Manitoba	9.1	10.3		
					Saskatchewan	8.1	8.6		
					Alberta	8.5	6.0		
					British Columbia	8.8	5.7		
					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, March 2003**

Province	Full service restaurants	Limited service restaurants	Food service contractors	Social and mobile caterers	Drinking places	Total	Difference 2003/2002
	in thousand of \$						%
<b>Canada</b>	<b>3,752,912</b>	<b>2,692,189</b>	<b>540,264</b>	<b>146,299</b>	<b>498,108</b>	<b>7,629,772</b>	<b>2.1</b>
Newfoundland and Labrador	19,696	31,842	9,099	1,390	10,235	72,262	-1.4
Prince Edward Island	8,801	14,995	x	x	1,660	26,494	11.5
Nova Scotia	66,867	95,517	21,414	1,194	17,107	202,098	2.6
New Brunswick	37,103	82,578	10,616	1,473	16,779	148,549	-1.3
Quebec	818,091	445,612	94,106	44,459	138,039	1,540,308	6.3
Ontario	1,381,238	1,162,126	214,860	63,420	137,042	2,958,686	1.0
Manitoba	96,105	88,614	13,180	3,274	3,337	204,510	1.2
Saskatchewan	107,894	61,637	7,155	931	21,665	199,282	-4.0
Alberta	558,094	287,859	93,339	10,056	81,849	1,031,196	3.0
British Columbia	648,675	413,948	72,097	15,207	67,903	1,217,829	0.4
Yukon	2,793	3,036	x	x	x	6,461	3.2
Northwest Territories	5,762	4,427	x	x	x	20,304	2.6
Nunavut	1,795	x	x	x	x	1,795	80.7

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

**Note of appreciation**

Canada owes the success of its statistical system to a long-standing partnership between Statistics Canada, the citizens of Canada, its businesses and governments. Accurate and timely statistical information could not be produced without their continued cooperation and goodwill.

**Standards of Service to the Public**

Statistics Canada is committed to serving its clients in a prompt, reliable and courteous manner and in the official language of their choice. To this end, the agency has developed standards of service which its employees observe in serving its clients. To obtain a copy of these service standards, please contact your nearest Statistics Canada Regional Reference Centre.

## 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.