



# Restaurant, Caterer and Tavern Statistics

March 2004

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## All prices exclude sales tax

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## Highlights

- Total sales of Restaurant Caterers and Taverns' industry reached \$2.874 billion in March 2004, a 5.7% increase over March of the previous year. The industry continues to grow, albeit a slower pace than February (8.9% year over year).
- The food service industry has been enjoying a growth spurt since the beginning of the 2004, after a difficult 2003.
- At the provincial level, the largest year-over-year increases were registered in Prince Edward Island (14.9%), British Columbia (13.4%) and Newfoundland (12.6%). Ontario and Quebec, the two largest markets of the industry (39.1% and 19.4% in March 2004), had increases of 6.1% and 1.7% respectively.
- At the national level, the year-over-year increase in sales of 5.7% was due to the increase in Limited Service Restaurants' sales (12.4%) and Full Service Restaurants' sales (3.7%). These two components accounted for 86% of total industry sales in March.

June 2004

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Table 1

**Restaurant, Caterer and Tavern Receipts, by Kind of Business, Canada, Provinces and Territories, March 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 \$							%
<b>Canada</b>	<b>1,381,159</b>	<b>1,091,524</b>	<b>178,411</b>	<b>49,932</b>	<b>173,228</b>	<b>2,874,254</b>	<b>5.6</b>
<b>Locations</b>	<b>23,749</b>	<b>21,454</b>	<b>4,316</b>	<b>1,851</b>	<b>4,983</b>	<b>56,352</b>	
Newfoundland and Labrador	7,706	13,684	2,865	1,697	4,257	30,210	12.6
Locations	227	294	130	25 <sup>E</sup>	275	951	
Prince Edward Island	3,289	6,069	x	x	580	11,034	14.9
Locations	94	125	x	x	12	259	
Nova Scotia	23,214	39,043	8,308	358	6,790	77,714	3.0
Locations	607	784	208	24 <sup>E</sup>	144	1,768	
New Brunswick	14,139	32,376	3,310	1,063 <sup>E</sup>	5,705	56,593	2.1
Locations	413	529	189	43 <sup>E</sup>	186	1,360	
Quebec	310,715	156,591	32,611	15,153	43,777	558,846	1.7
Locations	5,860	3,776	1,060 <sup>E</sup>	810	1,655	13,160	
Ontario	488,216	492,417	68,442	20,748	52,891	1,122,714	6.1
Locations	7,441	8,725	1,610	541	1,274	19,591	
Manitoba	36,077	32,163	4,156	367	1,480 <sup>E</sup>	74,242	-1.3
Locations	958	744	132	32 <sup>E</sup>	75 <sup>E</sup>	1,941	
Saskatchewan	40,009	24,301	1,830	494 <sup>E</sup>	7,857 <sup>E</sup>	74,490	4.1
Locations	870	429	42	31 <sup>E</sup>	183	1,555	
Alberta	182,073	122,799	30,367	2,068	25,422	362,728	2.1
Locations	2,993	2,384	488	96 <sup>E</sup>	568	6,528	
British Columbia	271,103	167,897	24,140	6,366	23,156	492,662	13.9
Locations	4,229	3,625	417	235 <sup>E</sup>	589	9,094	
Yukon	903	2,300	x	x	x	3,760	66.6
Locations	17	17	x	x	x	45	
Northwest Territories	2,586	1,884	x	x	x	8,131	7.7
Locations	32	21	x	x	x	91	
Nunavut	1,130	x	x	x	x	1,130	63.1
Locations	9	x	x	x	x	9	

<sup>x</sup> suppressed to meet the confidentiality requirements of the Statistics Act.

<sup>E</sup> use with caution.

Table 2

**Coefficient of Variation % March 2004 (Preliminary Figures)**

By KOB	Receipts		Location		By Province	Receipts		Location	
Full service restaurants	5.8	3.6			Newfoundland and Labrador	6.5	7.9		
Limited service restaurants	4.1	3.9			Prince Edward Island	7.7	13.7		
Food service contractors	1.9	7.5			Nova Scotia	7.7	8.7		
Social and mobile caterers	7.4	11.4			New Brunswick	6.7	7.8		
Drinking places	8.1	7.2			Quebec	5.4	5.2		
<b>Total</b>	<b>3.2</b>	<b>2.2</b>			Ontario	5.0	4.0		
					Manitoba	7.8	10.6		
					Saskatchewan	8.0	8.6		
					Alberta	8.4	5.8		
					British Columbia	7.8	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, February 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 \$							%
<b>Canada</b>	<b>1,293,410</b>	<b>968,707</b>	<b>175,965</b>	<b>51,753</b>	<b>148,455</b>	<b>2,638,290</b>	<b>8.9</b>
<b>Locations</b>	<b>24,051</b>	<b>21,100</b>	<b>4,295</b>	<b>1,905</b>	<b>5,050</b>	<b>56,401</b>	
Newfoundland and Labrador	7,247	11,751	3,149	1,061	3,277	26,486	16.7
Locations	225	286	130	24 <sup>E</sup>	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 <sup>E</sup>	4,550	49,511	6.8
Locations	400	555	188	44 <sup>E</sup>	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 <sup>E</sup>	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 <sup>E</sup>	66,360	4.9
Locations	961	697	130	37 <sup>E</sup>	75 <sup>E</sup>	1,900	
Saskatchewan	35,020	21,362	1,772	396 <sup>E</sup>	5,754	64,304	3.7
Locations	869	423	42	28 <sup>E</sup>	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 <sup>E</sup>	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	

<sup>x</sup> suppressed to meet the confidentiality requirements of the Statistics Act.

<sup>E</sup> use with caution.

Table 4

**Coefficient of Variation % February 2004 (Revised Figures)**

By KOB	Receipts		Location		By Province	Receipts		Location	
Full service restaurants	5.7	3.6			Newfoundland and Labrador	6.6	7.9		
Limited service restaurants	4.1	3.9			Prince Edward Island	8.0	13.8		
Food service contractors	2.1	7.5			Nova Scotia	7.4	8.8		
Social and mobile caterers	6.9	11.1			New Brunswick	6.8	7.9		
Drinking places	7.9	7.1			Quebec	5.3	5.2		
<b>Total</b>	<b>3.2</b>	<b>2.2</b>			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	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 2004**

Province	Full service restaurants	Limited service restaurants	Food service contractors	Social and mobile caterers	Drinking places	Total	Difference 2004/2003
	in thousand of \$						%
<b>Canada</b>	<b>3,970,246</b>	<b>3,011,855</b>	<b>508,377</b>	<b>148,764</b>	<b>461,811</b>	<b>8,101,054</b>	<b>6.2</b>
Newfoundland and Labrador	21,655	36,823	8,463	3,890	10,700	81,530	12.2
Prince Edward Island	9,014	16,395	x	x	1,538	28,909	9.1
Nova Scotia	60,339	107,208	22,590	894	17,144	208,175	2.9
New Brunswick	39,149	88,858	9,458	2,216	15,263	154,943	4.3
Quebec	869,427	425,648	86,178	46,585	122,341	1,550,178	0.9
Ontario	1,440,856	1,360,001	198,799	59,567	135,432	3,194,654	7.8
Manitoba	102,284	87,211	11,374	1,413	3,810	206,091	0.4
Saskatchewan	111,135	66,549	5,248	1,676	19,167	203,773	2.5
Alberta	541,127	347,091	88,423	7,352	69,475	1,053,468	2.9
British Columbia	763,378	464,808	72,829	21,229	63,738	1,385,981	13.1
Yukon	2,428	6,208	x	x	x	9,969	58.5
Northwest Territories	6,785	5,058	x	x	x	20,712	1.9
Nunavut	2,670	x	x	x	x	2,670	50.0

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

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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](http://www.statcan.ca/english/sdds/2419.htm)