



Restaurant, Caterer and Tavern Statistics

August 2003

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Highlights

- Spending in Restaurant Caterers and Taverns increased slightly by 0.5% in August 2003, when compared to August 2002 to \$3.084 billion.
- The industry is recovering slowly from the severe drop in the number of foreign visitors to Canada, due to the results of SARS and the sluggish domestic demand, recorded in June.
- At the provincial level, the most important year over year increases were recorded in British Columbia (9.7%), Prince Edward Island (1.6%) and Quebec (1.0%). The province of Ontario, which experienced a blackout, had a decrease of about 2.2%.
- At the national level the monthly increase in sales (1.7%) was due to the increase in demand for Full Services Restaurants (3.7%), Food Services Contractors (4.8%) and Social and Mobile Caterers (2.1%). Those three sectors account for 57% of the total industry. Limited Services Restaurants, which accounts for 37% of the industry, had a slight decrease (0.5%).

November 2003

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Table 1

Restaurant, Caterer and Tavern Receipts, by Kind of Business, Canada, Provinces and Territories, August 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 \$						%
Canada	1,579,128	1,127,192	135,239	59,690	182,484	3,083,733	0.5
Locations	23,428	21,078	3,238	1,961	4,906	54,611	
Newfoundland and Labrador	9,738	15,309	2,254	1,746	4,686	33,733	-3.3
Locations	220	268	100	52E	232	872	
Prince Edward Island	8,706	8,635	x	x	864	18,316	1.6
Locations	119	152	x	x	21E	315	
Nova Scotia	38,545	44,719	4,386	481E	8,234	96,366	-3.6
Locations	675	757	185	25	130E	1,771	
New Brunswick	19,042	36,352	1,162	213	6,765	63,534	0.0
Locations	364	588	117	26	181	1,276	
Quebec	351,140	180,020	23,611	16,534	52,320	623,624	1.0
Locations	5,926	4,242	584	807	2,046	13,606	
Ontario	557,139	489,121	55,890	27,209	45,039	1,174,398	-2.2
Locations	7,627	8,361	1,309	646E	1,103	19,045	
Manitoba	38,469	26,919	3,553	1,046	3,352E	73,339	-5.5
Locations	921	640	108	42E	74E	1,785	
Saskatchewan	44,085	27,725	1,931	756E	8,732E	83,229	-3.8
Locations	822	502	45	38E	188E	1,595	
Alberta	210,648	122,107	22,050	3,386	24,810	383,000	0.3
Locations	2,885	2,184	405	70	474	6,018	
British Columbia	297,332	172,990	19,264	6,723E	26,549	522,857	9.7
Locations	3,811	3,349	352	242E	437	8,190	
Yukon	1,550	1,233	x	x	x	3,540	9.2
Locations	24	17	x	x	x	55	
Northwest Territories	2,074	2,062	x	x	x	7,136	10.2
Locations	24	20	x	x	x	73	
Nunavut	661	x	x	x	x	661	-8.8
Locations	12	x	x	x	x	12	

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

Table 2

Coefficient of Variation % August 2003 (Preliminary Figures)

By KOB	Receipts	Location	By Province	Receipts	Location
Full service restaurants	6.2	3.6	Newfoundland and Labrador	7.1	7.9
Limited service restaurants	3.7	3.7	Prince Edward Island	9.3	10.0
Food service contractors	1.3	1.7	Nova Scotia	8.2	8.9
Social and mobile caterers	7.8	13.0	New Brunswick	6.8	9.0
Drinking places	7.5	7.1	Quebec	5.4	4.4
Total	3.4	2.2	Ontario	5.5	3.9
			Manitoba	9.3	10.7
			Saskatchewan	8.2	8.3
			Alberta	10.0	6.2
			British Columbia	8.7	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, July 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 \$							%
Canada	1,522,963	1,133,075	129,044	58,487	187,934	3,031,503	0.5
Locations	23,374	21,173	3,221	1,919	4,874	54,561	
Newfoundland and Labrador	9,479	15,038	2,362	1,522E	4,804	33,204	1.1
Locations	217	267	100	51E	231	867	
Prince Edward Island	8,133	8,082	x	x	815	17,161	0.3
Locations	125	142	x	x	21E	310	
Nova Scotia	36,356	42,722	4,018	387	7,753	91,235	-3.5
Locations	680	725	187	25	129E	1,746	
New Brunswick	17,713	37,010	1,401	450E	6,232	62,806	2.3
Locations	358	587	117	41E	163	1,267	
Quebec	355,060	179,010	20,100	17,570	55,252	626,991	4.6
Locations	6,072	4,231	580	807	2,007	13,697	
Ontario	536,774	493,202	54,910	25,588	46,227	1,156,702	-2.6
Locations	7,518	8,488	1,316	645E	1,123	19,091	
Manitoba	37,775	33,609	3,254	1,035	1,406E	77,078	-0.3
Locations	897	720	107	41E	75E	1,840	
Saskatchewan	42,855	26,853	1,822	562E	9,305E	81,397	-8.5
Locations	796	500	45	38E	191E	1,570	
Alberta	203,442	119,854	22,222	3,892	27,776	377,186	-1.4
Locations	2,858	2,191	402	67	475	5,994	
British Columbia	271,074	174,691	17,707	5,909	27,247	496,628	8.1
Locations	3,792	3,286	335	191	440	8,043	
Yukon	1,642	1,103	x	x	x	3,533	-5.5
Locations	25	15	x	x	x	52	
Northwest Territories	2,060	1,902	x	x	x	6,981	-30.0
Locations	23	20	x	x	x	72	
Nunavut	601	x	x	x	x	601	5.8
Locations	11	x	x	x	x	11	

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

Table 4

Coefficient of Variation % July 2003 (Revised Figures)

By KOB	Receipts	Location	By Province	Receipts	Location
Full service restaurants	6.2	3.6	Newfoundland and Labrador	7.1	7.9
Limited service restaurants	3.7	3.7	Prince Edward Island	9.3	10.1
Food service contractors	1.5	1.7	Nova Scotia	8.2	8.8
Social and mobile caterers	9.2	13.1	New Brunswick	6.9	8.7
Drinking places	7.6	7.2	Quebec	5.5	4.5
Total	3.4	2.2	Ontario	5.5	3.9
			Manitoba	9.4	10.7
			Saskatchewan	8.1	8.3
			Alberta	9.8	6.2
			British Columbia	8.5	5.8
			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, August 2003

Province	Full service restaurants	Limited service restaurants	Food service contractors	Social and mobile caterers	Drinking places	Total	Difference 2003/2002
in thousand of \$							%
Canada	11,006,659	8,073,040	1,227,393	445,702	1,405,205	22,157,999	0.9
Newfoundland and Labrador	62,792	102,856	21,883	7,349	30,903	225,783	-0.9
Prince Edward Island	37,258	51,128	x	x	5,249	95,870	5.8
Nova Scotia	228,968	294,957	45,693	3,666	52,826	626,111	0.7
New Brunswick	117,941	258,072	20,336	4,086	47,033	447,468	-0.3
Quebec	2,480,868	1,322,289	218,762	135,905	406,088	4,563,911	4.7
Ontario	3,955,172	3,498,060	506,113	201,425	367,975	8,528,745	-1.0
Manitoba	281,783	248,011	31,430	7,112	12,074	580,411	1.2
Saskatchewan	314,796	190,977	17,401	3,395	66,090	592,659	-4.9
Alberta	1,564,644	863,236	199,057	27,606	211,692	2,866,235	0.2
British Columbia	1,931,529	1,221,008	155,996	42,308	197,568	3,548,407	3.0
Yukon	9,381	8,295	x	x	x	21,091	-1.7
Northwest Territories	16,205	14,153	x	x	x	55,986	-12.4
Nunavut	5,322	x	x	x	x	5,322	45.0

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.