



Restaurant, Caterer and Tavern Statistics

October 2003

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Highlights

- Restaurant Caterers and Taverns' sales have increased by 4.5% in October 2003, when compared to October 2002 to \$2.919 billion.
- The industry is well on its way to recovery after the SARS' episode, and also the domestic demand is getting stronger.
- At the provincial level, the most important year over year increases were recorded in Prince Edward Island (14.5%), Newfoundland (14.5%) and British Columbia (11.8%). There is an improvement in Ontario (4.3%) and Quebec's performances (2.6%).
- At the national level year over year increase in sales (4.5%) was due to the increase in demand for Social and Mobile Caterers (11.7%), Limited Services Restaurants (6.5%) and Full Services Restaurants (6.0%). Those three sectors accounted for 88% of the sales of the industry in October.

January 2004

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Table 1

Restaurant, Caterer and Tavern Receipts, by Kind of Business, Canada, Provinces and Territories, October 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	1,427,754	1,070,094	168,900	73,736	178,856	2,919,340	4.5
Locations	23,528	20,980	3,847	1,918	4,806	55,079	
Newfoundland and Labrador	7,507	15,221	3,235	2,385	4,178	32,526	14.5
Locations	228	346	100	24 ^E	251	950	
Prince Edward Island	4,164	6,909	x	x	498	12,026	14.5
Locations	92	136	x	x	11	264	
Nova Scotia	27,249	42,216	7,478	361	6,278	83,582	-0.4
Locations	620	775	193	29	130 ^E	1,747	
New Brunswick	14,288	33,318	3,378	527 ^E	5,773	57,284	3.0
Locations	354	607	120	45 ^E	164	1,290	
Quebec	307,906	164,243	29,792	21,540	53,128	576,609	2.6
Locations	6,014	4,043	946 ^E	818	1,955	13,776	
Ontario	545,999	476,874	71,885	33,866	48,100	1,176,723	4.3
Locations	7,515	8,201	1,523	588 ^E	1,069	18,896	
Manitoba	38,324	30,829	4,463	394	2,310 ^E	76,319	1.6
Locations	922	706	128	35 ^E	115 ^E	1,906	
Saskatchewan	40,565	26,339	2,460	989 ^E	8,473 ^E	78,825	0.0
Locations	849	463	44	30 ^E	176 ^E	1,563	
Alberta	198,102	113,642	23,667	4,735	26,384	366,531	1.7
Locations	3,072	2,168	405	90	485	6,221	
British Columbia	240,443	156,613	20,671	7,891	22,634	448,253	11.8
Locations	3,806	3,500	354	244 ^E	428	8,333	
Yukon	981	2,162	x	x	x	3,986	32.4
Locations	20	15	x	x	x	50	
Northwest Territories	1,476	1,729	x	x	x	5,927	0.7
Locations	24	21	x	x	x	73	
Nunavut	750	x	x	x	x	750	26.6
Locations	12	x	x	x	x	12	

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

^E use with caution.

Table 2

Coefficient of Variation % October 2003 (Preliminary Figures)

By KOB	Receipts		Location		By Province	Receipts		Location	
Full service restaurants	5.8	3.6			Newfoundland and Labrador	7.8	8.3		
Limited service restaurants	4.0	3.9			Prince Edward Island	8.5	13.2		
Food service contractors	1.9	7.9			Nova Scotia	7.7	8.7		
Social and mobile caterers	7.5	13.9			New Brunswick	6.9	8.1		
Drinking places	7.9	7.2			Quebec	5.0	4.9		
Total	3.2	2.2			Ontario	5.3	4.0		
					Manitoba	7.7	11.5		
					Saskatchewan	7.9	8.4		
					Alberta	8.3	6.1		
					British Columbia	8.2	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, September 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	1,399,707	1,029,870	175,019	74,402	165,667	2,844,665	1.3
Locations	23,540	21,117	3,898	2,090	4,864	55,509	
Newfoundland and Labrador	7,934	15,073	3,322	1,741	4,287	32,356	7.1
Locations	228	350	104	46 ^E	251	979	
Prince Edward Island	5,393	7,388	x	x	521	13,700	6.7
Locations	134	153	x	x	19 ^E	331	
Nova Scotia	30,163	41,533	7,761	380	6,482	86,319	-3.4
Locations	659	807	194	26	129	1,815	
New Brunswick	14,832	32,961	3,628	522 ^E	4,860	56,803	3.4
Locations	367	631	121	48 ^E	163	1,330	
Quebec	296,506	157,881	30,798	21,172	45,019	551,376	-0.9
Locations	6,075	4,290	980 ^E	892	2,022	14,259	
Ontario	516,519	460,728	75,260	33,210	46,418	1,132,135	0.1
Locations	7,412	8,168	1,525	657 ^E	1,067	18,827	
Manitoba	36,787	25,612	4,877	567	2,251 ^E	70,094	-6.5
Locations	924	596	128	37 ^E	115 ^E	1,800	
Saskatchewan	40,930	24,659	2,494	678 ^E	7,431 ^E	76,192	-4.2
Locations	848	499	43	36 ^E	186 ^E	1,612	
Alberta	194,214	107,361	24,830	4,546	25,069	356,019	0.1
Locations	3,027	2,131	405	94	486	6,142	
British Columbia	252,363	152,916	20,690	11,232	22,298	459,500	10.7
Locations	3,804	3,457	363	242 ^E	410	8,276	
Yukon	1,392	2,078	x	x	x	4,039	43.3
Locations	25	15	x	x	x	53	
Northwest Territories	2,000	1,681	x	x	x	5,459	13.2
Locations	25	20	x	x	x	73	
Nunavut	674	x	x	x	x	674	11.0
Locations	11	x	x	x	x	11	

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

^E use with caution.

Table 4

Coefficient of Variation % September 2003 (Revised Figures)

By KOB	Receipts	Location	By Province	Receipts	Location
Full service restaurants	6.1	3.6	Newfoundland and Labrador	7.9	8.2
Limited service restaurants	4.0	3.8	Prince Edward Island	8.6	11.0
Food service contractors	2.0	7.9	Nova Scotia	9.1	8.4
Social and mobile caterers	8.1	13.4	New Brunswick	6.9	8.0
Drinking places	7.8	7.2	Quebec	4.8	4.8
Total	3.3	2.2	Ontario	5.3	4.0
			Manitoba	5.9	10.7
			Saskatchewan	7.8	8.2
			Alberta	9.0	6.1
			British Columbia	8.7	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, October 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	13,838,464	10,180,696	1,574,228	597,640	1,749,741	27,940,768	1.4
Newfoundland and Labrador	78,283	134,688	28,499	10,835	39,350	291,656	1.8
Prince Edward Island	46,797	65,755	x	x	6,281	121,960	7.0
Nova Scotia	286,047	378,396	61,081	4,336	65,517	795,378	0.0
New Brunswick	147,135	325,132	27,443	5,536	57,453	562,700	0.6
Quebec	3,088,540	1,645,064	281,305	179,530	503,686	5,698,125	4.0
Ontario	5,022,144	4,436,978	653,769	268,669	463,172	10,844,732	-0.3
Manitoba	356,174	303,928	40,756	8,045	16,637	725,540	0.2
Saskatchewan	396,400	243,004	22,278	4,973	81,987	748,642	-4.2
Alberta	1,954,233	1,083,383	247,433	37,029	263,169	3,585,247	0.3
British Columbia	2,424,315	1,534,398	197,623	64,573	242,616	4,463,525	4.8
Yukon	11,895	12,519	x	x	x	29,248	7.2
Northwest Territories	19,752	17,452	x	x	x	67,268	-9.8
Nunavut	6,748	x	x	x	x	6,748	38.6

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