



Restaurant, Caterer and Tavern Statistics

November 2003

Vol. 35, No. 11

All prices exclude sales tax

Catalogue no. 63-011-XIE, is available on internet monthly for \$7.00 cdn per issue or \$59.00 cdn for a one year subscription.

A Print-on-Demand service is also available monthly for \$41.00 cdn per issue or \$195.00 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: infostats@statcan.ca

Highlights

- Restaurant Caterers and Taverns' sales have increased by 1.6% in November 2003, when compared to November 2002 to \$2.790 billion.
- The industry is continuing to grow, and the domestic demand continues to be strong.
- At the provincial level, the most important year over year increases were recorded in Prince Edward Island (6.4%), New-Brunswick (6.2%), British Columbia (4.0%) and Newfoundland (3.9%). Ontario continued to improve (2.1%). Quebec had a slight decrease (-0.1%).
- At the national level, the year over year increase in sales (1.6%) was due to the increase in Limited Service Restaurants' sales almost (4.9%) and Full Service Restaurants' sales with almost (2.1%). Those two sectors accounted for 86% of the sales of the industry in November.

January 2004

Published by authority of the Minister responsible for Statistics Canada. © Minister of Industry, 2004. 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, November 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	1,354,298	1,038,296	162,669	63,786	170,975	2,790,023	1.6
Locations	23,091	20,603	3,835	1,944	4,812	54,286	
Newfoundland and Labrador	6,814	13,234	3,208	951	4,192	28,398	3.9
Locations	210	311	100	29 ^E	251	900	
Prince Edward Island	3,551	6,530	x	x	441	11,040	6.4
Locations	83	129	x	x	10	248	
Nova Scotia	23,095	40,334	7,973	479	6,246	78,127	1.1
Locations	592	777	190	29	140	1,729	
New Brunswick	13,949	32,335	3,434	508 ^E	5,642	55,869	6.2
Locations	371	605	120	43 ^E	174	1,313	
Quebec	288,539	151,967	28,595	18,677	49,365	537,141	-0.1
Locations	5,838	3,911	945 ^E	822	1,899	13,416	
Ontario	515,516	465,231	71,102	31,181	47,055	1,130,085	2.1
Locations	7,472	8,009	1,514	637 ^E	1,092	18,724	
Manitoba	35,807	29,913	3,915	410	1,934 ^E	71,979	-2.0
Locations	923	677	126	35 ^E	116 ^E	1,877	
Saskatchewan	39,358	25,269	2,435	766 ^E	7,456 ^E	75,283	-1.2
Locations	846	451	40	30 ^E	176 ^E	1,544	
Alberta	195,520	115,635	22,250	2,721	27,365	363,491	0.6
Locations	2,866	2,245	408	56	502	6,078	
British Columbia	228,786	154,411	18,412	7,340	20,422	429,371	4.0
Locations	3,836	3,454	356	251 ^E	429	8,325	
Yukon	843	1,940	x	x	x	3,303	19.4
Locations	17	14	x	x	x	46	
Northwest Territories	1,967	1,498	x	x	x	5,384	-10.1
Locations	27	20	x	x	x	76	
Nunavut	553	x	x	x	x	553	8.4
Locations	10	x	x	x	x	10	

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

^E use with caution.

Table 2

Coefficient of Variation % November 2003 (Preliminary Figures)

By KOB	Receipts	Location	By Province	Receipts	Location
Full service restaurants	6.0	3.7	Newfoundland and Labrador	6.4	7.8
Limited service restaurants	4.0	3.9	Prince Edward Island	8.7	14.1
Food service contractors	1.8	7.9	Nova Scotia	8.5	8.9
Social and mobile caterers	7.6	14.2	New Brunswick	6.8	8.0
Drinking places	8.2	7.2	Quebec	5.3	5.0
Total	3.2	2.3	Ontario	5.2	4.0
			Manitoba	8.0	11.5
			Saskatchewan	7.8	8.5
			Alberta	8.8	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 3

Restaurant, Caterer and Tavern Receipts, by Kind of Business, Canada, Provinces and Territories, October 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	1,420,242	1,078,159	169,272	70,081	177,131	2,914,885	4.3
Locations	23,330	20,956	3,842	1,915	4,753	54,795	
Newfoundland and Labrador	7,433	15,140	3,242	2,386	4,178	32,380	13.9
Locations	228	346	100	29 ^E	251	954	
Prince Edward Island	4,137	6,750	x	x	498	11,897	13.3
Locations	92	136	x	x	11	264	
Nova Scotia	27,655	42,204	7,562	363	6,598	84,382	0.6
Locations	640	775	194	29	140	1,777	
New Brunswick	14,513	33,533	3,382	523 ^E	5,697	57,647	3.7
Locations	354	607	120	45 ^E	164	1,290	
Quebec	305,697	164,471	29,816	21,801	51,342	573,127	2.0
Locations	5,994	4,043	946 ^E	818	1,893	13,694	
Ontario	545,320	477,183	72,156	31,225	48,494	1,174,379	4.0
Locations	7,456	8,212	1,524	613 ^E	1,069	18,875	
Manitoba	37,862	30,654	4,439	371	2,292 ^E	75,617	0.7
Locations	922	687	127	35 ^E	115 ^E	1,886	
Saskatchewan	40,132	25,921	2,473	961 ^E	8,438 ^E	77,925	-1.1
Locations	848	420	43	30 ^E	176 ^E	1,518	
Alberta	193,740	116,414	23,714	3,282	26,546	363,697	0.9
Locations	2,933	2,238	400	58	485	6,114	
British Columbia	240,642	162,074	20,561	8,216	21,979	453,471	13.1
Locations	3,807	3,458	352	245 ^E	428	8,290	
Yukon	871	2,087	x	x	x	3,511	16.7
Locations	18	14	x	x	x	46	
Northwest Territories	1,500	1,728	x	x	x	6,111	3.8
Locations	25	21	x	x	x	75	
Nunavut	742	x	x	x	x	742	25.4
Locations	12	x	x	x	x	12	

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

^E use with caution.

Table 4

Coefficient of Variation % October 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, November 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	15,185,249	11,227,056	1,737,269	657,772	1,918,990	30,726,337	1.4
Newfoundland and Labrador	85,022	147,841	31,714	11,787	43,542	319,907	1.9
Prince Edward Island	50,321	72,125	x	x	6,722	132,871	6.8
Nova Scotia	309,547	418,718	69,138	4,817	72,083	874,304	0.2
New Brunswick	161,310	357,682	30,881	6,041	63,018	618,932	1.1
Quebec	3,374,870	1,797,258	309,924	198,468	551,264	6,231,784	3.6
Ontario	5,536,981	4,902,519	725,143	297,209	510,621	11,972,473	-0.1
Manitoba	391,519	333,666	44,647	8,432	18,554	796,817	-0.1
Saskatchewan	435,324	267,855	24,726	5,712	89,408	823,026	-4.0
Alberta	2,145,391	1,201,790	269,730	38,298	290,695	3,945,904	0.2
British Columbia	2,653,299	1,694,269	215,926	72,238	262,383	4,898,114	4.8
Yukon	12,629	14,384	x	x	x	32,075	6.7
Northwest Territories	21,742	18,949	x	x	x	72,836	-9.6
Nunavut	7,295	x	x	x	x	7,295	35.6

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.

For more information, access the following link:

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