

Service bulletin

Food Services and Drinking Places

2008



Highlights

- Total operating revenue for the food services and drinking places industry in Canada reached \$45.6 billion in 2008, up 6.2% from 2007.
- Total operating expenses reached \$43.6 billion, an increase of 5.8%. The two main components of expenses remained cost of goods sold (35.5%) and labour (34.8%).
- The operating profit margin for the industry edged up from 4.0% in 2007 to 4.4% in 2008.
- Operating revenue increased in all provinces, with firms in Saskatchewan having the highest growth (9.9%). The other provinces had growth rates ranging from 4.0% in British-Columbia to 7.5% in Manitoba.
- Together, the full-service and the limited-service industry groups represented 85.1% of total operating revenue of the industry (44.2% and 40.9%, respectively).
- Operating revenue increased for all industry groups in 2008, but the limited-service restaurants, where meals are ordered and paid for mainly at the counter, showed the strongest growth, at 7.5%. Full-service restaurants (where patrons order and pay for meals at their table) were up 5.7%. The special food services, which includes food contractors, caterers and mobile food services, posted a 4.1% growth. The drinking places industry group went up for the first time since 2004, with a 4.8% increase.
- Sales of food and non-alcoholic beverages continued to generate the majority of operating revenue in the industry (82.9%), followed by sales of alcoholic beverages (14.4%).

Statistical tables

Table 1

Summary statistics for food services and drinking places industry – Total food services

	Operating revenue	Operating ¹ expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2008 p				
Newfoundland and Labrador	515.6	492.4	159.2	4.5
Prince Edward Island	153.8	147.7	48.5	4.0
Nova Scotia	1,176.5	1,121.0	374.6	4.7
New Brunswick	867.5	816.9	274.5	5.8
Quebec	9,587.6	9,128.3	3,198.5	4.8
Ontario	16,939.4	16,405.7	5,316.1	3.2
Manitoba	1,275.3	1,199.7	406.2	5.9
Saskatchewan	1,209.2	1,129.0	374.2	6.6
Alberta	6,414.1	6,004.7	2,076.4	6.4
British Columbia	7,307.5	7,004.8	2,374.3	4.1
Yukon	37.5	35.8	12.5	4.4
Northwest Territories	83.2	79.5	30.3	4.4
Nunavut	17.4	16.2	7.2	7.2
Canada	45,584.6	43,581.7	14,652.5	4.4
2007 r				
Newfoundland and Labrador	492.3	481.0	152.1	2.3
Prince Edward Island	146.0	138.4	45.4	5.2
Nova Scotia	1,096.4	1,040.1	334.6	5.1
New Brunswick	814.7	771.3	252.8	5.3
Quebec	8,980.5	8,633.1	2,966.9	3.9
Ontario	15,877.5	15,463.7	4,801.2	2.6
Manitoba	1,186.6	1,120.7	361.3	5.5
Saskatchewan	1,100.1	1,032.7	326.7	6.1
Alberta	6,068.1	5,692.8	1,890.2	6.2
British Columbia	7,023.5	6,715.7	2,266.3	4.4
Yukon	35.4	34.0	11.0	4.0
Northwest Territories	77.2	73.0	28.3	5.4
Nunavut	12.0	11.2	4.4	6.7
Canada	42,910.1	41,207.8	13,441.2	4.0
2006 r				
Newfoundland and Labrador	463.3	447.2	137.7	3.5
Prince Edward Island	149.2	140.2	45.1	6.0
Nova Scotia	1,043.0	996.1	314.6	4.5
New Brunswick	787.9	742.3	243.1	5.8
Quebec	8,672.2	8,279.4	2,688.9	4.5
Ontario	15,157.9	14,724.4	4,528.4	2.9
Manitoba	1,117.7	1,043.0	327.7	6.7
Saskatchewan	1,032.9	965.2	287.8	6.6
Alberta	5,599.1	5,210.0	1,643.2	6.9
British Columbia	6,641.9	6,365.0	2,085.9	4.2
Yukon	33.2	32.1	10.6	3.1
Northwest Territories	71.9	67.7	25.6	5.8
Nunavut	12.5	12.0	4.6	3.7
Canada	40,782.5	39,024.4	12,343.1	4.3

1. Operating expenses include cost of goods.

Note(s): According to the North American Industry Classification System (NAICS 722). See "Data source, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total. Please note a change in the methodology: commencing with 2001, the annual data are no longer benchmarked to the Monthly Survey of Food Services and Drinking Places.

Table 2
Summary statistics for food services and drinking places industry – Full-service restaurants

	Operating revenue	Operating ¹ expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2008 P				
Newfoundland and Labrador	145.9	140.3	46.0	3.8
Prince Edward Island	61.0	59.5	20.6	2.4
Nova Scotia	402.4	387.8	134.5	3.6
New Brunswick	269.4	258.8	91.7	3.9
Quebec	4,922.4	4,741.7	1,752.1	3.7
Ontario	6,793.6	6,699.6	2,128.2	1.4
Manitoba	588.5	559.8	198.4	4.9
Saskatchewan	583.5	550.5	192.7	5.7
Alberta	2,902.3	2,736.9	980.6	5.7
British Columbia	3,420.9	3,319.9	1,158.3	3.0
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	20,130.1	19,493.5	6,716.3	3.2
2007 r				
Newfoundland and Labrador	140.5	136.4	43.2	3.0
Prince Edward Island	55.9	53.5	18.9	4.4
Nova Scotia	364.4	354.6	116.3	2.7
New Brunswick	260.8	253.3	86.8	2.9
Quebec	4,632.9	4,512.2	1,658.9	2.6
Ontario	6,342.7	6,244.8	1,937.4	1.5
Manitoba	553.6	530.4	181.0	4.2
Saskatchewan	543.0	522.1	171.1	3.8
Alberta	2,795.0	2,634.5	922.4	5.7
British Columbia	3,311.2	3,202.0	1,125.6	3.3
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	19,037.6	18,479.4	6,273.2	2.9
2006 r				
Newfoundland and Labrador	127.9	124.1	37.8	3.0
Prince Edward Island	55.4	53.1	17.3	4.1
Nova Scotia	348.6	338.8	110.1	2.8
New Brunswick	245.8	238.1	76.7	3.1
Quebec	4,475.2	4,318.5	1,437.8	3.5
Ontario	6,062.8	5,943.3	1,798.3	2.0
Manitoba	523.3	500.7	163.1	4.3
Saskatchewan	503.5	477.0	150.5	5.3
Alberta	2,605.7	2,476.9	802.3	4.9
British Columbia	3,067.0	2,988.4	998.1	2.6
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	18,050.0	17,492.8	5,602.9	3.1

1. Operating expenses include cost of goods.

Note(s): According to the North American Industry Classification System (NAICS 7221). See "Data source, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total. Please note a change in the methodology: commencing with 2001, the annual data are no longer benchmarked to the Monthly Survey of Food Services and Drinking Places.

Table 3
Summary statistics for food services and drinking places industry – Limited service restaurants

	Operating revenue	Operating ¹ expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2008 P				
Newfoundland and Labrador	252.9	240.9	75.6	4.7
Prince Edward Island	82.8	78.6	24.8	5.2
Nova Scotia	589.3	555.3	176.9	5.8
New Brunswick	489.8	456.0	146.3	6.9
Quebec	3,010.1	2,823.7	910.1	6.2
Ontario	7,938.9	7,573.1	2,385.3	4.6
Manitoba	572.6	532.6	168.5	7.0
Saskatchewan	487.0	448.2	147.9	8.0
Alberta	2,565.9	2,380.4	781.6	7.2
British Columbia	2,625.8	2,476.2	781.1	5.7
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	18,649.4	17,598.0	5,609.1	5.6
2007 r				
Newfoundland and Labrador	242.7	237.2	73.6	2.3
Prince Edward Island	80.1	75.6	23.4	5.7
Nova Scotia	550.6	511.4	157.1	7.1
New Brunswick	450.2	417.7	131.6	7.2
Quebec	2,754.9	2,601.4	799.3	5.6
Ontario	7,392.2	7,105.8	2,103.8	3.9
Manitoba	531.1	495.0	146.5	6.8
Saskatchewan	436.9	396.9	126.1	9.2
Alberta	2,376.9	2,226.9	689.2	6.3
British Columbia	2,509.0	2,358.5	733.1	6.0
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	17,354.9	16,455.1	4,993.2	5.2
2006 r				
Newfoundland and Labrador	229.3	220.6	66.7	3.8
Prince Edward Island	84.8	78.7	24.9	7.1
Nova Scotia	514.5	482.2	141.6	6.3
New Brunswick	434.6	403.0	130.5	7.3
Quebec	2,624.1	2,490.8	774.9	5.1
Ontario	7,016.8	6,735.2	1,978.5	4.0
Manitoba	503.5	455.3	134.6	9.6
Saskatchewan	413.9	377.1	110.2	8.9
Alberta	2,166.6	1,990.0	589.7	8.2
British Columbia	2,435.1	2,271.8	719.4	6.7
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	16,452.6	15,532.9	4,679.9	5.6

1. Operating expenses include cost of goods.

Note(s): According to the North American Industry Classification System (NAICS 7222). See "Data source, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total. Please note a change in the methodology: commencing with 2001, the annual data are no longer benchmarked to the Monthly Survey of Food Services and Drinking Places.

Table 4
Summary statistics for food services and drinking places industry – Special food services

	Operating revenue	Operating ¹ expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2008 P				
Newfoundland and Labrador	70.3	66.5	25.9	5.3
Prince Edward Island	x	x	x	x
Nova Scotia	112.5	108.0	43.6	4.0
New Brunswick	50.4	46.9	19.5	7.0
Quebec	788.5	743.2	287.5	5.7
Ontario	1,663.7	1,600.4	660.3	3.8
Manitoba	86.2	80.2	32.5	7.0
Saskatchewan	44.2	41.0	12.8	7.3
Alberta	542.1	500.7	203.6	7.6
British Columbia	598.6	574.8	258.9	4.0
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	4,014.1	3,815.6	1,569.0	4.9
2007 r				
Newfoundland and Labrador	63.7	61.5	23.6	3.4
Prince Edward Island	x	x	x	x
Nova Scotia	112.9	106.9	42.0	5.3
New Brunswick	51.1	47.6	19.5	7.0
Quebec	764.8	725.0	275.9	5.2
Ontario	1,620.3	1,589.9	630.1	1.9
Manitoba	77.9	71.4	27.8	8.2
Saskatchewan	40.0	36.6	11.8	8.5
Alberta	506.3	463.2	180.3	8.5
British Columbia	566.8	544.4	244.9	4.0
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	3,855.3	3,694.9	1,477.8	4.2
2006 r				
Newfoundland and Labrador	61.2	58.6	23.0	4.3
Prince Edward Island	x	x	x	x
Nova Scotia	107.5	103.9	43.8	3.4
New Brunswick	51.8	48.8	21.0	5.7
Quebec	719.0	678.1	250.9	5.7
Ontario	1,536.3	1,509.0	617.5	1.8
Manitoba	66.7	63.3	24.3	5.1
Saskatchewan	36.7	33.2	10.8	9.5
Alberta	442.0	383.9	153.9	13.1
British Columbia	526.5	516.0	227.8	2.0
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	3,596.0	3,439.1	1,393.1	4.4

1. Operating expenses include cost of goods.

Note(s): According to the North American Industry Classification System (NAICS 7223). See "Data source, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total. Please note a change in the methodology: commencing with 2001, the annual data are no longer benchmarked to the Monthly Survey of Food Services and Drinking Places.

Table 5
Summary statistics for food services and drinking places industry – Drinking places

	Operating revenue	Operating ¹ expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2008 P				
Newfoundland and Labrador	46.6	44.7	11.7	4.2
Prince Edward Island	x	x	x	x
Nova Scotia	72.3	69.9	19.6	3.3
New Brunswick	57.9	55.3	17.1	4.6
Quebec	866.7	819.7	248.8	5.4
Ontario	543.2	532.7	142.2	1.9
Manitoba	27.9	27.1	6.8	3.1
Saskatchewan	94.5	89.4	20.8	5.4
Alberta	403.8	386.7	110.7	4.3
British Columbia	662.2	633.8	176.0	4.3
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	2,791.0	2,674.5	758.2	4.2
2007 r				
Newfoundland and Labrador	45.3	45.9	11.6	-1.2
Prince Edward Island	x	x	x	x
Nova Scotia	68.5	67.1	19.1	1.9
New Brunswick	52.5	52.7	15.0	-0.3
Quebec	828.0	794.5	232.7	4.0
Ontario	522.3	523.1	129.8	-0.1
Manitoba	24.1	23.9	6.1	0.8
Saskatchewan	80.2	77.2	17.8	3.8
Alberta	389.9	368.2	98.3	5.6
British Columbia	636.4	610.8	162.8	4.0
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	2,662.4	2,578.3	697.0	3.2
2006 r				
Newfoundland and Labrador	44.8	43.9	10.3	2.0
Prince Edward Island	x	x	x	x
Nova Scotia	72.4	71.2	19.1	1.7
New Brunswick	55.8	52.3	14.9	6.2
Quebec	853.9	792.0	225.2	7.2
Ontario	542.0	536.8	134.1	1.0
Manitoba	24.2	23.6	5.8	2.3
Saskatchewan	78.7	77.9	16.3	1.1
Alberta	384.8	359.2	97.2	6.6
British Columbia	613.3	588.7	140.5	4.0
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	2,683.8	2,559.6	667.2	4.6

1. Operating expenses include cost of goods.

Note(s): According to the North American Industry Classification System (NAICS 7224). See "Data source, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total. Please note a change in the methodology: commencing with 2001, the annual data are no longer benchmarked to the Monthly Survey of Food Services and Drinking Places.

Table 6
Operating expenses by selected expense statistics for the food services and drinking places industry, by province and territory, 2008

	Total food services	Full-service restaurants	Limited-service restaurants	Special food services	Drinking places
	percent				
Canada					
Cost of goods sold	35.5	34.9	35.8	34.5	39.3
Labour remuneration	34.8	35.6	33.1	42.8	29.1
Repair and maintenance	2.6	2.8	2.4	1.4	3.6
Rental and leasing	7.2	7.2	8.0	3.7	6.9
Utilities and telecommunications	2.8	3.3	2.6	1.1	2.8
Advertising and promotion	2.8	2.6	3.5	F	3.1
Depreciation	2.9	2.8	3.1	2.4	2.7
Newfoundland and Labrador					
Cost of goods sold	37.1	38.7	36.2	37.1	37.9
Labour remuneration	34.0	36.1	32.3	39.5	27.7
Repair and maintenance	2.3	2.5	2.5	F	3.5
Rental and leasing	6.8	5.5	8.6	3.8	5.3
Utilities and telecommunications	2.5	3.3	2.4	F	3.6
Advertising and promotion	2.4	1.7	3.2	x	x
Depreciation	2.8	3.6	2.5	2.0	3.2
Prince Edward Island					
Cost of goods sold	35.4	34.7	35.7	x	x
Labour remuneration	33.6	35.5	32.4	x	x
Repair and maintenance	2.8	3.0	2.5	x	x
Rental and leasing	5.0	5.1	4.9	x	x
Utilities and telecommunications	3.3	3.9	2.9	x	x
Advertising and promotion	2.9	2.3	3.4	x	x
Depreciation	2.8	3.2	2.5	x	x
Nova Scotia					
Cost of goods sold	36.6	36.5	36.7	35.5	38.4
Labour remuneration	34.3	35.5	32.7	41.8	28.3
Repair and maintenance	2.7	2.8	2.7	1.2	3.8
Rental and leasing	6.1	5.4	7.0	2.5	7.3
Utilities and telecommunications	3.0	3.7	2.9	F	3.6
Advertising and promotion	2.5	2.2	3.2	F	1.6
Depreciation	2.8	3.1	2.8	2.5	1.7
New Brunswick					
Cost of goods sold	36.6	37.0	36.7	35.0	35.4
Labour remuneration	34.2	36.4	32.3	42.8	32.4
Repair and maintenance	2.7	2.8	2.7	F	3.8
Rental and leasing	6.1	4.4	7.3	2.1	6.9
Utilities and telecommunications	3.2	4.4	3.0	F	3.1
Advertising and promotion	3.2	2.6	3.8	x	x
Depreciation	2.9	2.8	3.1	2.2	2.9
Quebec					
Cost of goods sold	35.6	34.9	36.0	36.1	37.0
Labour remuneration	36.0	38.0	33.0	41.0	31.6
Repair and maintenance	2.7	2.9	2.2	1.6	4.3
Rental and leasing	6.8	6.4	8.1	4.6	6.6
Utilities and telecommunications	2.9	3.4	2.5	1.4	2.6
Advertising and promotion	2.5	2.3	3.2	F	3.1
Depreciation	2.8	2.6	3.2	2.6	3.0
Ontario					
Cost of goods sold	35.3	35.6	35.1	34.2	35.4
Labour remuneration	34.1	33.2	33.4	43.2	27.3
Repair and maintenance	2.6	2.9	2.4	1.3	3.8
Rental and leasing	7.6	7.8	8.1	3.7	10.9
Utilities and telecommunications	2.9	3.5	2.7	1.1	3.1
Advertising and promotion	2.9	2.7	3.5	F	3.8
Depreciation	2.9	3.0	2.8	2.3	3.4

Table 6 – continued

Operating expenses by selected expense statistics for the food services and drinking places industry, by province and territory, 2008

	Total food services	Full-service restaurants	Limited-service restaurants	Special food services	Drinking places
	percent				
Manitoba					
Cost of goods sold	35.8	34.7	36.6	35.2	43.5
Labour remuneration	34.9	36.8	32.2	41.9	25.4
Repair and maintenance	2.6	2.9	2.4	1.4	3.5
Rental and leasing	6.5	6.2	7.2	3.2	6.6
Utilities and telecommunications	2.6	3.0	2.4	1.2	2.2
Advertising and promotion	2.7	2.0	3.7	F	3.8
Depreciation	3.2	3.2	3.4	2.0	2.6
Saskatchewan					
Cost of goods sold	37.0	35.7	37.0	38.6	43.2
Labour remuneration	34.7	36.8	33.9	32.3	29.4
Repair and maintenance	2.4	2.4	2.4	2.3	2.2
Rental and leasing	6.3	6.2	7.0	4.7	4.9
Utilities and telecommunications	3.1	3.7	2.7	1.7	2.1
Advertising and promotion	3.0	2.2	4.3	1.4	1.5
Depreciation	2.8	2.8	2.7	4.5	2.5
Alberta					
Cost of goods sold	34.5	33.0	36.0	34.4	35.6
Labour remuneration	35.2	36.5	33.3	41.9	28.7
Repair and maintenance	2.4	2.5	2.4	1.4	3.1
Rental and leasing	7.3	7.5	7.5	4.7	8.1
Utilities and telecommunications	2.7	3.1	2.6	F	2.8
Advertising and promotion	3.3	3.1	3.9	F	3.9
Depreciation	3.2	3.1	3.6	2.6	2.8
British Columbia					
Cost of goods sold	36.2	34.3	36.6	32.2	44.9
Labour remuneration	34.6	35.8	32.4	46.0	28.0
Repair and maintenance	2.6	2.6	2.6	1.4	3.1
Rental and leasing	7.2	7.8	8.6	2.4	4.4
Utilities and telecommunications	2.5	2.9	2.2	F	2.6
Advertising and promotion	2.7	2.6	3.6	F	2.5
Depreciation	2.8	2.7	3.4	2.1	2.1
Yukon					
Cost of goods sold	34.5	x	x	x	x
Labour remuneration	35.1	x	x	x	x
Repair and maintenance	2.3	x	x	x	x
Rental and leasing	x	x	x	x	x
Utilities and telecommunications	3.5	x	x	x	x
Advertising and promotion	x	x	x	x	x
Depreciation	x	x	x	x	x
Northwest Territories					
Cost of goods sold	37.7	x	x	x	x
Labour remuneration	38.5	x	x	x	x
Repair and maintenance	1.5	x	x	x	x
Rental and leasing	4.3	x	x	x	x
Utilities and telecommunications	2.8	x	x	x	x
Advertising and promotion	2.4	x	x	x	x
Depreciation	1.5	x	x	x	x
Nunavut					
Cost of goods sold	36.9	x	x	x	x
Labour remuneration	43.6	x	x	x	x
Repair and maintenance	2.4	x	x	x	x
Rental and leasing	x	x	x	x	x
Utilities and telecommunications	3.0	x	x	x	x
Advertising and promotion	x	x	x	x	x
Depreciation	x	x	x	x	x

Note(s): According to the North American Industry Classification System (NAICS 722). See "Data source, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. Estimates are preliminary. Preliminary data are subject to revision. Please note a change in the methodology: commencing with 2001, the annual data are no longer benchmarked to the Monthly Survey of Food Services and Drinking Places. The smallest firms, in terms of revenues earned, are not included in the estimates. These firms account for a relatively small portion of total industry revenues.

Table 7
Distribution of total revenue for the food services and drinking places industry, by province and territory, 2008

	Sales of alcoholic beverages	Sales of food and non-alcoholic beverages
	percent	
Canada		
Total food services	14.4	82.9
Full-service restaurants	19.9	77.9
Limited-service restaurants	0.6	97.4
Special food services	4.1	91.6
Drinking places	73.2	17.6
Newfoundland and Labrador		
Total food services	10.6	85.6
Full-service restaurants	16.5	79.8
Limited-service restaurants	x	98.7
Special food services	3.1	92.9
Drinking places	66.2	15.3
Prince Edward Island		
Total food services	11.0	87.2
Full-service restaurants	18.5	78.9
Limited-service restaurants	x	99.4
Special food services	x	x
Drinking places	x	x
Nova Scotia		
Total food services	9.8	87.6
Full-service restaurants	16.3	82.1
Limited-service restaurants	0.2	98.0
Special food services	2.6	93.8
Drinking places	63.7	23.4
New Brunswick		
Total food services	9.8	87.6
Full-service restaurants	14.5	83.0
Limited-service restaurants	1.5	97.1
Special food services	1.6	94.2
Drinking places	72.1	13.7
Quebec		
Total food services	16.4	80.4
Full-service restaurants	17.4	80.3
Limited-service restaurants	0.7	97.1
Special food services	3.6	92.6
Drinking places	78.8	10.0
Ontario		
Total food services	12.0	85.6
Full-service restaurants	21.7	76.7
Limited-service restaurants	0.6	97.3
Special food services	4.5	90.3
Drinking places	76.8	15.7
Manitoba		
Total food services	9.9	86.6
Full-service restaurants	16.9	78.8
Limited-service restaurants	0.1	98.1
Special food services	4.3	90.7
Drinking places	75.5	16.0

Table 7 – continued

Distribution of total revenue for the food services and drinking places industry, by province and territory, 2008

	Sales of alcoholic beverages	Sales of food and non-alcoholic beverages
	percent	
Saskatchewan		
Total food services	15.3	80.6
Full-service restaurants	20.2	75.2
Limited-service restaurants	0.2	98.3
Special food services	1.7	92.7
Drinking places	70.3	16.9
Alberta		
Total food services	14.5	82.6
Full-service restaurants	21.2	76.2
Limited-service restaurants	0.7	97.7
Special food services	4.2	92.1
Drinking places	67.4	22.0
British Columbia		
Total food services	19.1	78.2
Full-service restaurants	20.3	77.9
Limited-service restaurants	0.5	97.1
Special food services	4.1	92.8
Drinking places	69.8	23.8
Yukon		
Total food services	12.0	85.4
Full-service restaurants	x	x
Limited-service restaurants	x	x
Special food services	x	x
Drinking places	x	x
Northwest Territories		
Total food services	12.5	85.4
Full-service restaurants	x	x
Limited-service restaurants	x	x
Special food services	x	x
Drinking places	x	x
Nunavut		
Total food services	0.9	97.5
Full-service restaurants	x	x
Limited-service restaurants	x	x
Special food services	x	x
Drinking places	x	x

Note(s): According to the North American Industry Classification System (NAICS 722). See "Data source, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total. Estimates are preliminary. Preliminary data are subject to revision. Please note a change in the methodology: commencing with 2001, the annual data are no longer benchmarked to the Monthly Survey of Food Services and Drinking Places. The smallest firms, in terms of revenues earned, are not included in the estimates. These firms account for a relatively small portion of total industry revenues.

Data sources, definitions and methodology

Description

This annual sample survey collects data required to produce economic statistics for the Food Services and Drinking Places industry in Canada. Data collected from businesses are aggregated with information from other sources to produce official estimates of national and provincial economic production for this industry. Survey estimates are made available to businesses, governments, investors, associations, and the public. The data are used to monitor industry growth, measure performance, and make comparisons to other data sources to better understand this industry.

Target population

The target population consists of all establishments classified to the Food Services and Drinking Places industry (NAICS 722) according to the North American Industry Classification System (NAICS) during the reference year. This industry comprises establishments primarily engaged in preparing meals, snacks and beverages, to customer order, for immediate consumption on and off the premises.

Sampling

This is a sample survey with a cross-sectional design.

The frame is the list of establishments from which the portion eligible for sampling is determined and the sample is taken. The frame provides basic information about each firm including address, industry classification, and information from administrative data sources. The frame is maintained by Statistics Canada's Business Register Division and is updated using administrative data.

The basic objective of the survey is to produce estimates for the whole industry - incorporated and unincorporated businesses. The data come from two different sources: a sample of all businesses with revenue above or equal to a certain threshold (note: the threshold varies between surveys and sometimes between industries and provinces in the same survey) for which either survey or administrative data may be used; and administrative data only for businesses with revenue below the specified threshold. It should be noted that only financial information is available from businesses below the threshold; e.g., revenue, and expenses such as depreciation and salaries, wages and benefits. Detailed characteristics are collected only for surveyed establishments.

Prior to the selection of a random sample, establishments are classified into homogeneous groups (i.e., groups with the same NAICS codes and same geography). Quality requirements are targeted, and then each group is divided into sub-groups called strata: take-all, must-take, and take-some.

The take-all stratum represents the largest firms in terms of performance (based on revenue) in an industry. The must-take stratum is comprised of units selected based on complex structural characteristics (multi-establishment, multi-legal, multi-NAICS, or multi-province enterprises). All take-all and must-take firms are selected to the sample. Units in the take-some strata are subject to simple random sampling.

The effective sample size for reference year 2008 was 2,764 collection entities.

Definition

Operating revenue excludes investment income, capital gains, extraordinary gains and other non-recurring items.

Operating expenses exclude write-offs, capital losses, extraordinary losses, interest on borrowing, and other non-recurring items

Operating profit margin is derived as follows: operating revenue minus operating expenses, expressed as a percentage of operating revenue. The derived figure excludes corporation income tax paid by incorporated

businesses and individual income tax paid by unincorporated businesses. For unincorporated businesses, operating profit margin includes unpaid remuneration to partners and proprietors, which is not recorded as salaries, wages and benefits. Therefore the profit estimate will be higher in industries where unincorporated proprietorships and partnerships are significant contributors.

Salaries, wages and benefits include vacation pay and commissions for all employees for whom a T4 slip was completed. This category also includes the employer portion of employee benefits for items such as Canada/Quebec Pension Plan or Employment Insurance premiums. Salaries and wages do not include working owners' dividends nor do they include the remuneration of owners of unincorporated business. Therefore the relative level of salaries, wages and benefits will be lower in industries where unincorporated businesses are significant contributors.

An active **statistical establishment** is one production entity or the smallest grouping of production entities which produces as homogeneous a set of goods and/or services as possible; which does not cross provincial boundaries; and for which records provide data on the value of output together with the cost of principal intermediate inputs used and cost and quantity of labour resources used to produce the output.

Quality evaluation

Prior to dissemination, combined survey results are analyzed for overall quality; in general, this includes a detailed review of individual responses (especially for the largest companies), an assessment of the general economic conditions portrayed by the data, historic trends, and comparisons with other data sources.

Disclosure control

Statistics Canada is prohibited by law from releasing any data which would divulge information obtained under the Statistics Act that relates to any identifiable person, business or organization without the prior knowledge or the consent in writing of that person, business or organization. Various confidentiality rules are applied to all data that are released or published to prevent the publication or disclosure of any information deemed confidential. If necessary, data are suppressed to prevent direct or residual disclosure of identifiable data.

Data accuracy

Of the units contributing to the estimate, the weighted response rate was 86.2 %. CVs were calculated for each estimate and are available upon request.

Related products

CANSIM

Available on CANSIM: tables 355-0005 and 355-0007 - Summary statistics for food services and drinking places (all establishments), by North American Industry Classification System (NAICS), annual (dollars unless otherwise noted) (350 series).

355-0007

Survey(s)

Definitions, data sources and methods: survey number 4704 - Annual Survey of Service Industries: Food Services and Drinking Places.

Publications

Service Industries Newsletter, Catalogue no, 63-018-X.

Analytical paper series - Service Industries Division, Catalogue no, 63F0002XIB.

Release date: May 2010

Symbols

The following standard symbols are used in Statistics Canada publications:

.	not available for any reference period
..	not available for a specific reference period
...	not applicable
0	true zero or a value rounded to zero
0 ^s	value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
P	preliminary
r	revised
X	suppressed to meet the confidentiality requirements of the <i>Statistics Act</i>
E	use with caution
F	too unreliable to be published

To access this product

This product, Catalogue no. 63-243-X, is available free in electronic format. To obtain a single issue, visit our website at www.statcan.gc.ca and browse by "Key resource" > "Publications."

Frequency: Annual / ISSN 1916-7016

For information on the wide range of data available from Statistics Canada, please call our national inquiries line at 1-800-263-1136.

Cette publication est également disponible en français.

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