



New Brunswick Essentials

Origin of name: New Brunswick borrowed its name from the duchy of Brunswick in Germany. This duchy was in the possession of Britain's King George III in 1784, the year New Brunswick was established.

License plate: The current plate, in circulation since 1991, features the province's name in French and English and boasts a small galley sailing ship representative of the fishing and shipbuilding industries. There are also other plate options: a conservation license plate features a leaping salmon, firefighters are featured with a plate adorned with their symbol, the Maltese Cross, and a plate featuring a poppy and the words "Veteran-Ancien Combattant" honours veterans. Since 1986 New Brunswickers have had the option personalizing plates with messages of up to seven letters.

Official Name: The Picture Province.

Nick Name: "Herring Choker": Someone who comes from New Brunswick. The term is derived from the stereotype that people living in the Maritimes only eat fish, herring in particular.

Motto: Spem reduxit (*Hope restored*).

Provincial flag: Adopted in 1965, the New Brunswick provincial flag is based on the provincial coat of arms, first designated in 1868. The yellow background is dominated by a galley ship symbolizing the importance of shipbuilding. The ship sails on waves of white and blue. The lion across the top of the flag represents the province's connection with England.

Provincial flower: Purple violet (*Viola cucullata*).

Tartan: Blue, forest green and meadow green, interwoven with gold on red. Adopted in 1959, the New Brunswick tartan was designed by the loomcrofters of Gagetown. Forest green stands for lumbering, meadow green for agriculture, and the blue for coastal and inland waters. These are interwoven with gold, the symbol of New Brunswick's potential wealth. The red blocks symbolize the loyalty of Loyalist settlers and the Royal New Brunswick Regiment.

Provincial bird: Black-capped chickadee (*Poecile atricapillus*). This small songbird features a black cap and bib, white cheeks, buff sides and a distinctive “chickadee-dee-dee” song.

Provincial tree: Balsam fir (*Abies balsamea*). Characterized by its flat, dark green needles and reaching heights of 20 m (65 feet), this adaptable tree is the staple of the provincial pulp and paper and Christmas tree industries.

Did you know...

that New Ireland and Pittsylvania (for British PM William Pitt) were names considered for the new colony of New Brunswick?

Did you know...

that the purple violet is not just an attractive little perennial that graces New Brunswick's fields from May through July? It's also an ingredient in jams and syrups and is used medicinally as a cough suppressant and digestive aid.

Provincial fishing fly: A salmon fly called the “Picture Province” has been New Brunswick's provincial fly since 1993. The fly has a tag of gold symbolizing the value of Atlantic Salmon, a butt of green floss honouring the fiddlehead, and a tail of red goose fibres to match Canada's flag and symbolize New Brunswick's ties with the nation. Its body is cranberry red, one of New Brunswick's official colours, with a rib of gold tinsel. It also has a hackle of lemon yellow (the background colour of the flag), a head of black, and is adorned with a wing of black bear hair.

Time Zone: Atlantic Standard Time.

System of measurement: Metric.

Voting Age: 18

Statutory Holidays: New Year's Day, Good Friday, Canada Day, New Brunswick Day, Labour Day, Remembrance Day and Christmas day. Many employers also recognize Easter Monday, Victoria Day, Thanksgiving Day and Boxing Day.

Capital city: Fredericton.

Did you know...

that New Brunswick has an official provincial soil? Proclaimed in 1997, it is the Holmesville Soil Series. Named for a small town in fertile Carleton County, it is the province's dominant soil type.

City of Stately Elms

Nestled along the banks of the St. John River, the provincial capital of Fredericton has a long and storied history. Well before Europeans came to the area, it was an important Maliseet and Mi'kmaq hunting, fishing and agricultural site. In 1692, a short-lived French fort was erected at the nearby mouth of the Nashwaak River.

The French returned to the area in 1732 when a group of Acadians left peninsular Nova Scotia and established a village at Ste. Anne's Point, the place now occupied by Old Government House. In 1758, Britain, newly in control of all Acadia, razed Ste. Anne's Point and expelled the Acadians. Facing Native resistance, British settlers were slow to settle the area, but by 1768 three British families had settled there.

The year 1783 marked a turning point in the community's history. That October, 2,000 war-weary Loyalist refugees landed at Ste. Anne's Point. Those who survived what was a horrendous first winter fraught with starvation and disease petitioned the government in Halifax to partition Nova Scotia, thereby creating a new province. They got their wish in 1784 when New Brunswick formally came into existence.

In 1785, the town was renamed Frederickstown to honour Prince Frederick, second son of English King George III, although the 'k,' 's' and 'w' were soon dropped. Located 112 km upriver from the mouth of the St. John River, Fredericton was seen as a strategically sound place for the new province's capital, which it was named in April 1785.

The city's inland location presented its own problems. Although a safe distance from the ocean, the new capital was uncomfortably close to the expansionist-minded United States. With this in mind, Fredericton was fortified with a British military barrack and the presence of Red Coats became a distinguishing feature of the capital.

Did you know...

that King Street in Saint John is the steepest main street in all of Canada?

AMALGAMATION

During the 1990s, the provincial government developed a strategy for municipal restructuring that created large regional governments out of smaller municipalities. The focus was the Miramichi and Saint John areas.

In 1995, the City of Miramichi was formed through an amalgamation of Newcastle, Chatham, Douglastown, Loggieville, Nelson-Miramichi and several surrounding rural communities. In 1998, several communities neighbouring Saint John merged with the city or came together to form the larger towns of Quispamsis, Rothesay and Grand Bay-Westfield.

COUNTIES BY POPULATION

Westmorland	135,103
York	92,306
Gloucester	81,269
Saint John	77,496
Kings	67,990
Northumberland	50,792
Madawaska	35,442

They Said It

"My roots, I'm incredibly proud of them. I believe they are responsible for the success I've had as a negotiator and as a social activist."

— Buzz Hargrove, president of the Canadian Auto Workers Union and native of Bath, New Brunswick.

Restigouche	34,889
Kent	31,716
Albert	28,199
Charlotte	28,026
Carleton	27,990
Sunbury	27,339
Victoria	21,298
Queens	12,151

Source: NB Dept of Vital Statistics.

POPULATION IN PERSPECTIVE

New Brunswick is more than five times the size of Connecticut, yet Connecticut has four times as many people. As a percentage of the Canadian population, the population of New Brunswick has been decreasing for more than 60 years as people have left the province to look for better opportunities and as recent immigrants settle in other provinces. Today New Brunswick has just two percent of Canada's population.

BOYS AND GIRLS

Population by age and sex

Age	Males	Females	Total
0-14	62,194	59,323	121,517
15-24	51,853	48,460	100,313
25-44	107,454	106,948	214,402
45-64	104,795	106,268	211,063
65+	44,857	59,854	104,711
Total	371,153	380,853	752,006

Sources: NB Department of Vital Statistics; Statistics Canada

Did you know...

that New Brunswick is Canada's only officially bilingual province?

Source: Government of New Brunswick.

NOT IN THE MILLION CLUB

As of April 1, 2006, 750,504 people called New Brunswick home, down 1,841 from the previous year. The population of New Brunswick is expected to remain stable in 2006. If current birth and out-migration patterns continue, the province is not expected to break the million-people mark any time soon.

Source: NB Dept. of Finance.

Take 5 FIVE FAVOURITE MEMORIES OF GROWING UP IN NEW BRUNSWICK

David Ganong, president of St. Stephen-based Ganong Bros. Limited, is head of Canada's oldest candy company and a fourth-generation chocolatier. His company is credited with numerous achievements such as inventing the "chicken bone" - sweet cinnamon candy on the outside, semi-sweet dark stuff on the inside – and the chocolate bar. As well, Ganong's products are very popular in Canada and many other countries such as the U.S. and Britain. Through all the success and his travels of the world, Ganong says home remains New Brunswick. He shares with us five things he remembers most about growing up in the province.

- Boating with my father in Passmaquoddy Bay** and the islands of Campobello, Deer Island and Passmaquoddy Bay itself.
- Tours in the fall of the chocolate factory with my grandfather,** A.D. Ganong, the inventor of the chocolate bar, when the factory was working overtime for Christmas candy.
- Trout fishing in the New Brunswick lakes and brooks with my Dad** and friends.
- Our family meal out on Sunday night** having hot dogs at the Busy Bee Take-Out, just outside of St. Stephen.
- Numerous Scout and Cub camps** at Lake Utopia and weekend camping expeditions with the Scouts.

POPULATION DENSITY

Tokyo	13,416 people/ km ²
New York City	10,194.2 people/km ²
New Brunswick	10.2 people/km ²

Median age

- **Total:** 38.6 women: 39.4 men: 37.7

Life expectancy

- **Total:** 79.3 women: 82.0 men: 76.5

FERTILITY RATE

- As of 2003, a New Brunswick woman could expect to have 1.4 children in her lifetime.

Sources: NB Department of Vital Statistics; Statistics Canada

ON A TYPICAL DAY IN NEW BRUNSWICK . . .

- 20 children are born
- 18 people die
- 11 marriages take place - three in civil ceremonies and eight by religious clergy
- 4 people divorce

Sources: Statistics Canada and NB Vital Statistics.

Did you know...

that Metepenagiag, a 3,000-year-old Mi'kmaq fishing village, is New Brunswick's oldest continuously occupied community?

Take 5 FIVE MOST POPULOUS CITIES AND TOWNS

1. **Saint John** 90,762
2. **Moncton** 90,359
3. **Fredericton** 54,068
4. **Miramichi** 18 508
5. **Bathurst** 16,427

Source: NB Dept of Vital Statistics.

ORIGIN OF THE SPECIES

Although most New Brunswickers (fully 415,810) were born in Canada, we are a motley crew from a whole host of international and multi-cultural backgrounds.

French	193,470
English	165,235
Irish	135,835
Scottish	127,635
German	27,490
Acadian	26,220
North American Indian	23,815
Dutch (Netherlands)	13,355
Welsh	7,620
Italian	5,610
Métis	4,955

Source: Statistics Canada

Did you know...

that 245,865 New Brunswickers speak both official languages?

MIGRATION TO AND FROM NEW BRUNSWICK

	Out	In
1999-2000	1,183	609
2000-2001	1,530	883
2001-2002	1,218	768
2002-2003	843	648
2003-2004	760	761
2004-2005	1,650	870

Source: NB Department of Finance

IRISH IMMIGRANTS AND RACIAL PREJUDICE

In the late 19th century, Irish immigrants who came to New Brunswick during the Great Famine were quarantined on Partridge Island, near Saint John. Those who survived the journey and escaped quarantine, suffered the wrath of poverty and prejudice in the “Loyalist” city.

The city’s Irish population was indispensable in 1877 when Saint John was brought to its knees by the Great Fire. In its aftermath, many townspeople left the city. It was the Irish labourers, who played the biggest part in rebuilding the battered town.

Take 5 TOP FIVE LANGUAGES SPOKEN

1. **English** (65.2 percent)
2. **French** (33.1 percent)
3. **German** (0.2 percent)
4. **Arabic** (0.1 percent)
5. **Mi'kmaq** (less than 0.1 percent)

Source: Statistics Canada.

THE MARRYING KIND

The average age of first marriage in New Brunswick is 27.3 for brides and 29.6 years for grooms. Compare that to 25 years ago, when the ages were 24.8 years for women and 27.3 years for men. In 2005 there were 3,846 marriages in New Brunswick.

Source: Statistics Canada

FAMILY STRUCTURE

- Percentage of children living in married two-parent households: 69
- Common law, two-parent families: 9.3
- Female lone-parent families: 18
- Male lone-parent families: 3.8

Source: Statistics Canada

D-I-V-O-R-C-E

- Divorce rate (per 100,000) in New Brunswick: 37.6
- Divorce rate in Canada: 48.8
- In 2003 there were 1,450 divorces in New Brunswick.

Source: Statistics Canada,

RELIGIOUS AFFILIATION

- Roman Catholic: 53.6 percent
- Protestant: 36.5 percent
- Muslim: 0.2 percent
- Jewish: 0.1 percent
- Hindu: 0.1 percent
- Buddhist: 0.1 percent
- No religious affiliation: 8 percent

Source: Statistics Canada.

HEALTH CARE PROFESSIONALS

(2006 FIGURES UNLESS OTHERWISE INDICATED)

Physicians	1,370
Dentists	285
Registered Nurses (2005)	8,458
Licensed Practical Nurses (2005)	3,065
Physiotherapists	455
Pharmacists	625

Sources: NB Department of Health, NB Dental Society, Nurses Association of New Brunswick, Association of New Brunswick Licensed Practical Nurses, NB College of Physiotherapists, NB Pharmacists' Association.

EDUCATIONAL INSTITUTIONS

Universities	4 public, 3 private
Colleges, NB Community College,	11 campuses
English schools, P-12 (03/04)	236
Francophone schools, P-12 (03/04)	102

Source: Government of New Brunswick.

FULL-TIME ENROLLMENT

Universities, 2004-2005	24,808
NBCC, 2004-2005	18,867
Other colleges, 2005-2006	3,077
Public Schools, P-12, 2004-2006	114,820
Private schools, P-12	1,000

Sources: Maritime Provinces Higher Education Commission; NB Dept. of Post-Secondary Education; NB Dept of Education.

COMMUNICATIONS (2006)

Daily/weekly newspapers	30
TV/cable broadcasting source stations	7
AM / FM radio stations	44

Source: Communications New Brunswick.

INTERNET

As of 2003, 53.3 percent of New Brunswick households used the Internet from some location: 42.7 percent use it from home, 28.9 percent from work, and 18.2 percent from school. Wireless Internet also has a foothold in the province, with 34 Wi-Fi locations across the province according to Jwire (a website that tracks wireless hotspots around the globe). Most of these are in Fredericton. Since 2003 the capital city has been committed to creating a wireless Internet zone, dubbed the Fred e-zone.

Source: Statistics Canada.

Web links

Miscellaneous New Brunswick

www.new-brunswick.net

This New Brunswick website is filled with an entertaining array of facts, stories and other information about the picture province.

Newspapers

www.canadaeast.com

Want to catch up on the news in New Brunswick? Check out this website featuring the main newspapers of New Brunswick published by Brunswick News.