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SAINT JOHN SNAPSHOT

Population: As of July 2022, the City of Saint John saw a 2.4 per cent annual increase in population. The Greater Saint John Region now has a population of **142,422** including the City of Saint John (**75,015**) and its neighbouring communities: Quispamsis, Rothesay, St. Martins and Grand Bay-Westfield.

Ethnic Diversity: Saint John is a community that has been built by, and is home to, people from many nations and cultures. In the mid-half of the 19th century, 45% of Saint John's population had been born in Ireland. European Jews, Lebanese, Italian and Chinese immigrants arrived soon after. By the 1920s, one in ten residents had been born outside of Canada. A few European families arrived following World War II. South Asians arrived in the 1970s, along with refugees from Vietnam, South America, and the former Yugoslavia. In recent years Saint John has increased its newcomer population with growing Chinese, Korean, Iranian, German and Syrian communities, although English-speakers with British Isles' ancestry continue to be in the majority.

The **First Nations** peoples of New Brunswick number just under 30,000, making up about 4% of New Brunswick's total population.

In recognition of the early Acadian settlers, New Brunswick is the only officially **bilingual** province in Canada, with approx. 30% of the population speaking French regularly at home. In Saint John, about 4.4% of the population has French as their mother tongue. Other parts of the province have a higher proportion of French speakers – eg. Moncton approx. 30% and Edmundston 98%.

Industry: Saint John has a history as a hub for business, industry and innovation. The variable pitch propeller, the cable ferry, and the steam-powered foghorn were invented here. While Saint John continues to be a major industrial centre in the Maritimes; the city is in transition as it develops its service and knowledge-based sectors. The Port of Saint John is growing.

Current economic drivers are:

- **Health & Life sciences** (hospital research + Dalhousie School of Medicine at UNBSJ),
- **Information & Communications Technology**,
- **Energy** (largest oil refinery in Canada, LNG plant, Atlantic Canada's only nuclear power generator, development of Energy East Pipeline)
- **Tourism** (Saint John welcomes 1.7 million visitors every year)
- **Natural resources** (fisheries and minerals)
- **Commercial/Retail**
- **Advanced Manufacturing** (including chemicals, plastics, tidal, metal processing and construction).

Tourism employs 1 in 10 people working in the Fundy region**.** Saint John boasts two state-of-the-art Cruise Terminals and a modern waterfront development that integrates with the beautiful architecture of the city. With the completion of the **Fundy Trail Parkway** we can now showcase the spectacular Bay of Fundy coastline between St. Martins and Fundy National Park.

Unemployment rates in the Saint John Region have historically been lower than the provincial average, and are currently running at about 8% as of April 2025.

Jobs: 27% of residents are employed in sales & service jobs, followed by 21% in business & administration jobs, 13.5% in trades & transportation, and 7% in each of the following: government/education, health, and sciences.

Education: Children start public school at 5 years of age. Most neighbourhoods have small Elementary Schools and include Kindergarten to grade 5. Middle Schools are from grades 6 to 8, and local High Schools run from grade 9 to grade 12. New Brunswick also provides French Immersion programs in the Anglophone schools.

Religion: 89.2% of Saint John residents identify as Christian (47.6% Protestant, 40.3% Roman Catholic, and 1.3% other Christian, mostly Orthodox and independent churches). 10.1% state no religious affiliation, and other religions including Islam, Judaism, Buddhism, and Hinduism together comprise less than 1%.

Cost of Living: In almost all cases our cost of living is lower than elsewhere in Canada, and most of the world (approximately 10-30% lower than other Canadian cities). The **average family income** is $87,650 in New Brunswick.

Weather: Saint John's temperature averages approximately 22°C (72°F) in summer and -3.9°C (25°F) in winter. Compare that with the frigid **Bay of Fundy**, which in winter is near freezing (water temperature of 0-4°C or 32-39.2°F) and warms up only 5 degrees in the summer (8-12°C or 46-53.6°F). In **winter**, a single snowfall can be up to 42 cm (16 in), with an average snow depth of about 16 cm (6 in) through the season. Saint John gets about 1,950 hours of **sunshine** per year and 1,147.9 mm (45 in) of **rain**, spread fairly evenly throughout the year. Saint John has an average of about 70 **fog** days a year, mostly in the summertime.

Environment: The natural environment is the greatest defining feature and asset of Saint John. Throughout the City, the landscape changes from Fundy's tidal marshes and estuaries to towering cliffs overlooking the Bay of Fundy and the Saint John River. The City's extensive coastlines, world class geology and vast forested areas make Saint John the most environmentally diverse city in Atlantic Canada. 4.1% of Saint John's total area of 33,000 ha is covered by lakes, most of which are found in the rural parts of the City. In terms of climate change, Saint John has experienced 0.2m of sea level rise over the last 100 years and forecasters predict a rise of between 0.4-0.7m over the next 100 years.

Healthcare: New Brunswick has a universal health care system where all New Brunswick residents are provided with a full range of doctor and hospital services at no extra cost. Saint John is home to the largest hospital in New Brunswick.

Arts and Culture: The City welcomes performances from around the world and is also home to numerous theatre, dance, and music organizations, including Symphony New Brunswick. Saint John also has several public and many private art galleries and is the home of the New Brunswick Museum. In 2010, Saint John was named a Cultural Capital of Canada.

Sports and Recreation: Hiking, biking, swimming, fishing, and water sports are popular in the warmer months, and snowshoeing, snowmobiling, skiing, sledding and ice fishing are popular in the winter. Saint John also supports its own Major Junior hockey team called the Saint John Sea Dogs, and Saint John Union, a professional basketball team.

Location: Saint John is a one-hour drive to the United States border at Calais, Maine; a 4-hour drive to Halifax, Nova Scotia; and a 10-hour drive to Montreal, Quebec.

Kudos for Saint John:

- In 2010, Saint John was named a **Cultural Capital of Canada**.
- In 2011, the Bay of Fundy was the only Canadian destination to be included in the final competition as one of the world's "**New 7 Wonders of Nature**".
- In 2012, Saint John was named a **Top 7 Intelligent Community** by the Intelligent Community Forum. The story of Aquila's online International Tour Guide Certification program played a key role in the city's successful designation.
- In 2013, Saint John's **Old City Market** was named as one of **Canada's Great Public Spaces** by the Canadian Institute of Planners.