

PEI Essentials

Origin of the Name: Prior to the arrival of Europeans, the Mi'kmaq called their Island home Epekwitk, often translated to mean 'resting on the waves.' In the 18th century, the French established a small colony called Ile St. Jean, a name anglicized to St. John's Island when the British assumed control in 1763. In 1799, the Island got its current handle when British officials renamed it Prince Edward Island in honour of Edward, Duke of Kent, the father of Queen Victoria.

Official Nickname: The Gentle Island

Other Nicknames: The Garden Province, The Million Acre Farm, Spud Island or simply, The Island

Capital City: Charlottetown

Provincial Bird: The Blue Jay (*Cyanocitta cristata*). In 1997, more than twenty years after Islanders selected the bird in a plebiscite, the Blue Jay was officially designated the provincial bird. Like all true Islanders, the Blue Jay lives on the Island year round.

Provincial Flower: The Lady's Slipper (*Cypripedium acaule*). Designated the provincial flower in 1947, this orchid's petals form a pouch resembling a slipper.

Provincial Tree: The Red Oak (*quercus rubra*). Growing at a rate of two feet per year and reaching heights of 100 feet, this provincial tree was widely used by early settlers to make furniture and barrels.

Bio PRINCE EDWARD AUGUSTUS

On November 2nd, 1767, Prince Edward Augustus, the fourth son of King George III and his wife Charlotte, was born at Buckingham Palace, London. Although born with a royal spoon in his mouth, Edward's life would be a difficult one. As a youth, Edward and his father were estranged and King George did his best to keep his son out of England. Very unhappily, Edward received a military education in Europe where he amassed a sizeable debt that would plague him for the rest of his life.

Prince Edward excelled in military service and quickly rose in the ranks. By 1790, he was a colonel based in Gibraltar. Known for his draconian discipline, men who served under him complained of his harsh command. In 1791, Edward's regiment was relocated to Quebec where the young Prince became part of the colony's social elite. When war erupted between France and England in 1793, Edward, then a Major-General, was sent to Halifax, charged with commanding the forces of New Brunswick and Nova Scotia. Still exhibiting his penchant for iron-fisted command, he was exceedingly unpopular with the troops. Nevertheless, he did much for Halifax as it was under his watch that the city was revitalized and a new Citadel constructed.

In 1798, a fall from a horse left Prince Edward severely injured and he returned to his native London to recuperate. On his arrival home, the wayward royal was made Duke of Kent and Strathearn, promoted to General and then named Commander-in-Chief of the forces in British North America. His injured leg healed, and he returned to

The Tartan: Designed by Jean Reid, the reddish brown of PEI's provincial tartan represents the red soil, the green its trees and the grass, the white the caps on the waves and the yellow the sun.

Coat of Arms: The 1905 Coat of Arms, granted by King Edward VII, features a shield and a gold Heraldic Lion stretched across the top, borrowed from the Coat of Arms of the Island's namesake, Prince Edward,

Halifax in 1899. Ill-health, however, cut his stay short. A return dispatch to Gibraltar followed in 1802, but also ended quickly when he was recalled in a hailstorm of complaints about his extreme disciplinary tactics. Prince Edward's days of active military service were over.

When Edward returned home, the rift between he and the King had still not healed and without his father's favour Edward was unable to secure an important office. As a result, he spent his life in retirement at his London estate, serving a number of charities.

Meanwhile, Edward's love life became a matter of public scrutiny. For 27 years he had a relationship with commoner Thérèse-Bernardine Mongenet. By 1818, however, Edward had a difficult choice to make. Still beset by debt, he had been forced to relocate to Brussels. He was also facing intense pressure to marry and produce an heir, particularly after the 1817 death of his sister, Princess Charlotte, second in line to the throne.

Given his fiscal difficulties, marriage into a moneyed family was in order; Mongenet's family did not fit the bill. And so, in May 1818, Prince Edward married Victoria Mary Louisa, widow of the Prince of Leiningen. A year later, the couple gave birth to a daughter, Princess Victoria. Edward was proud of his daughter, the future Queen Victoria, and proudly showed her off to an adoring public. In December 1819, Edward took his young family to a country house in Devon. There he developed the pneumonia that killed him in January 1820.

Duke of Kent. Below it are a large oak tree symbolizing Canada and three smaller oak trees representing the Island's three counties. All four trees rest on a single plot of land, symbolizing the fact that both PEI and Britain are islands.

In 2002, the Coat of Arms was amended to include a Royal Helm above the shield, upon which is perched a blue jay donning the royal crown of Prince Edward. Two silver foxes — one adorned in a wreath of potato blossoms and one wearing a fishing net necklace — support the shield. The foxes stand on a patch of grass sprouting a rose representing England, a thistle representing Scotland, a shamrock representing Ireland, a lily representing France and two Lady's Slippers, the provincial flower. Also prominent on the grass is an eight-pointed star, a Mi'kmaq sun symbol. The Island motto appears at the bottom.

Motto: *Parva sub ingenti* ('The small under the protection of the great')

Flag: The design of the flag is similar to that of the shield in the Coat of Arms, with the addition of a fringe of alternating red and white.

License Plates: Islanders can choose one of two license plates. One features Government House, the "Birthplace of Confederation," and the other, the Confederation Bridge.

The soil: The Charlottetown soil, designated the provincial soil in 1997.

Time zone: Atlantic

System of measurement: Metric

Voting age: 18

Our Namesake: Prince Edward Augustus, Duke of Kent and Strathearn

PEI POPULATION (2006)

With a population of 138,307, PEI is home to 0.5 percent of all Canadians.

POPULATION IN PERSPECTIVE

The Island's population of about 138,000 represents the smallest of the Canadian provinces, but is larger than the territories of the Yukon (28,674), the Northwest Territories (37,360) and Nunavut (26,745) all together. If PEI were an American state, it would be the smallest in population by far. Its closest contender, Wyoming, has about 3.5 times more people. On a global scale, PEI has approximately 8,000 more people than the small Pacific island nation of Nauru, while the population of China, the world's largest, is 9,466 times larger.

POPULATION DENSITY

With 24.44 people for each square kilometer, PEI is the most densely inhabited province in Canada. How does this stack up?

- Canada: 3.33 people/ km²
- Nova Scotia: 17.8 people/ km²
- New Brunswick: 10.2 people/ km²
- Toronto: 3,939 people/ km²
- Tokyo: 13,416 people/ km²
- New York City: 10,194 people/ km²

COUNTRY LIVING

Despite the relatively high population density of PEI, Islanders are among the most rural of Canadians. Nearly 45 percent of Islanders live in rural areas. Only Nunavut has fewer urban dwellers.

FAMILY STRUCTURE

- Percentage of Island children living in married two-parent households: 74.1
- Percentage of children living in common-law two-parent households: 9.4
- Percentage of children living in female lone parent families: 13.7
- Percentage of children living in male lone parent families: 2.8

POPULATION BY AGE AND SEX

Age	Male	Female	Total
0-14	13,595	13,050	26,645
15-64	44,320	45,760	90,080
65+	7,835	10,735	18,570

Source: Statistics Canada.

POPULATION BY COUNTY

Kings County	19,180
Prince County	44,495
Queens County	71,619

IMMIGRATION

PEI is the only Atlantic province to register a population increase between 1996 and 2001. Most of this increase is attributable to migration, both inter-provincial and international.

In 2001, 31.6 percent of the 4,140 immigrants living on PEI came from the United States, and 25.4 percent from the United Kingdom. About 18.2 percent came from Northern and Western European countries other than the United Kingdom — mostly from the Netherlands and Germany — and 6.2 percent from Southern Europe.

Source: Encyclopedia of Canadian Provinces.

Did you know...

that 31 Canadian cities — 13 of them in Ontario — have populations larger than PEI?

Take 5 TOP FIVE LARGEST CITIES AND TOWNS ON PEI (POPULATION)

1. **Charlottetown** (32,174)
2. **Summerside** (14,500)
3. **Stratford** (7,083)
4. **Cornwall** (4,677)
5. **Montague** (1,802)

LANGUAGE

As of 2001, percentage of the Island's residents whose mother tongue is:

English	93.8
French	4.2
Other	1.8
Aboriginal	0.2

Source: Statistics Canada.

VITAL STATISTICS (2005)

Births	1,314
Deaths	1,064

Source: Government of Prince Edward Island.

LIFE EXPECTANCY

Average Lifespan	78.9
Men	75.3
Women	82.6

Source: Canadian Council on Social Development.

You know you are an Islander when...

- You have fond memories of the phrase: "Please return to your vehicle for disembarkation."
- You only know what pop tastes like out of glass bottles.
- You've heard and uttered the phrase: "Shhhhh . . . the deaths are on!"
- You were a fan of Seaman's soda long before Pepsi bought it.
- You know what "covers the Island like the dew."
- You've seen the musical Anne of Green Gables 1,362,000 times . . . and counting.
- Your idea of a fast food sandwich is not a Big Mac or a Whopper — it's a Peter Pan burger.
- Your swimming lessons were at the beach.
- You prefer to go to the beach after Labour Day.
- You've had your fortune told by the creepy mechanical fortune teller guy at Rainbow Valley.
- You've visited a bootlegger on a Friday night.
- Your grandmother is a member of the Woman's Christian Temperance Union.
- You've never swam in a lake.
- You've had ADL concentrated milk, and you liked it.
- You have a "favourite" lobster supper vendor.
- Your car is a land yacht.
- Your yacht is a fishing boat.
- You learned to drive a tractor before you learned to drive a car.
- You remember getting in trouble for listening in on the party line.
- You've bet on a horse in the Gold Cup and Saucer race.
- You can drive from Summerside to Charlottetown without once driving on the TransCanada.
- You've never seen a traffic speed maximum sign greater than 90.
- Jellyfish don't creep you out - not even the red ones.
- You've gone on a pub crawl, led by Father of Confederation Leonard Tilley.
- When you jay walk – and you do it a lot – the police stop you, but just to ask how your father is keeping.
- You've never been in the deep woods.
- You know that the Red Bridge used to be green.
- You know a line of ten cars or more as "boat traffic."
- You think nothing of the fact that the two red mailboxes at the post office are labelled "Island" and "Away."
- You "slip" or "run" into town.
- You know everyone by their religious and political affiliations.
- You do not know route numbers, but you know each road by name.
- You think of a wake as "get to know your neighbours night."
- You know that PEI has three overpasses and one is a dead end.
- You have received letters of congratulation from the premier, the leader of the opposition, your local MLA and your MP for any number of your accomplishments.
- You know that there really was no Anne and that raspberry cordial has zero percent alcohol content.
- You use a down-filled comforter in the summer.
- You install security lights on both your house and garage door but leave both unlocked.
- You know that driving is better in winter because the pot holes are filled with snow.
- You know the difference between one long ring and one short ring, and two long rings.
- You travel an hour to see a movie.
- You had the same teachers your parents had when they went to school.
- You watch "mass for the shut-ins" just to see who's in church on Sunday.
- You know you could always get everything you wanted at Norman's, even on Sunday and holidays.
- The weather just isn't the weather without Boomer.
- You pronounce the word Island, "oisland", the word battery, "bachree," and the word wash, "worsh."
- You know the distinction between going "out west" and going "up west."
- You're sure you've seen the phantom ship of the Northumberland Strait.
- You think Moncton is a big city and Halifax is just freakin' huge.
- Your idea of a long drive is anything over an hour.
- You wonder what the big deal is about recycling – you've been doing it for years.

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

PEI has the second lowest divorce rate of any province in Canada after Newfoundland and Labrador. In 2002, 258 Islanders got divorced, a 5.1 percent decrease in filers from the previous year.

PEI	Canada	NL (lowest)	NWT/Nunavut (highest)
<i>Divorce per 100 marriages (rate by 30th anniversary)</i>			
26.9	37.6	22.9	40.7

Source: Statistics Canada.

THE MARRYING KIND

In 2002, there were 901 marriages on PEI, for a rate of 6.6 marriages for every thousand people – the highest rate in the country. Canada averaged a rate of 4.7, while Nunavut experienced the lowest rate in the country at 2.5.

FERTILITY

On average, women on PEI will have 1.6 children, slightly higher than the national average of 1.5. The average age of first time mothers on PEI is 28.6, just under the national average age of 29.6.

Source: Statistics Canada; Canadian Council on Social Development.

AVERAGE HOUSING COSTS

Detached Bungalow

Summerside	\$128,000
Charlottetown	\$145,000

Standard Two-storey House

Summerside	\$180,000
Charlottetown	\$175,000

Luxury Condominium

Charlottetown	\$250,000
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Standard Townhouse

Summerside	\$112,500
Charlottetown	\$106,000

Source: Royal LePage, Survey of Canadian House Prices.

RELIGIOUS AFFILIATIONS OF ISLANDERS (PERCENTAGE)

- Roman Catholic: 47.4
- Protestant (United Church of Canada, Presbyterians, Anglicans, Baptists, Pentecostals and Lutherans): 42.8
- Eastern Orthodox Faiths, Muslims, Buddhists, Hindus and Jews: 5.0
- Of no religious affiliation: 4.8

Source: Statistics Canada.

Take 5 TOP FIVE

BABY GIRL NAMES ON PEI

1. Emma
2. Emily
3. Madison
4. Ella
5. Anna

Take 5 TOP FIVE

BABY BOY NAMES ON PEI (2005)

1. Connor
2. William
3. Ethan
4. Landon
5. Alexander

Take 5 GODFREY BALDACCHINO'S TOP FIVE PROS AND CONS OF THE PRINCE EDWARD ISLAND "FIXED LINK"

Godfrey Baldacchino came to Prince Edward Island from the Island of Malta in 2003 to take up a Canada Research Chair in Island Studies at the University of Prince Edward Island. He has a strong interest in how islands and Islanders from around the world can learn from each other. Baldacchino is the author of *Bridging Islands: The Impact of "Fixed Links"* (Acorn Press, 2006).

Top 5 Positive Results of the Fixed Link:

1. The bridge brought oodles of dollars from Ottawa, including some 2,400 well-paying jobs at peak bridge construction in 1995. (Isn't that what 'Confederation' is all about for PEI?)
2. The bridge has attracted many, many more tourists, curious to experience the bridge; in the short term, a whopping half million more.
3. The bridge makes it much easier to ship to mainland markets such commodities as lobster, fish and mussels, as well as potato chips and aerospace components. Truckers are in high demand.
4. The existence of the bridge makes it more likely that immigrants (including other Canadians) will consider coming to, and settling down on, PEI.
5. Islanders can travel to shop in Moncton, New Brunswick with greater ease, speed and comfort. Islanders do this despite the fact that PEI, unlike New Brunswick, has no provincial sales tax on footwear and clothing.

Top 5 Negative Results of the Fixed Link:

1. Being now more accessible, PEI is increasingly in the sights of Americans who are priced out of beach houses in their own country. Although good news for the realtors and property sellers, this is bad news for the Island and Islanders long-term because the demand pushes up the general price of property for Island residents.
2. The bridge may have exacerbated the decline in the overall health of the Northumberland Strait, resulting in higher levels of particulate matter in suspension in the water, among other possibilities.
3. In making the Island "closer" to mainland Canada, PEI is now less exclusive to visitors. The bridge's 'novelty effect' in tourism has worn off, and visitation numbers are now to 'pre-bridge' (1996) levels.
4. Maritime Union is more likely. Geographically speaking, PEI is now a peninsula of New Brunswick.
5. Thanks to the hefty bridge toll, PEI is the only province in Canada where you still definitely have to pay to leave.

HEALTH CARE

- Number of hospitals on PEI: 8
- Number of physicians (2005): 199
- Number of registered nurses (2005): 1,443
- Percent of province population covered by 9-1-1: 100
- Number of licensed ambulance vehicles (2005): 16
- Number of EMS personnel (2005): 100

Source: Government of Prince Edward Island; Canadian Institute for Health Information; Canadian Nurses Association.

EDUCATION

The Island's only university, the University of Prince Edward Island (UPEI), was established when the Prince of Wales College and St. Dunstan's University merged in 1969. There are, however, a number of curriculum-specific colleges on the Island.

The Atlantic Veterinary College in Charlottetown offers the only veterinary medicine program in Atlantic Canada. Also in the capital are Holland College — home both to the Atlantic Police Academy and the Culinary Institute of Canada — and the Maritime Christian College, a private evangelical Christian college with a university degree-granting charter.

Summerside boasts the College of Piping and Celtic Performing Arts of Canada, which specializes in the instruction of bagpipe and other traditional Scottish and Irish performing arts, including highland dance.

Did you know...

that the fictional Cavendish birthplace of Anne of Green Gables receives three times more tourist visits than Charlottetown, birthplace of Canadian Confederation?

PUBLIC SCHOOL BOARDS

- Eastern School District
- French Language School Board
- Western School Board

THE PRESS

The main daily papers on the Island are Charlottetown's *The Guardian* and *The Journal Pioneer*, published in Summerside.

OTHER COMMUNITY NEWSPAPERS

West Prince Graphic (Alberton), *Cornwall Herald* (Cornwall), *Eastern Graphic* (Montague), *La Voix Acadienne* (Summerside)

OTHER PUBLICATIONS

Atlantic Fish Farming, *Island Farmer*, *Island Classifieds*, *Coffee News PEI*, *PEI Buy, Sell and Trade*, *The Buzz*, *Voice for Island Seniors*, *Atlantic Pedaler Magazine*, *Heritage PEI Explorer's Guide*, *Island Fiddler Newsletter*, *Intuitive Times* and *Island Magazine*.

Did you know...

that the University of Prince Edward Island offers over \$2 million in scholarships and awards each year?

RADIO

PEI is home to nine radio stations.

Charlottetown

- 100.3 Ocean 100 (Contemporary pop/rock)
- 630 CFCY (Country)
- CBAF 88.1 (Radio-Canada)
- CBC 96.1 FM (Radio One)
- CBC 104.7 FM (Radio Two)
- K-Rock 105.5 (Rock)
- Magic 93 (Contemporary pop/rock)
- Radio@UPEI (UPEI's campus radio)

Summerside

- C 102 FM (Country)

Web links

Government of PEI Home Page

www.gov.pe.ca

Your spot for one-stop shopping when it comes to PEI and all its offerings.

PEI Online

www.peionline.com

For Islanders and tourists alike. Check out a featured community and see what's going on around the Island.

Photos of PEI

www.gov.pe.ca/index.php3?number=81125

Maintained by the province, this page offers thousands of pictures in the form of images and video. Be sure to check out the live cameras and streaming radio broadcasts.