

New Brunswick Regional Profile
Central
June 2023



Table of Contents

- Introduction 2
- Demographics 2
 - Population Trends 2
 - Language 4
 - Education 5
- Labour Force 6
 - Overview 6
 - Industry 7
 - Income 8
- Appendix: Population by Community 9

Note: The geographical areas presented in this report are based on 2021 geographical boundaries. Any statistics found in this report do not reflect the recent (early 2023) local governance changes that have occurred in New Brunswick.

Introduction¹

New Brunswick's Central region consists of three counties: York, Sunbury, and Queens. Combined, these three counties encompass a total land area of 14,469 square kilometres.

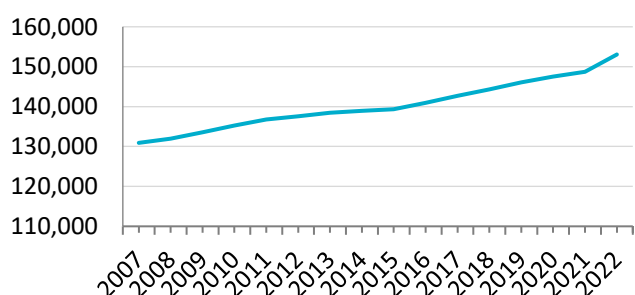
Outside of the City of Fredericton and the Town of Oromocto, Central New Brunswick's population primarily lives in rural areas. At the time of the 2021 Census, rural areas² accounted for 46.2% of the region's population.

Demographics

Population Trends³

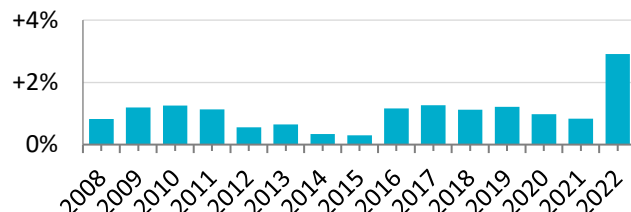
As of July 1, 2022, the population of New Brunswick's Central region was estimated to be 153,061 (approximately 18.8% of the province's total population). This total was up significantly from where it was in the past. Between 2007 and 2022, the region's population grew by 18.8% (from 130,916 to 153,061).

Population by Year – Central N.B.



This represented the twenty-seventh largest increase among Canada's seventy-six economic regions during this time. While the majority of this growth occurred in city of Fredericton, a number of other communities including Oromocto, Hanwell, and Devon, saw relatively significant growth as well.

Population Growth by Year – Central N.B.



Population Change by Region – N.B. – 2007 to 2022

	2007 to 2012	2012 to 2017	2017 to 2022	2007 to 2022
Northeast	-3.0%	-1.4%	+0.2%	-4.3%
Southeast	+5.4%	+4.0%	+12.2%	+22.9%
Southwest	+1.4%	-0.6%	+4.3%	+5.1%
Central	+5.1%	+3.8%	+7.2%	+16.9%
Northwest	-2.0%	-2.3%	+1.2%	-3.0%

Growth in the Central region has been particularly strong in recent years, with many of the area's rural communities seeing unusually strong growth in 2021 and 2022 (to go along with continued strong growth in Fredericton). A breakdown of the region's population can be found below, while a more detailed breakdown can be found in Appendix A.

Population by Community – Central N.B.

	2007	2012	2017	2022
Fredericton	52,468	57,228	60,862	66,879
Oromocto	8,599	9,340	9,657	10,020
Hanwell	4,438	4,762	4,872	5,293
New Maryland	4,399	4,218	4,293	4,358
Other	61,012	61,997	63,048	66,511

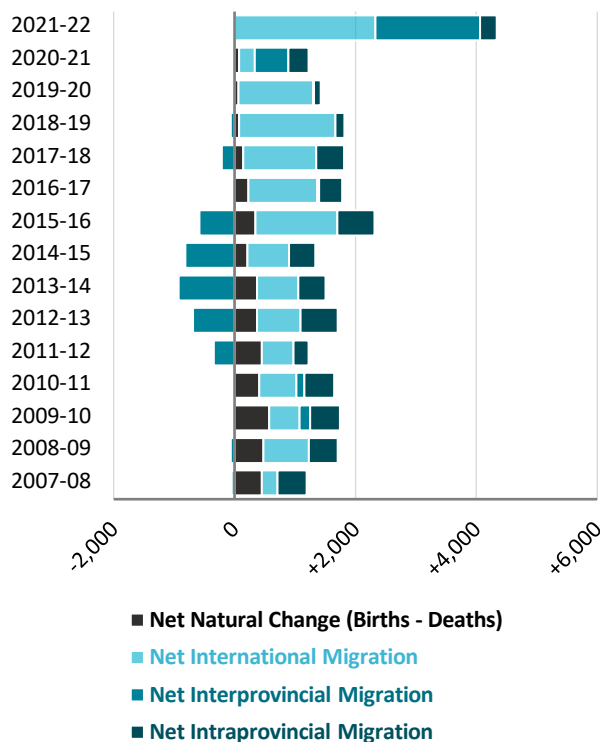
¹ Source(s): Statistics Canada, 2021 Census of Population (Tables 98-10-0002 and 98-10-0011).

² A population centre has a population of at least 1,000 and a population density of 400 persons or more per square kilometre. All areas outside population centres are classified as rural areas. Taken together, population centres and rural areas cover all of Canada.

³ Source(s): Statistics Canada, Annual Demographic Estimates (Tables 17-10-0137, 17-10-0138 and 17-10-0142).

Recent population gains in the region have been primarily driven by a combination of international and interprovincial migration. Historically, natural population change has also contributed to growth in the region; however, in 2022 the number of deaths in the region exceeded the number of births for the first time (with this trend likely to continue going forward).

Components of Population Change – Central N.B.



Migration by Age Group – Central N.B.

	Jul 2021 to Jul 2022	Previous 10 Years (Avg.)
International (Net)		
0 to 17 years	+888	+373
18 to 24 years	+467	+159
25 to 54 years	+929	+421
55 to 64 years	+22	-10
65 years and over	+25	-3
Interprovincial (Net)		
0 to 17 years	+234	-45
18 to 24 years	+498	-64
25 to 54 years	+766	-222
55 to 64 years	+187	+17
65 years and over	+44	+13
Intraprovincial (Net)		
0 to 17 years	-81	+1
18 to 24 years	+153	+217
25 to 54 years	+143	+143
55 to 64 years	+9	+7
65 years and over	+55	+11

As of July 2022, the Central region’s population had the forty-fifth highest median age (41.2 years) among Canada’s seventy-six economic regions. This median was slightly higher among the region’s female population (42.3 years) compared to its male population (40.1 years).

Components of Population Change – Central N.B.

	Jul 2021 to Jul 2022	Previous 10 Years (Avg.)
Natural Change	-10	234
Births	1,377	1,395
Deaths	1,387	1,161
Net International Migration	2,331	939
Immigration	1,379	1,027
Other (Net)	952	-87
Net Interprovincial Migration	1,729	-300
Net Intraprovincial Migration⁴	279	379

Median Age by Region – N.B. – 2022



⁴ 'Intraprovincial migrants': persons who moved to a different city, town, village or community, but stayed within the same province or territory.

Language⁵

At the time of the 2021 Census, 92.7% of the Central New Brunswick population's first official language⁶ was English, while 6.5% of individuals' first official language was French.

First Official Language – Central N.B. – May 2021

	Total	%
English	132,335	92.7%
French	9,265	6.5%
English and French	795	0.6%
Neither English nor French	385	0.3%

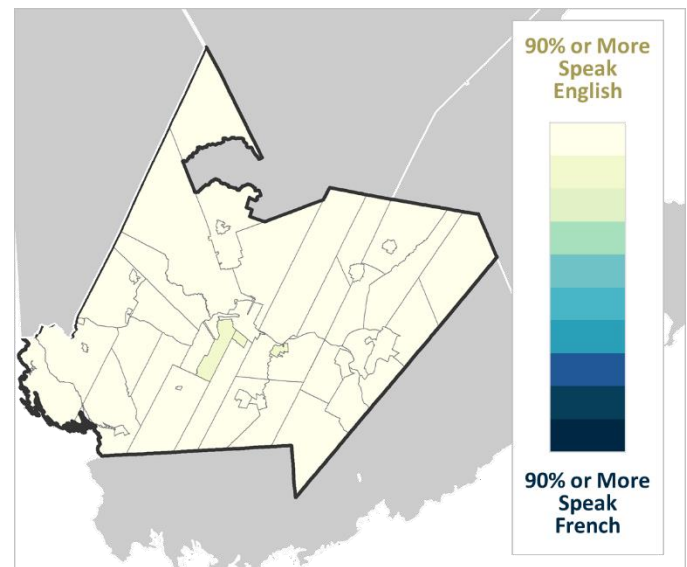
Approximately one-in-five (20.6%) individuals in the region were able to speak in both official languages.

Knowledge of Official Languages – Central N.B. – May 2021

	Total	%
English Only	112,380	78.7%
French Only	625	0.4%
Both English and French	29,345	20.6%
Neither English nor French	425	0.3%

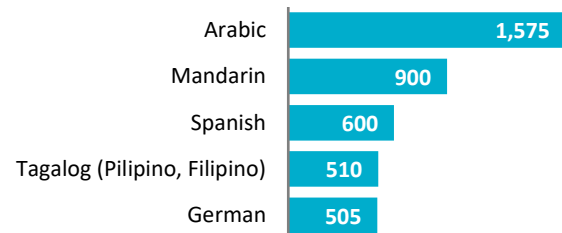
Language capabilities and preferences were fairly uniform across the region, with a slightly high concentration of bilingual individuals in or around the City of Fredericton.

First Official Language by Community – Central N.B. – May 2021



Beyond the two official languages, some of the most common languages spoken in the Central region were Arabic, Mandarin, Spanish, Tagalog and German.

Most Common Mother Tongues⁷ (Excluding English and French) – Central N.B. – May 2021



⁵ Source: Statistics Canada, 2021 Census of Population (Tables 98-10-0170 and 98-10-0180).

⁶ First official language: The official language (English or French) in which a person is generally more proficient.

⁷ Mother tongue refers to the first language learned at home in childhood and still understood by the person at the time the data was collected.

Education⁸

At the time of the 2021 Census, 64.8% of the region's population aged 25 to 64 had completed some form of post-secondary education; this percentage ranked twenty-sixth among Canada's seventy-six economic regions and was above the province-wide average of 60.3%.

Compared to the province as a whole, individuals in Central New Brunswick that had completed a post-secondary education were less likely to have college credentials or an apprenticeship or trades certificates, but much more likely to have a university degree.

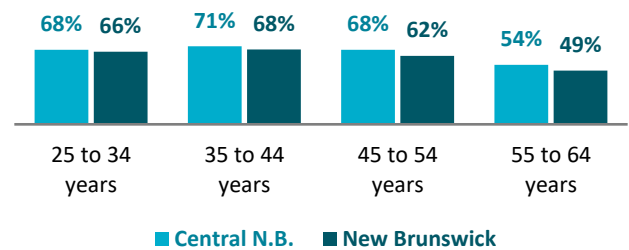
Highest Level of Education Among the Population Aged 25 to 64 Years – May 2021

	Central N.B.	New Brunswick
Less than High School	6.9%	11.0%
High School or Equivalent	28.3%	28.7%
Post-Secondary	64.8%	60.3%
Apprenticeship/Trades	7.2%	7.8%
Other Certificate/Diploma	24.8%	29.0%
Degree	32.8%	23.5%

Both in the Central region and across the province, individuals with the following traits were generally more likely to have post-secondary credentials:

- Living in an urban (/non-rural) community
- Younger (aged 25 to 44 years)
- Female

Percentage of Population with Post-Secondary Credentials by Age Group – May 2021



Percentage of Population with Post-Secondary Credentials by Sex and Age Group – May 2021

	25 to 44 years		45 to 64 years	
	Central N.B.	N.B.	Central N.B.	N.B.
Men	63%	61%	57%	52%
Women	76%	73%	63%	58%
Total	69%	67%	60%	55%

Percentage of Population with Post-Secondary Credentials by Community and Age Group – Central N.B. – May 2021

	25 to 44 Years	45 to 64 Years	25 to 64 Years
Fredericton	76%	69%	73%
Oromocto	59%	54%	57%
Hanwell	77%	70%	73%
New Maryland	81%	81%	81%
Other	62%	52%	56%

⁸ Source: Statistics Canada, 2021 Census of Population (Table 98-10-0387).

Labour Force

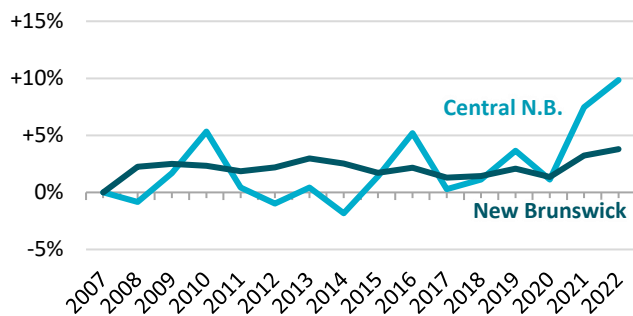
Overview⁹

Labour Force Characteristics – 2022

	Central N.B.	New Brunswick
Population Aged 15+	121,900	664,100
Not in Labour Force	43,800	261,600
Labour Force	78,100	402,500
Employment	73,300	373,500
Unemployment	4,700	29,000
Participation Rate	64.1%	60.6%
Employment Rate	60.1%	56.2%
Unemployment Rate	6.0%	7.2%

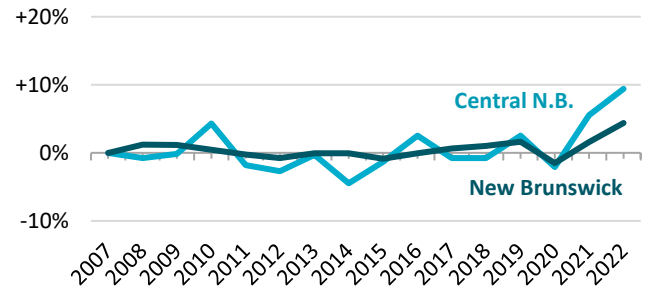
Throughout 2022, there were an average of 78,100 individuals participating in the labour force (i.e., employed or actively looking for work) in the region. Over the past several years, the region has seen its labour force grow significantly. This growth has been driven primarily by an influx of international and interprovincial migrants.

Labour Force Growth Relative to 2007



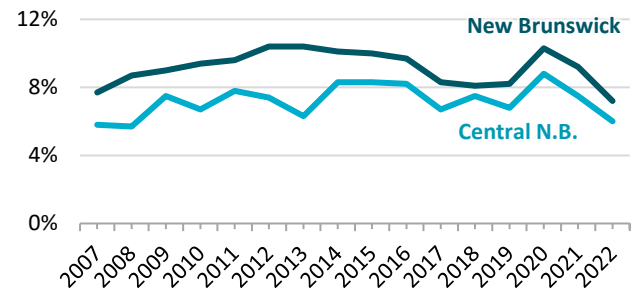
In 2022, 64.1% of the region's population aged 15 years and over were participating in the labour force, compared to 60.6% at a provincial level, and 65.4% nationally. Among the population aged 25 to 54 years, 88.2% of individuals in the region were participating in the labour force, compared to 87.5% at a provincial level, and 88.6% nationally.

Employment Growth Relative to 2007



Population aging has had a significant effect on the unemployment rate. The growing number of retirements over the past few decades has resulted in increased job opportunities for many of those who remain in the labour force, leading to reduced unemployment levels. Between 2012 and 2022, the Central region saw its unemployment rate fall from 7.8% to 6.0%.

Unemployment Rate



⁹ Source: Statistics Canada, Labour Force Survey (Table 14-10-0393).

Industry¹⁰

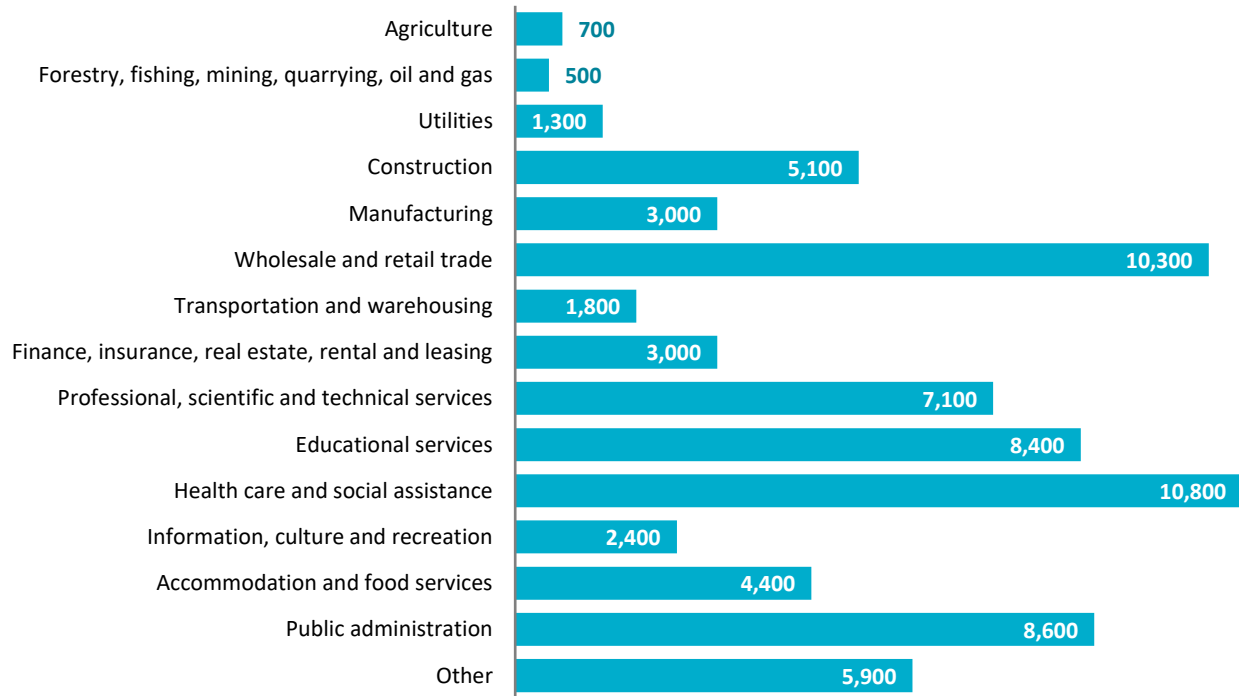
Some of the industries that accounted for a significantly larger share of overall employment in the region compared to the country as a whole included:

- Public administration
- Post-secondary education
- Utilities
- Forestry and logging

On the other hand, some of the industries that accounted for a relatively smaller share of overall employment in the region compared to the country as a whole included:

- Mining, quarrying, oil and gas
- Manufacturing
- Transportation and warehousing
- Finance and insurance

Employment by Sector - Central New Brunswick - 2022

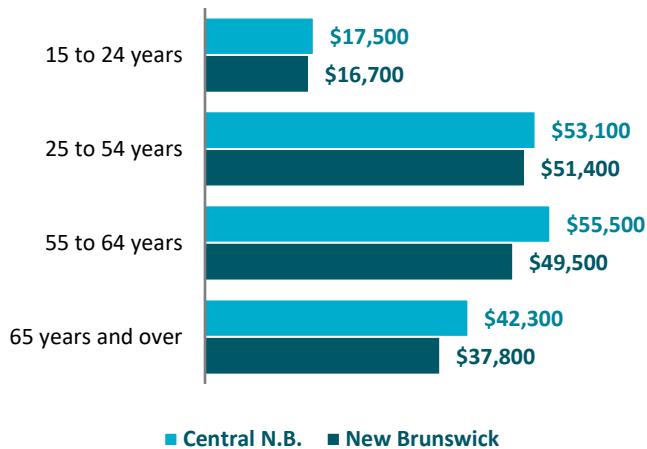


¹⁰ Source: Statistics Canada, Labour Force Survey (Table 14-10-0392).

Income¹¹

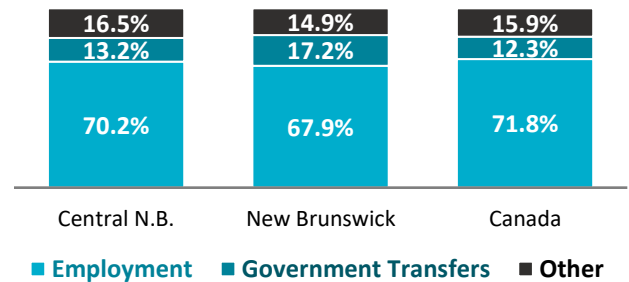
In 2019, individuals aged 15 years and over in Central New Brunswick had an average income level of \$47,000. This was above the province-wide average of \$44,000, but below the national average of \$52,300.

Average Total Income by Age Group – 2019

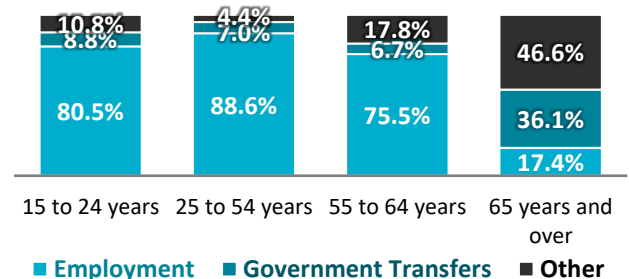


In 2019, government transfers accounted for 13.2% of total aggregate income in the region, compared to 17.2% province-wide, and 12.3% nationally. Differences across regions in terms of the percentage of total income that government transfers accounted for were primarily driven by the various regions' age profiles (older populations relied more on transfers such as Old Age Security, Guaranteed Income Supplement and the Canadian Pension Plan), along with how dependent each region's labour market was on seasonal industries (regions in which seasonal employment is more common typically have a greater number of Employment Insurance beneficiaries).

Sources of Income – 2019

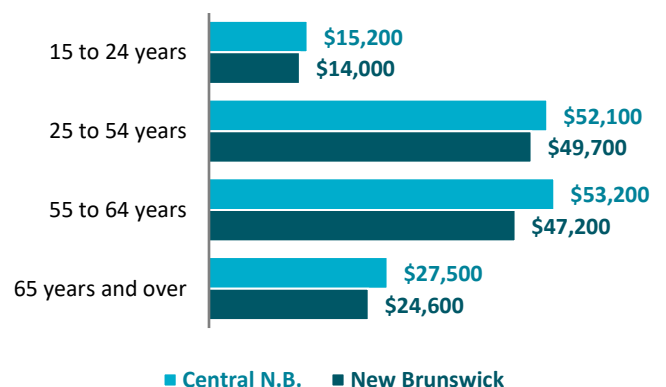


Sources of Income by Age Group – Central N.B. – 2019



Among Central New Brunswickers with employment income, the average amount earned was \$45,100. This was above the province-wide average of \$42,200, but below the national average of \$50,600. Among the core working-age population (aged 25 to 54 years), these averages were \$52,100, \$49,700 and \$58,400, respectively.

Average Employment Income by Age Group – 2019



¹¹ Source: Statistics Canada, 2021 Census of Population (Table 98-10-0073).

Appendix: Population by Community¹²

Population by Community – Central New Brunswick

	Population					% Change		
	2007	2012	2017	2021	2022	1-Year	5-Year	15-Year
Fredericton	52,468	57,228	60,862	64,897	66,879	+3.1%	+9.9%	+27.5%
Oromocto	8,599	9,340	9,657	9,843	10,020	+1.8%	+3.8%	+16.5%
Hanwell	4,438	4,762	4,872	5,117	5,293	+3.4%	+8.6%	+19.3%
New Maryland	4,399	4,218	4,293	4,271	4,358	+2.0%	+1.5%	-0.9%
Minto	2,683	2,435	2,302	2,185	2,171	-0.6%	-5.7%	-19.1%
McAdam	1,389	1,250	1,189	1,162	1,160	-0.2%	-2.4%	-16.5%
Chipman	1,253	1,221	1,105	1,084	1,092	+0.7%	-1.2%	-12.8%
Sitansisk (First Nations)	801	912	1,080	1,134	1,173	+3.4%	+8.6%	+46.4%
Nackawic	1,002	1,029	970	1,017	1,052	+3.4%	+8.5%	+5.0%
Gagetown	720	744	721	747	762	+2.0%	+5.7%	+5.8%
Fredericton Junction	707	753	722	714	754	+5.6%	+4.4%	+6.6%
Tracy	629	606	611	647	656	+1.4%	+7.4%	+4.3%
Cambridge-Narrows	722	619	562	570	602	+5.6%	+7.1%	-16.6%
Bilijk (First Nations)	478	493	537	469	485	+3.4%	-9.7%	+1.5%
Stanley	434	435	432	427	462	+8.2%	+6.9%	+6.5%
Harvey	359	366	370	388	401	+3.4%	+8.4%	+11.7%
Canterbury	356	342	329	367	364	-0.8%	+10.6%	+2.2%
Oromocto (First Nations)	292	291	293	299	304	+1.7%	+3.8%	+4.1%
Millville	306	301	282	296	306	+3.4%	+8.5%	0.0%
Meductic	171	225	222	233	241	+3.4%	+8.6%	+40.9%
Other ¹³	48,710	49,975	51,321	52,865	54,526	+3.1%	+6.2%	+11.9%

¹² Source(s): Statistics Canada, Annual Demographic Estimates (Table 17-10-0142).

¹³ "Other" includes communities that were unincorporated as of 2016, along with communities with a population of less than 200.