

New Brunswick Regional Profile
Northeast
June 2023



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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 Northeast region consists of three counties: Northumberland, Restigouche, and Gloucester. Combined, these three counties encompass a total land area of 26,145 square kilometres.

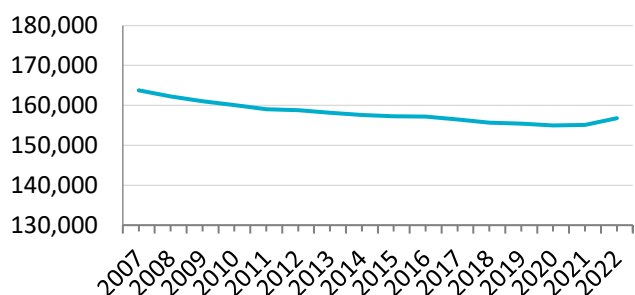
Outside of the small cities of Bathurst, Campbellton and Miramichi, Northeast New Brunswick is a largely rural region. At the time of the 2021 Census, rural areas² accounted for 67.0% of the region's population.

Demographics

Population Trends³

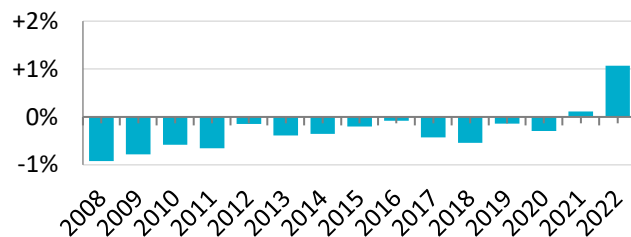
As of July 1, 2022, the population of New Brunswick's Northeast region was estimated to be 156,811 (approximately 19.3% of the province's total population). This total is down significantly from where it was in the past. Between 2007 and 2022, the region's population shrank by 4.3% (from 163,781 to 156,811).

Population – Northeast N.B. – 2007 to 2022



This represented the fourth largest decline among Canada's seventy-six economic regions during this time. This decline was most pronounced in Restigouche County.

Population Growth by Year – Northeast N.B. – 2008 to 2022



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

Region	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%

While the region's population has declined significantly in the long-term, in more recent years, it has begun to stabilize. 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 – Northeast N.B.

Community	2007	2012	2017	2022
Miramichi	18,380	17,872	17,760	18,283
Tracadie	15,930	16,197	16,438	16,424
Bathurst	12,991	12,249	12,044	12,370
Campbellton	7,506	7,287	6,981	6,921
Other	108,974	105,182	103,275	102,813

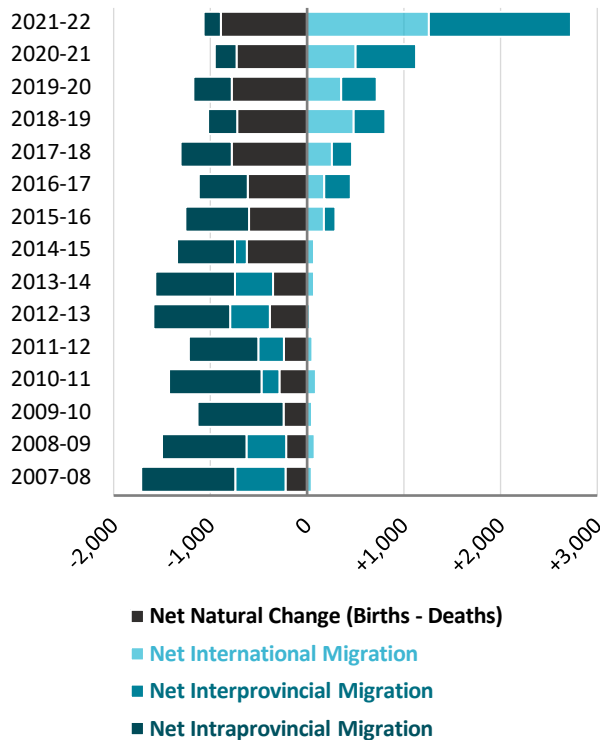
¹ Source(s): Statistics Canada, 2021 Census of Population (Tables 98-10-0002 and 98-10-0011).

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).

Long-term population losses in the region have been driven in large part by consistently high rates of out-migration among youth. As a result, the number of births in the region has remained relatively low, which has further accelerated population decline and population aging in the region. Furthermore, due to its relatively old population, the region sees a significant number of deaths each year.

Components of Population Change – Northeast N.B.



Components of Population Change – Northeast N.B.

	Jul 2021 to Jul 2022	Previous 10 Years (Avg.)
Natural Change	-893	-583
Births	1,002	1,062
Deaths	1,895	1,645
Net International Migration	1,260	217
Immigration	653	138
Other (Net)	607	79
Net Interprovincial Migration	1,467	73
Net Intraprovincial Migration⁴	-176	-555

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

While the number of individuals moving to the Northeast has increased in recent years, the region continues to see a significant number of young individuals leave to other parts of the province.

Migration by Age Group – Northeast N.B.

	Jul 2021 to Jul 2022	Previous 10 Years (Avg.)
International (Net)		
0 to 17 years	+218	+45
18 to 24 years	+398	+49
25 to 54 years	+631	+120
55 to 64 years	+11	+2
65 years and over	+2	+1
Interprovincial (Net)		
0 to 17 years	+298	+80
18 to 24 years	+164	-162
25 to 54 years	+580	+36
55 to 64 years	+252	+75
65 years and over	+173	+43
Intraprovincial (Net)		
0 to 17 years	+98	-12
18 to 24 years	-146	-236
25 to 54 years	-67	-217
55 to 64 years	+20	-17
65 years and over	-81	-72

As of July 2022, the Northeast's population had the fourth highest median age (52.7 years) among Canada's seventy-six economic regions. This median was slightly higher among the region's female population (53.5 years) compared to its male population (51.9 years).

Median Age by Region – N.B. – 2022



Language⁵

At the time of the 2021 Census, 38.3% of the Northeast New Brunswick population's first official language⁶ was English, while 61.1% of individuals' first official language was French.

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

	Total	%
English	57,795	38.3%
French	92,340	61.1%
English and French	865	0.6%
Neither English nor French	90	0.1%

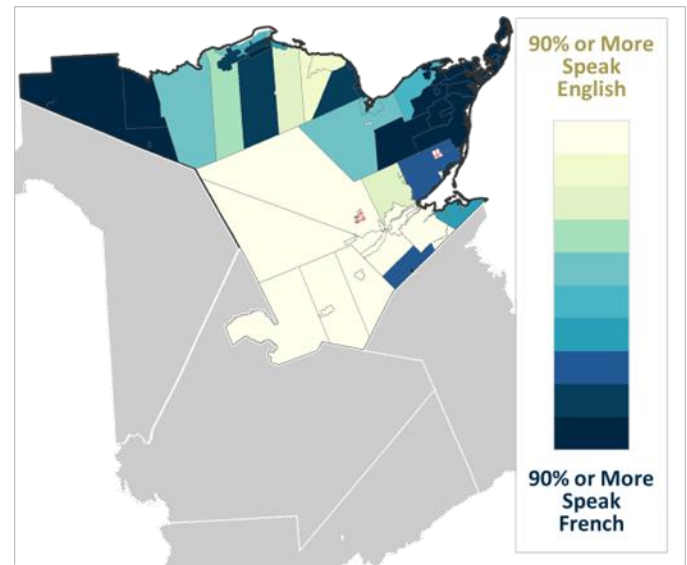
A significant number of individuals in the region were able to speak in both official languages (43.9% of the population).

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

	Total	%
English Only	45,745	30.3%
French Only	38,890	25.7%
Both English and French	66,340	43.9%
Neither English nor French	115	0.1%

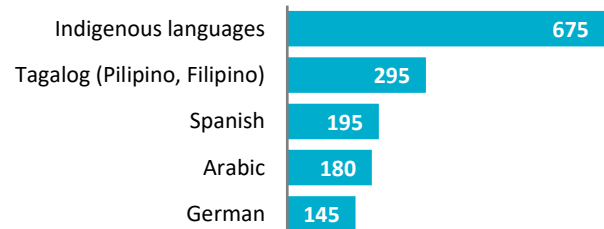
Language capabilities and preferences varied significantly across the region, with the majority of residents in the most southern parts of the region speaking primarily English, and the majority of residents in more northern parts of the region speaking primarily French. These northern communities were also where the majority of the region's bilingual population was found.

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



Beyond the two official languages, some of the most common languages spoken in the Northeast were Indigenous languages along with Tagalog, Spanish, Arabic and German.

Most Common Mother Tongues⁷ (Excluding English and French) – Northeast 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, only 54.9% of the region's population aged 25 to 64 had completed some form of post-secondary education; this percentage ranked fifty-eighth among Canada's seventy-six economic regions and was well below the province-wide average of 60.3%.

Compared to the province as a whole, individuals in the Northeast that had completed a post-secondary education were more likely to have non-university credentials (college, apprenticeship, etc.) and less likely to have a degree.

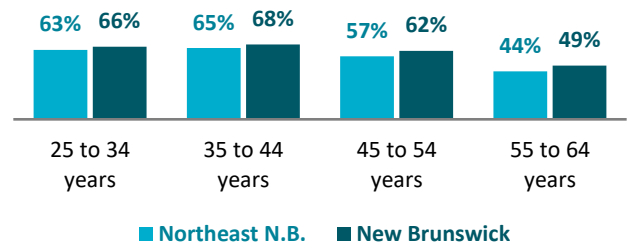
Highest Level of Education Among the Population Aged 25 to 64 Years – May 2021

	Northeast N.B.	New Brunswick
Less than High School	18.4%	11.0%
High School or Equivalent	26.7%	28.7%
Post-Secondary	54.9%	60.3%
Apprenticeship/Trades	9.2%	7.8%
Other Certificate/Diploma	31.5%	29.0%
Degree	14.3%	23.5%

Both in the Northeast 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	
	Northeast N.B.	N.B.	Northeast N.B.	N.B.
Men	56%	61%	46%	52%
Women	72%	73%	53%	58%
Total	64%	67%	49%	55%

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

	25 to 44 Years	45 to 64 Years	25 to 64 Years
Miramichi	68%	58%	62%
Tracadie	61%	44%	50%
Bathurst	63%	52%	56%
Campbellton	64%	53%	58%
Other	64%	48%	54%

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

Labour Force

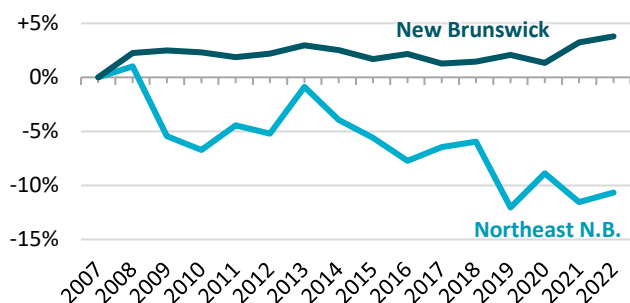
Overview⁹

Labour Force Characteristics – 2022

	Northeast N.B.	New Brunswick
Population Aged 15+	132,000	664,100
Not in Labour Force	61,500	261,600
Labour Force	70,500	402,500
Employment	62,400	373,500
Unemployment	8,100	29,000
Participation Rate	53.4%	60.6%
Employment Rate	47.3%	56.2%
Unemployment Rate	11.5%	7.2%

Throughout 2022, there were an average of 70,500 individuals participating in the labour force (i.e., employed or actively looking for work) in the region. In the long-term, the region has seen its labour force shrink significantly. Despite these long-term trends however, the region saw both labour force (+1.0%) and employment (+3.3%) growth in 2022. This growth was driven primarily by an influx of international and interprovincial migrants.

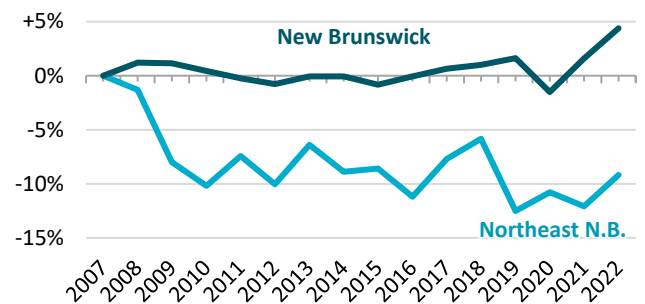
Labour Force Growth Relative to 2007



In 2022, only 53.4% 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. This seemingly low participation rate was in part a reflection of the region’s relatively old population (since older individuals are less likely to participate in

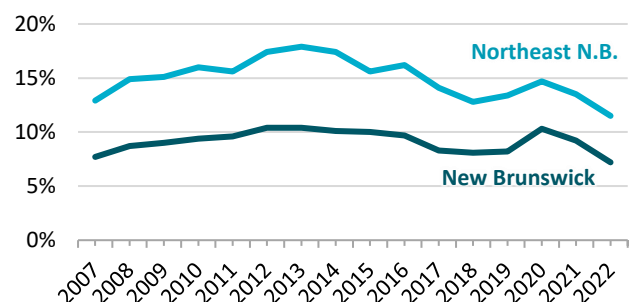
the labour force). When age is accounted for, the Northeast is only slightly closer to being on par with other parts of country – among the population aged 25 to 54 years, 82.7% of individuals in the region were participating in the labour force, compared to 87.5% at a provincial level, and 88.6% nationally. Another major factor that contributes to the region’s relatively low rate of labour force participation is the seasonal nature of many of its prominent industries.

Employment Growth Relative to 2007



These same influences can be seen when examining trends in the region’s unemployment rate. While the growing number of retirements over the past few decades has resulted in increased job opportunities and, in turn, reduced unemployment levels, the region continues to have one of the highest unemployment rates in the country. Between 2012 and 2022, the Northeast region saw its unemployment rate fall from 17.4% to 11.5%.

Unemployment Rate



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

Industry¹⁰

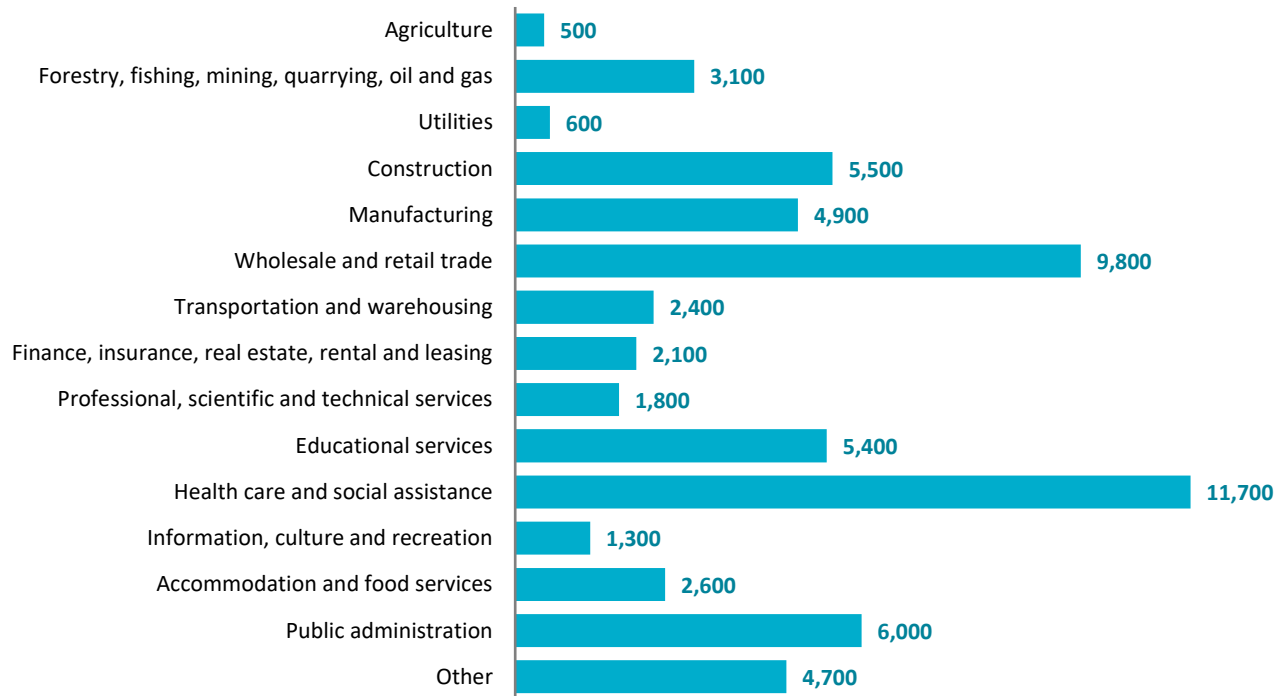
Some of the industries that accounted for a significantly larger share of overall employment in the region compared to the country as a whole included:

- Fishing, aquaculture, and seafood product preparation and packaging
- Forestry and logging
- Wood and paper product manufacturing
- Health care and social assistance
- Public administration

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:

- Agriculture
- Wholesale trade
- Finance, insurance, real estate, rental and leasing
- Professional, scientific and technical services (e.g. legal services, IT companies, etc.)
- Information, culture and recreation (publishing, telecommunications, amusement parks, etc.)

Employment by Sector - Northeast New Brunswick - 2022

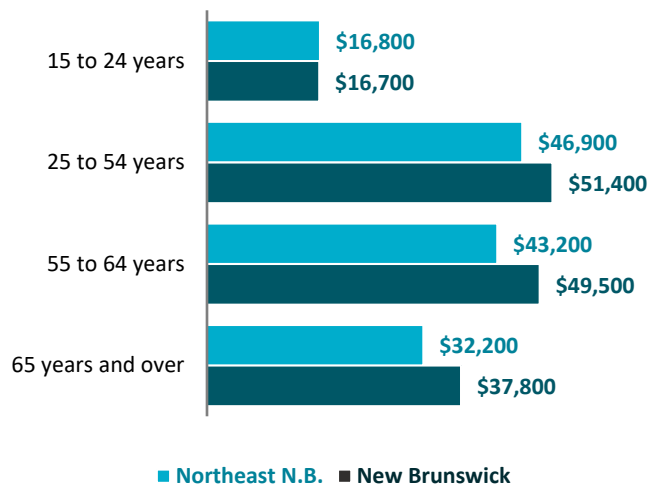


¹⁰ Source: Statistics Canada, Labour Force Survey (Table 14-10-0392).

Income¹¹

In 2019, individuals aged 15 years and over in Northeast New Brunswick had an average income level of \$39,000, the lowest among the province's five regions, and well below both the province-wide (\$44,000) and national (\$52,300) averages.

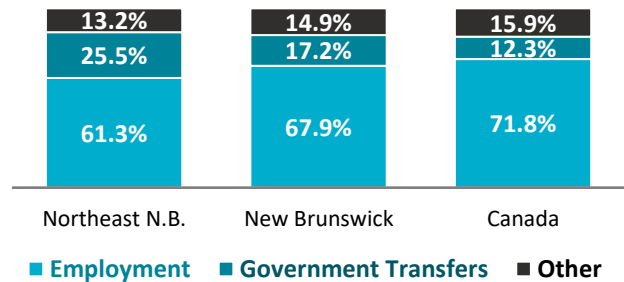
Average Total Income by Age Group – 2019



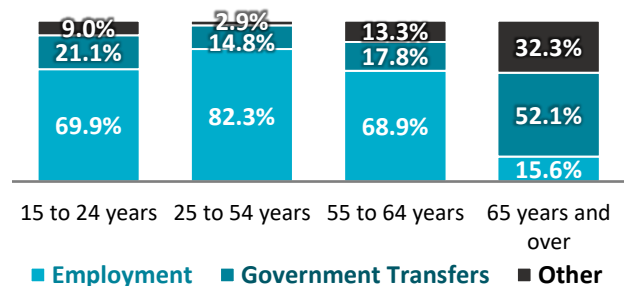
Furthermore, individuals in the Northeast had a relatively high dependence on government transfers. In 2019, government transfers accounted for 25.5% of total aggregate income in the region, compared to 17.2% province-wide, and 12.3% nationally. This gap was driven primarily by two main factors:

- A significant number of Old Age Security (OAS), Guaranteed Income Supplement (GIS) and Canadian Pension Plan (CPP) recipients in the region due its relatively older population.
- A significant number of Employment Insurance (EI) beneficiaries.

Sources of Income – 2019

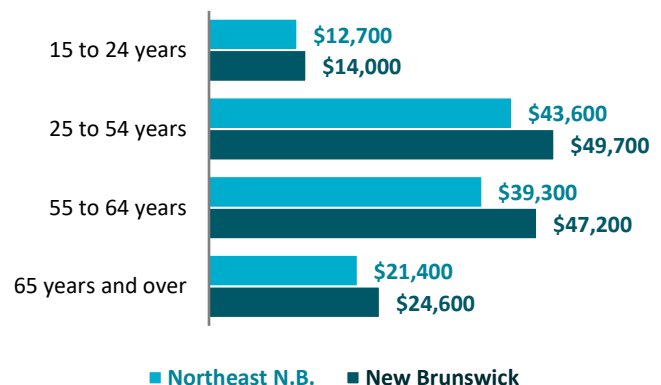


Sources of Income by Age Group – Northeast N.B. – 2019



Among Northeast New Brunswickers with employment income, the average amount earned was \$36,500. This was the lowest among the province's five regions and was well below both the province-wide (\$42,200) and national (\$50,600) averages. Among the core working-age population (aged 25 to 54 years), these averages were \$43,600, \$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 – Northeast New Brunswick

	Population					% Change		
	2007	2012	2017	2021	2022	1-Year	5-Year	15-Year
Miramichi	18,380	17,872	17,760	18,052	18,283	+1.3%	+2.9%	-0.5%
Tracadie	15,930	16,197	16,438	16,195	16,424	+1.4%	-0.1%	+3.1%
Bathurst	12,991	12,249	12,044	12,341	12,370	+0.2%	+2.7%	-4.8%
Campbellton	7,506	7,287	6,981	6,847	6,921	+1.1%	-0.9%	-7.8%
Beresford	4,344	4,395	4,380	4,377	4,424	+1.1%	+1.0%	+1.8%
Caraquet	4,107	4,288	4,264	4,181	4,237	+1.3%	-0.6%	+3.2%
Atholville	3,966	3,758	3,638	3,546	3,539	-0.2%	-2.7%	-10.8%
Dalhousie	3,632	3,437	3,108	3,060	3,038	-0.7%	-2.3%	-16.4%
Shippagan	2,763	2,621	2,633	2,601	2,649	+1.8%	+0.6%	-4.1%
Upper Miramichi	2,393	2,395	2,177	2,179	2,235	+2.6%	+2.7%	-6.6%
Saint-Quentin	2,216	2,119	2,182	2,176	2,165	-0.5%	-0.8%	-2.3%
Kedgwick	2,240	2,074	2,013	1,924	1,939	+0.8%	-3.7%	-13.4%
Eel River Crossing	2,039	2,029	1,944	1,874	1,873	-0.1%	-3.7%	-8.1%
Petit-Rocher	1,970	1,877	1,968	1,950	1,949	-0.1%	-1.0%	-1.1%
Neguac	1,690	1,692	1,717	1,801	1,890	+4.9%	+10.1%	+11.8%
Balmoral	1,753	1,697	1,713	1,668	1,673	+0.3%	-2.3%	-4.6%
Belledune	1,701	1,522	1,410	1,323	1,360	+2.8%	-3.5%	-20.0%
Charlo	1,387	1,319	1,325	1,290	1,294	+0.3%	-2.3%	-6.7%
Bas-Caraquet	1,444	1,354	1,341	1,299	1,306	+0.5%	-2.6%	-9.6%
Lamèque	1,421	1,410	1,312	1,299	1,301	+0.2%	-0.8%	-8.4%
Esgenoôpetitj (First Nations)	1,093	1,100	1,255	1,290	1,226	-5.0%	-2.3%	+12.2%
Bertrand	1,167	1,163	1,185	1,145	1,143	-0.2%	-3.5%	-2.1%
Rogersville	1,160	1,142	1,169	1,156	1,154	-0.2%	-1.3%	-0.5%
Nigadoo	932	947	982	964	1,000	+3.7%	+1.8%	+7.3%
Blackville	958	992	971	973	992	+2.0%	+2.2%	+3.5%
Tide Head	1,074	1,006	924	905	939	+3.8%	+1.6%	-12.6%
Grande-Anse	763	764	907	896	903	+0.8%	-0.4%	+18.3%
Pointe-Verte	952	958	875	863	879	+1.9%	+0.5%	-7.7%
Sainte-Marie-Saint-Raphaël	999	960	870	824	827	+0.4%	-4.9%	-17.2%
Le Goulet	917	818	801	783	789	+0.8%	-1.5%	-14.0%
Doaktown	892	799	785	773	770	-0.4%	-1.9%	-13.7%
Saint-Isidore	796	757	774	759	742	-2.2%	-4.1%	-6.8%
Paquetville	661	709	730	721	727	+0.8%	-0.4%	+10.0%
Saint-Léolin	725	677	644	599	592	-1.2%	-8.1%	-18.3%
Eel Ground 2 (First Nations)	499	468	548	519	556	+7.1%	+1.5%	+11.4%
Maisonnette	580	571	509	495	490	-1.0%	-3.7%	-15.5%
Eel River 3 (First Nations)	322	308	352	348	363	+4.3%	+3.1%	+12.7%
Red Bank 4 (First Nations)	386	353	316	316	322	+1.9%	+1.9%	-16.6%
Other ¹³	55,032	52,703	51,553	50,841	51,527	+1.3%	-0.1%	-6.4%

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.