Kent

Richibucto

Shediac

Westmorland

Moncton Sackville

Albert

New Brunswick Regional Profile
Southeast
June 2023

New Nouveau
Brunswick

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New Brunswick Regional Profile: Southeast

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Introduction[1]

New Brunswick's Southeast region consists of three counties: Albert, Westmorland, and Kent. Combined, these three counties encompass a total land area of 10,016 square kilometres.

The majority of the Southeast region's population live in the Greater Moncton Area (which consists of the cities of Moncton and Dieppe, the town of Riverview, and a number of smaller communities). Outside of the Greater Moncton Area, some of the notable communities in the region include Shediac, Sackville and Richibucto. At the time of the 2021 Census, rural areas[2] accounted for 38.2% of the region's population.

Demographics

Population Trends[3]

As of July 1, 2022, the population of New Brunswick's Southeast region was estimated to be 242,720 (approximately 29.9% of the province's total population). This total was up significantly up where it was in the past. Between 2007 and 2022, the region's population grew by 22.9% (from 197,457 to 242,720).

Population by Year – Southeast N.B.
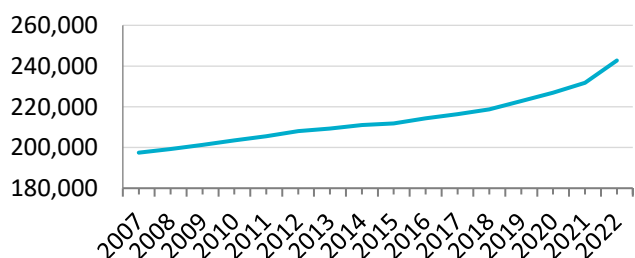
This represented the fifteenth largest increase among Canada's seventy-six economic regions during this time. While a significant portion of this growth occurred in the cities of Moncton and Dieppe, most communities in the region saw relatively large population increases as well.

Population Growth by Year – Southeast N.B.
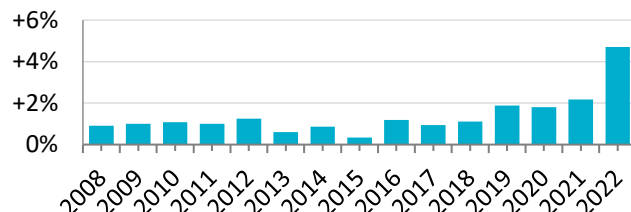
Population Change by Region – N.B. – 2007 to 2022

	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 Southeast has been particularly strong in recent years, with the region quickly becoming one of the fastest growing in Canada. 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 – Southeast N.B.

	2007	2012	2017	2022
Moncton	66,155	70,919	74,891	85,802
Dieppe	20,042	24,513	26,572	31,535
Riverview	18,389	19,426	20,117	21,352
Shediac	5,624	6,207	6,893	8,182
Other	87,247	86,983	87,864	95,849

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[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 recent years, the number of deaths in the region has exceeded the number of births (with this trend likely to continue going forward).

Components of Population Change – Southeast N.B.

- ■ Net Natural Change (Births - Deaths)
- ■ Net International Migration
- ■ Net Interprovincial Migration
- ■ Net Intraprovincial Migration

Components of Population Change – Southeast N.B.

	Jul 2021 to Jul 2022	Previous 10 Years (Avg.)
Natural Change	**-149**	**140**
Births	1,911	1,936
Deaths	2,060	1,796
Net International Migration	**6,428**	**1,560**
Immigration	4,273	1,208
Other (Net)	2,155	352
Net Interprovincial Migration	**4,320**	**302**
Net Intraprovincial Migration[4]	**294**	**648**

Migration by Age Group – Southeast N.B.

	Jul 2021 to Jul 2022	Previous 10 Years (Avg.)
International (Net)		
0 to 17 years	+1,468	+494
18 to 24 years	+1,527	+316
25 to 54 years	+3,326	+732
55 to 64 years	+49	+12
65 years and over	+58	+7
Interprovincial (Net)		
0 to 17 years	+547	+123
18 to 24 years	+1,210	-140
25 to 54 years	+1,819	+142
55 to 64 years	+438	+116
65 years and over	+306	+62
Intraprovincial (Net)		
0 to 17 years	-62	+43
18 to 24 years	+133	+219
25 to 54 years	+119	+278
55 to 64 years	+34	+45
65 years and over	+70	+64

As of July 2022, the Southeast's population had the thirty-second highest median age (43.7 years) among Canada's seventy-six economic regions. This median was slightly higher among the region's female population (44.7 years) compared to its male population (42.7 years).

Median Age by Region – N.B. – 2022

Region	Median Age
Northeast	52.7
Southeast	43.7
Southwest	44.9
Central	41.2
Northwest	48.8
N.B.	45.7

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

Language[5]

At the time of the 2021 Census, 60.2% of the Southeast New Brunswick population's first official language[6] was English, while 38.4% of individuals' first official language was French.

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

|	Total	%
English	134,410	60.2%
French	85,690	38.4%
English and French	2,540	1.1%
Neither English nor French	655	0.3%

Approximately half (49.5%) of the region's population was able to speak in both official languages. This represented the fifth highest proportion among Canada's seventy-six economic regions, and the highest proportion outside of Quebec.

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

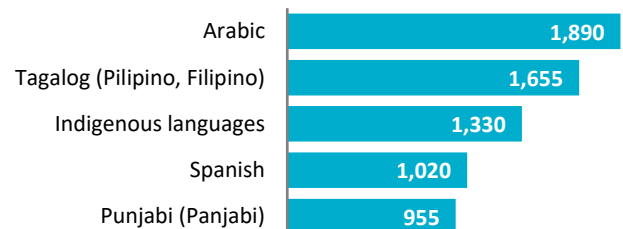|	Total	%
English Only	104,385	46.8%
French Only	7,770	3.5%
Both English and French	110,430	49.5%
Neither English nor French	705	0.3%

Language capabilities and preferences varied significantly across the region, with residents in areas further south and/or further from the coast most being more likely to primarily speak English, and the majority of residents in areas further north and/or closer to the coast being more likely to speak primarily French. The region's bilingual population followed a similar geographical distribution.

First Official Language by Community – Southeast N.B. – May 2021
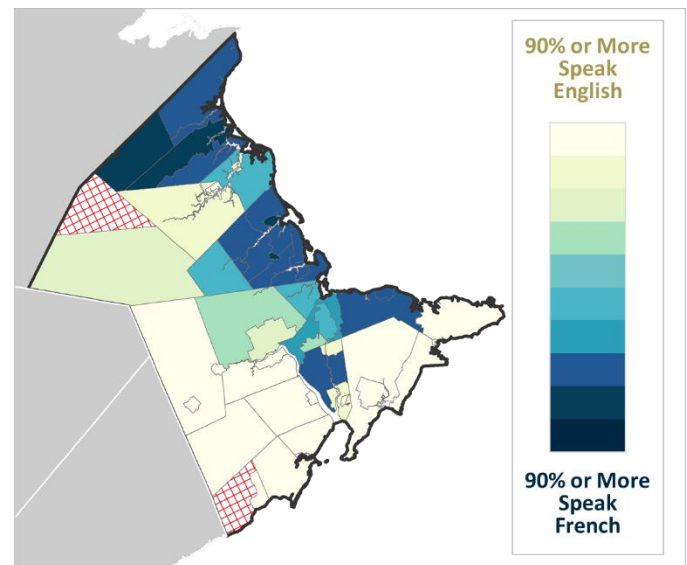
Beyond the two official languages, some of the most common languages spoken in the Southeast were Arabic, Tagalog, Indigenous languages, Spanish and Punjabi.

Most Common Mother Tongues[7] (Excluding English and French) – Southeast N.B. – May 2021

Arabic	1,890
Tagalog (Pilipino, Filipino)	1,655
Indigenous languages	1,330
Spanish	1,020
Punjabi (Panjabi)	955

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[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.

Education[8]

At the time of the 2021 Census, 63.1% of the region's population aged 25 to 64 had completed some form of post-secondary education; this percentage ranked thirty-first 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 the Southeast that had completed a post-secondary education were less likely to have an apprenticeship or trades certificates, but more likely to have college or university credentials.
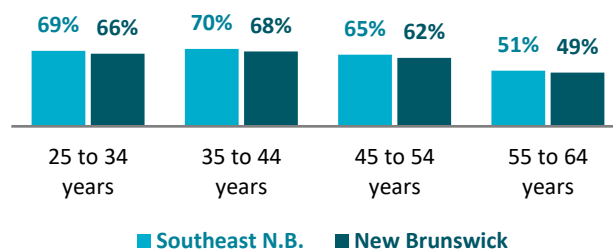
Highest Level of Education Among the Population Aged 25 to 64 Years – May 2021

	Southeast N.B.	New Brunswick
Less than High School	**10.0%**	**11.0%**
High School or Equivalent	**26.9%**	**28.7%**
Post-Secondary	**63.1%**	**60.3%**
Apprenticeship/Trades	6.5%	7.8%
Other Certificate/Diploma	30.9%	29.0%
Degree	25.6%	23.5%

Both in the Southeast 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

	25 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years
Southeast N.B.	69%	70%	65%	51%
New Brunswick	66%	68%	62%	49%

■ Southeast N.B. ■ New Brunswick

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

	25 to 44 years		45 to 64 years	
	Southeast N.B.	N.B.	Southeast N.B.	N.B.
Men	64%	61%	54%	52%
Women	75%	73%	61%	58%
Total	**70%**	**67%**	**57%**	**55%**

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

	25 to 44 Years	45 to 64 Years	25 to 64 Years
Moncton	71%	60%	**66%**
Dieppe	82%	71%	**77%**
Riverview	69%	64%	**66%**
Shediac	75%	51%	**61%**
Other	63%	51%	**56%**

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

Labour Force

Overview[9]

Labour Force Characteristics – 2022

|	Southeast N.B.	New Brunswick
Population Aged 15+	195,500	664,100
Not in Labour Force	71,800	261,600
Labour Force	123,600	402,500
Employment	116,300	373,500
Unemployment	7,300	29,000
Participation Rate	63.2%	60.6%
Employment Rate	59.5%	56.2%
Unemployment Rate	5.9%	7.2%

Throughout 2022, there were an average of 123,600 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 grow significantly. This growth has been driven primarily by an influx of international and interprovincial migrants.

### Labour Force Growth Relative to 2007
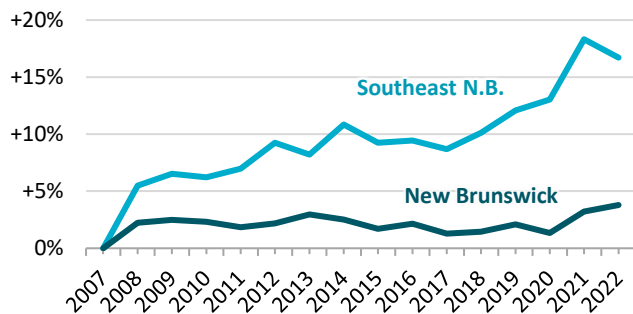
In 2022, 63.2% of the region's population aged 15 years and over were participating in the labour force, compared to 60.6% at a provincial level, and 65.4% nationally. Among the population aged 25 to 54 years, 89.7% of individuals in the region were participating in the labour force, compared to 87.5% at a provincial level, and 88.6% nationally.

Employment Growth Relative to 2007
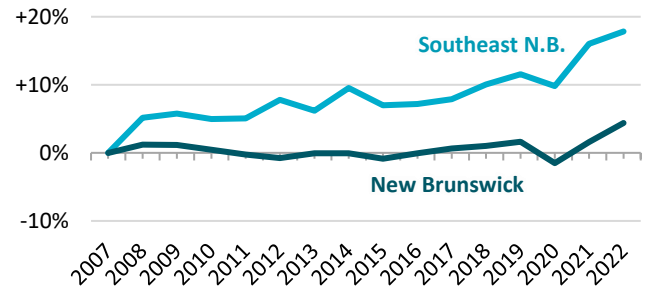
Population aging has had a significant effect on the unemployment rate. The growing number of retirements over the past few decades has resulted in increased job opportunities for many of those who remain in the labour force, leading to reduced unemployment levels. Between 2012 and 2022, the Southeast region saw its unemployment rate fall from 8.0% to 5.9%.

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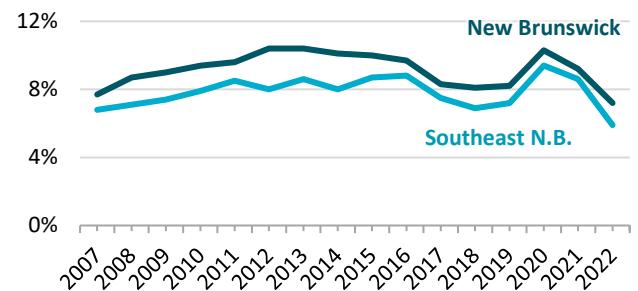
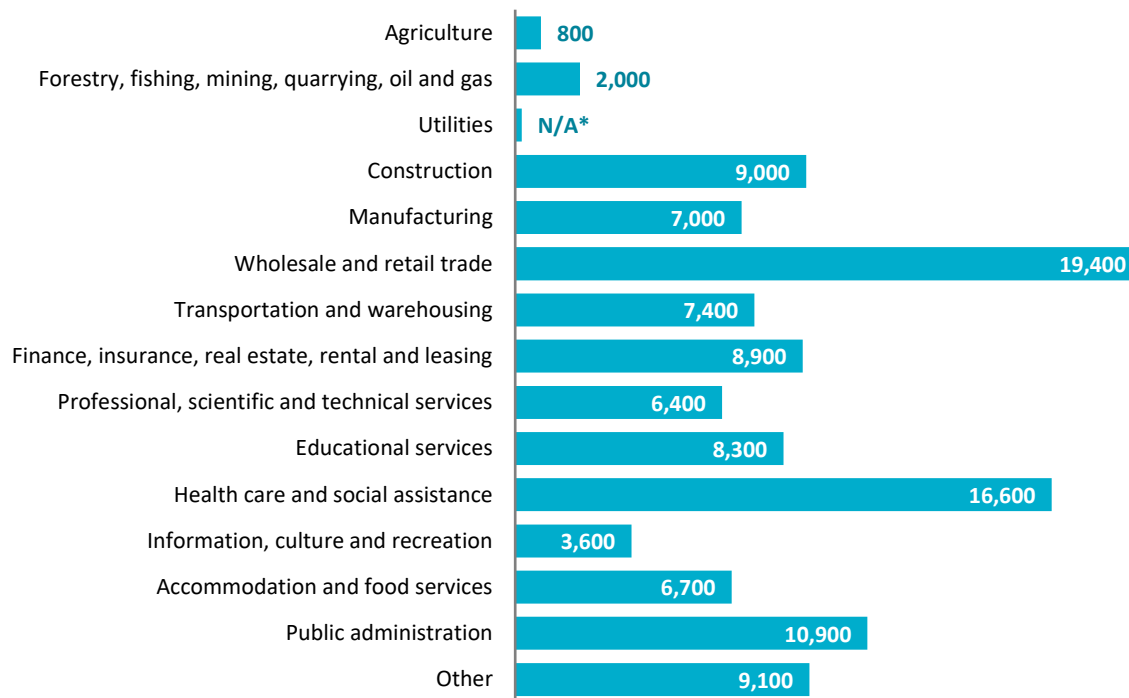[9] Source: Statistics Canada, Labour Force Survey (Table 14-10-0393).

Industry[10]

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
- Fishing, aquaculture, and seafood product preparation and packaging
- Truck transportation
- Insurance carriers and related activities
- Business support services (e.g. call centres)

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
- Mining, quarrying, and oil and gas extraction
- Professional, scientific and technical services (e.g. architectural, engineering and related services, etc.)

Employment by Sector - Southeast New Brunswick - 2022

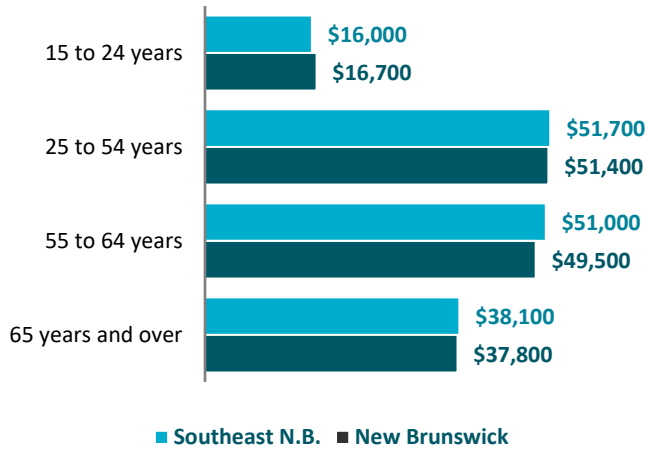| Sector	Employment
Agriculture	800
Forestry, fishing, mining, quarrying, oil and gas	2,000
Utilities	N/A*
Construction	9,000
Manufacturing	7,000
Wholesale and retail trade	19,400
Transportation and warehousing	7,400
Finance, insurance, real estate, rental and leasing	8,900
Professional, scientific and technical services	6,400
Educational services	8,300
Health care and social assistance	16,600
Information, culture and recreation	3,600
Accommodation and food services	6,700
Public administration	10,900
Other	9,100

*Suppressed to meet the confidentiality requirements of the Statistics Act

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

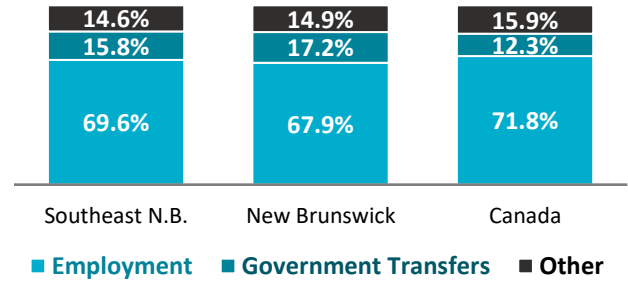New Brunswick Regional Profile: Southeast

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Income[11]

In 2019, individuals aged 15 years and over in Southeast New Brunswick had an average income level of $44,500. This was on par with the province-wide average of $44,000, but below the national average of $52,300.

Average Total Income by Age Group – 2019

Sources of Income – 2019

	Southeast N.B.	New Brunswick	Canada
Other	14.6%	14.9%	15.9%
Government Transfers	15.8%	17.2%	12.3%
Employment	69.6%	67.9%	71.8%

- Employment ■ Government Transfers ■ Other

Average Total Income by Age Group – 2019

Age Group	Southeast N.B.	New Brunswick
15 to 24 years	$16,000	$16,700
25 to 54 years	$51,700	$51,400
55 to 64 years	$51,000	$49,500
65 years and over	$38,100	$37,800

■ Southeast N.B. ■ New Brunswick

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

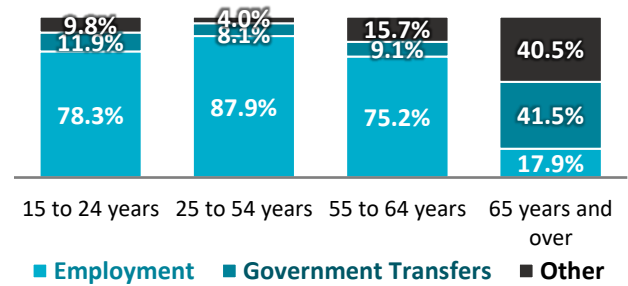|	15 to 24 years	25 to 54 years	55 to 64 years	65 years and over
Other	9.8%	4.0%	15.7%	40.5%
Government Transfers	11.9%	8.1%	9.1%	41.5%
Employment	78.3%	87.9%	75.2%	17.9%

■ Employment ■ Government Transfers ■ Other

In 2019, government transfers accounted for 15.8% 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).
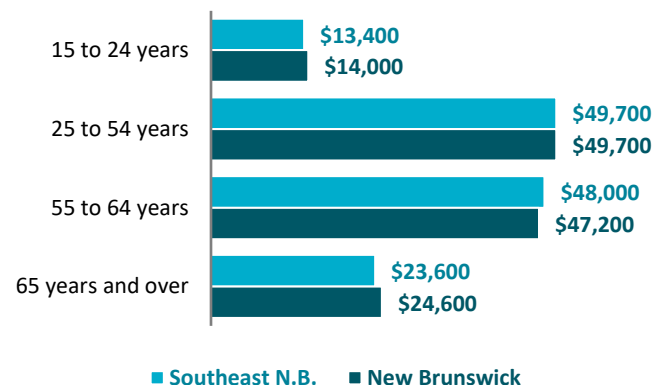
Among Southeast New Brunswickers with employment income, the average amount earned was $42,200. This was on par with the province-wide average of $42,200, but below the national average of $50,600. Among the core working-age population (aged 25 to 54 years), these averages were $49,700, $49,700 and $58,400, respectively.

Average Employment Income by Age Group – 2019

Age Group	Southeast N.B.	New Brunswick
15 to 24 years	$13,400	$14,000
25 to 54 years	$49,700	$49,700
55 to 64 years	$48,000	$47,200
65 years and over	$23,600	$24,600

■ Southeast N.B. ■ New Brunswick

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

Appendix: Population by Community[12]

Population by Community – Southeast New Brunswick

	Population					% Change		
	2007	2012	2017	2021	2022	1-Year	5-Year	15-Year
Moncton	66,155	70,919	74,891	81,665	85,802	+5.1%	+14.6%	+29.7%
Dieppe	20,042	24,513	26,572	29,531	31,535	+6.8%	+18.7%	+57.3%
Riverview	18,389	19,426	20,117	20,749	21,352	+2.9%	+6.1%	+16.1%
Shediac	5,624	6,207	6,893	7,670	8,182	+6.7%	+18.7%	+45.5%
Beaubassin-est	6,438	6,260	6,631	7,104	7,620	+7.3%	+14.9%	+18.4%
Sackville	5,599	5,463	5,548	5,958	6,152	+3.3%	+10.9%	+9.9%
Memramcook	4,765	4,873	4,862	5,127	5,352	+4.4%	+10.1%	+12.3%
Cocagne	2,618	2,576	2,699	2,786	2,858	+2.6%	+5.9%	+9.2%
Cap-Pelé	2,300	2,331	2,519	2,737	2,890	+5.6%	+14.7%	+25.7%
Bouctouche	2,416	2,428	2,401	2,485	2,546	+2.5%	+6.0%	+5.4%
Salisbury	2,120	2,252	2,315	2,425	2,549	+5.1%	+10.1%	+20.2%
Elsipogtog (First Nations)	1,946	2,005	2,024	2,074	2,182	+5.2%	+7.8%	+12.1%
Saint-Antoine	1,653	1,774	1,771	1,851	1,851	0.0%	+4.5%	+12.0%
Petitcodiac	1,386	1,453	1,403	1,442	1,509	+4.6%	+7.6%	+8.9%
Hillsborough	1,319	1,344	1,315	1,321	1,358	+2.8%	+3.3%	+3.0%
Richibucto	1,299	1,298	1,261	1,364	1,420	+4.1%	+12.6%	+9.3%
Dorchester	1,166	1,191	1,155	1,256	1,326	+5.6%	+14.8%	+13.7%
Saint-Louis de Kent	964	924	889	934	980	+4.9%	+10.2%	+1.7%
Rexton	875	826	864	895	926	+3.5%	+7.2%	+5.8%
Port Elgin	450	414	389	413	441	+6.8%	+13.4%	-2.0%
Riverside-Albert	330	367	355	366	376	+2.7%	+5.9%	+13.9%
Alma	290	231	217	225	231	+2.7%	+6.5%	-20.3%
Other[13]	49,313	48,973	49,246	51,449	53,282	+3.6%	+8.2%	+8.0%

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[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.

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