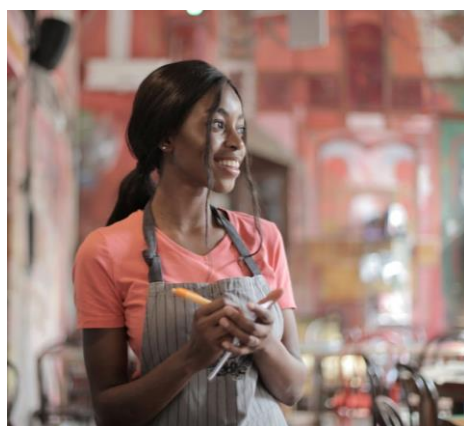


May 2025

NEW BRUNSWICK Labour Market Profile of Youth



An analysis of the province's youth population, covering topics such as migration trends, education levels, labour force characteristics and wages.

Data Sources:

- Statistics Canada – Annual Demographic Estimates
- Statistics Canada – Labour Force Survey
- Statistics Canada – Employment Insurance Statistics

New Brunswick Labour Market Profile of Youth

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Policy, Research and Labour Market Analysis Branch

Department of Post-Secondary Education, Training and Labour

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Table of Contents

Population 2

Education 4

Labour Force Characteristics..... 5

 Overview 5

 Students 6

 Non-Students 7

 NEET Rate 8

Wages..... 9

Employment Insurance (EI)..... 10

Appendix: Glossary 12

Population¹

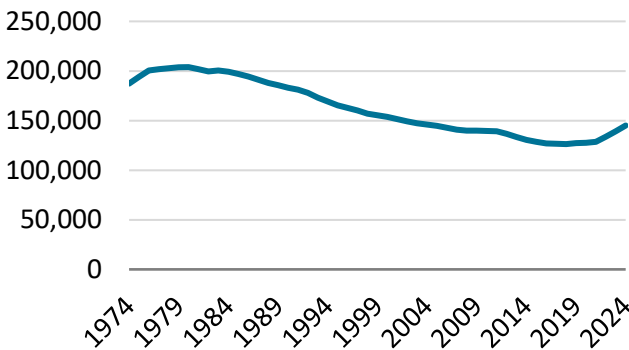
As of July 1, 2024, there were an estimated 145,132 New Brunswick residents aged 15 to 29 years. This total was up 4.2% year-over-year, and up 14.0% relative to five years prior (2019). This growth has been the result of a number of factors, including:

- Increased immigration levels.
- An increase in the number of international students studying in the province.
- Increased migration from other provinces.
- Decreased out-migration to other provinces.

These gains have represented a significant departure from historical trends. Leading up to this shift, the province’s youth population had declined in thirty-five consecutive years (between 1984 and 2018), a trend largely attributable to decades of high levels of youth out-migration, coupled with declining fertility rates.

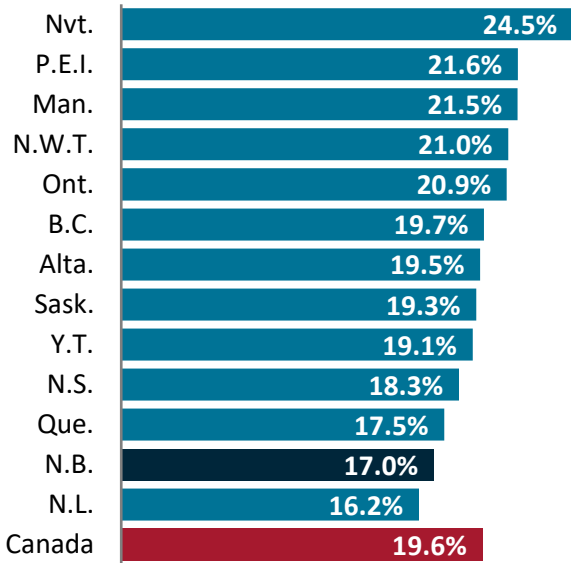
Despite the recent growth, New Brunswick’s youth population remains 28.8% (58,778) below its peak value of 203,910 in 1980. At that time, youth accounted for 28.9% of the total population, compared to only 17.0% today.

Estimated Population Aged 15 to 29 – New Brunswick

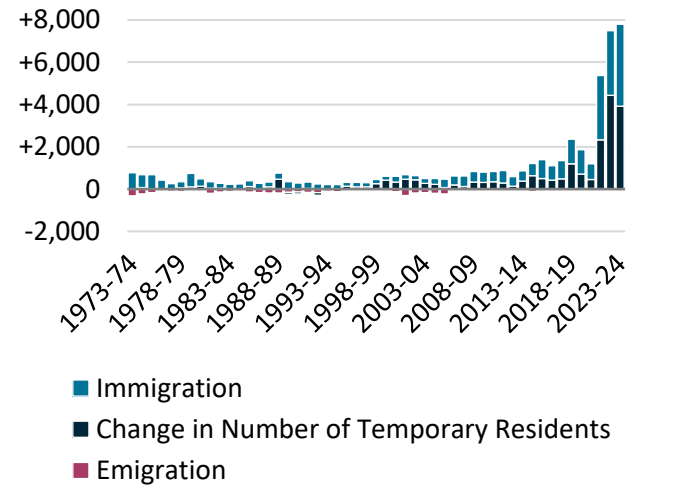


Going forward, growth in the province’s youth population is expected to slow significantly due to the federal government’s plans to reduce immigration levels and decrease the number of temporary residents (including international students) in the country.

Share of Total Population Accounted for by the Population Aged 15 to 29 – July 2024

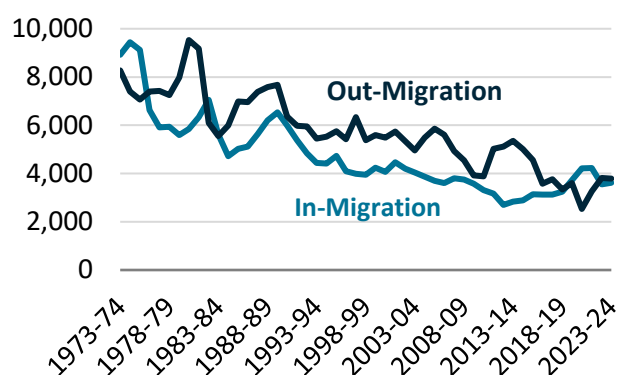


International Migration Among the Population Aged 15 to 29 – New Brunswick

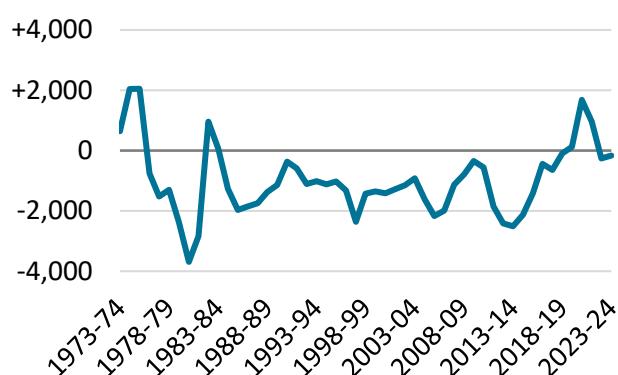


¹ Source(s): Statistics Canada, Annual Demographic Estimates (Tables 17-10-0005, 17-10-0014 and 17-10-0015).

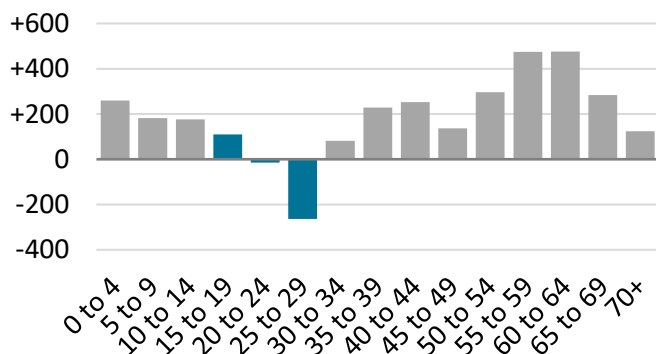
Interprovincial Migration Among the Population Aged 15 to 29 – New Brunswick



Net Interprovincial Migration Among the Population Aged 15 to 29 – New Brunswick



Net Interprovincial Migration by Age – New Brunswick – July 2023 to July 2024



Migration Among the Population Aged 15 to 29 by Gender – New Brunswick – July 2023 to July 2024

	Men	Women
International (Net)	+4,168	+3,585
Interprovincial (Net)	-83	-85
In-Migrants	1,798	1,818
Out-Migrants	1,881	1,903

In general, the effects of population aging have been most pronounced in rural regions of province, with these areas having experienced decades of relatively low immigration levels and high levels of youth out-migration (with youth often moving to more urban areas). As a result, the province's three major urban centres, Fredericton, Moncton, and Saint John, have significantly larger youth populations than the province's less densely populated areas.

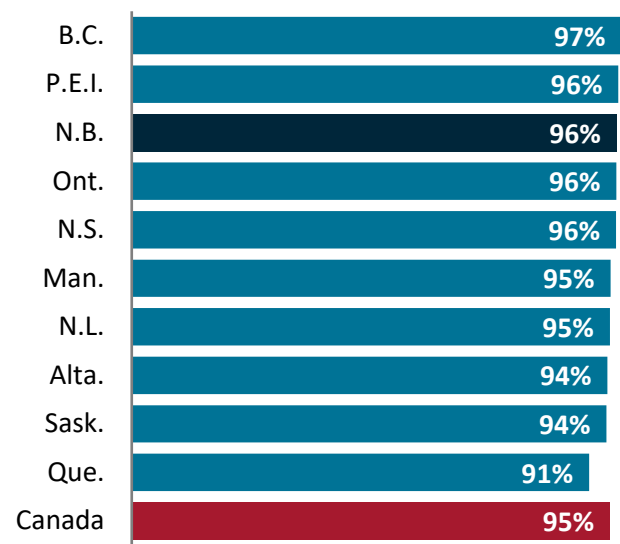
Share of Total Population Accounted for Population Aged 15 to 29 by Region – July 2024

Greater Moncton	19.2%
Greater Saint John	17.3%
Greater Fredericton	20.5%
Other Southern N.B.	14.9%
Greater Bathurst	14.8%
Greater Miramichi	15.5%
Greater Edmundston	15.9%
Greater Campbellton	14.7%
Other Northern N.B.	14.2%

Education²

As of 2023-2024 (24-month average), an estimated 96.2% of New Brunswickers aged 20 to 29 had at least a high school diploma³. This represented the third highest rate for this age range among the provinces.

Percentage of the Population Aged 20 to 29 With at Least a High School Diploma – 2023-2024 (24-Month Averages)

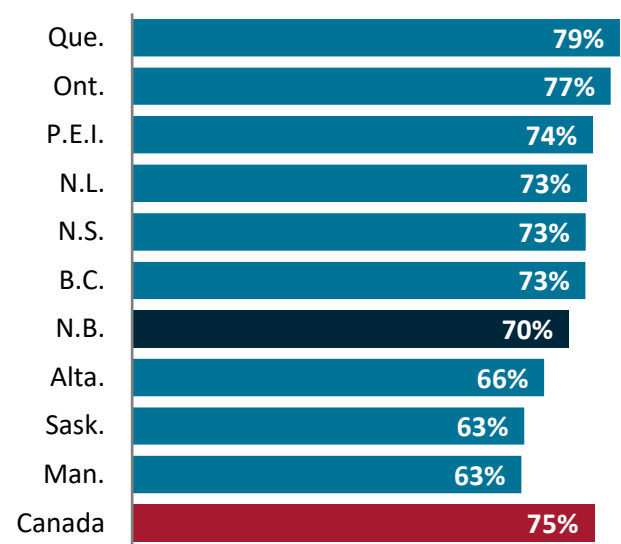


Percentage of the Population Aged 20 to 29 With at Least a High School Diploma by Age Group and Gender – 2023-2024 (24-Month Averages)

	N.B.		Canada	
	Men	Women	Men	Women
20 to 24	94%	97%	93%	96%
25 to 29	96%	98%	94%	97%

Despite having a high proportion of youth who have completed high school, relatively few young New Brunswickers have completed a post-secondary education compared to other parts of the country. As of 2023-2024, 70.5% of New Brunswickers aged 25 to 29 had completed some form of post-secondary education, compared to 74.5% at a national level. Relative to a national level, youth in New Brunswick were noticeably less likely to be degree holders, but more likely to hold other types of post-secondary certificates or diplomas.

Percentage of the Population Aged 25 to 29 with Post-Secondary Credentials – 2023-2024 (24-Month Averages)



Both in New Brunswick and across Canada, young women were significantly more likely than young men to have completed a post-secondary education. As of 2023-2024, only 62.5% of New Brunswick men aged 25 to 29 years (69.2% nationally) had completed some form of post-secondary education, compared to 78.9% of women in this age range (80.3% nationally).

² Source(s): Statistics Canada, Labour Force Survey (Public Use Microdata File) and 2021 Census of Population.

³ i.e., a high school diploma (or equivalency certificate) and/or a post-secondary education.

Highest Certificate, Diploma or Degree Among the Population Aged 25 to 29 by Gender – 2023-2024 (24-Month Averages)

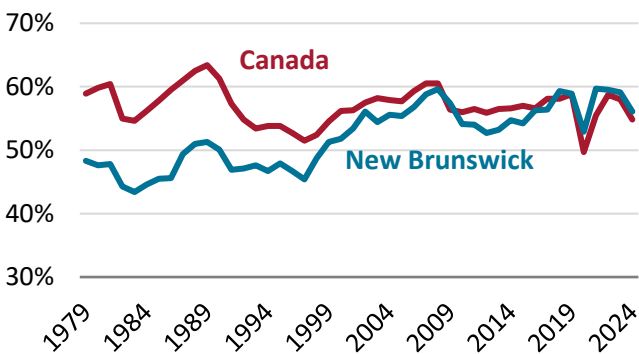
	Men	Women	Total
N.B.			
No Post-Secondary Credentials	38%	21%	30%
Post-Secondary Certificate/Diploma	39%	38%	39%
Degree	23%	41%	32%
Canada			
No Post-Secondary Credentials	31%	20%	25%
Post-Secondary Certificate/Diploma	33%	31%	32%
Degree	37%	50%	43%

Labour Force Characteristics

Overview⁴

Between January and December 2024, an average of 56.1% of New Brunswickers aged 15 to 24 years were employed, compared to 54.8% at a national level. While historically, New Brunswick’s youth employment has generally trailed the national rate by a significant margin, this has not been the case over the past several years.

Employment Rate Among Youth Aged 15 to 24



Employment Rate Among Youth Aged 15 to 24 by Age Group and Gender - 2024

	Men	Women	Total
N.B.			
15 to 19 years	39.9%	43.9%	41.8%
20 to 24 years	70.1%	74.1%	72.0%
Canada			
15 to 19 years	39.8%	42.6%	41.2%
20 to 24 years	69.0%	70.0%	69.5%

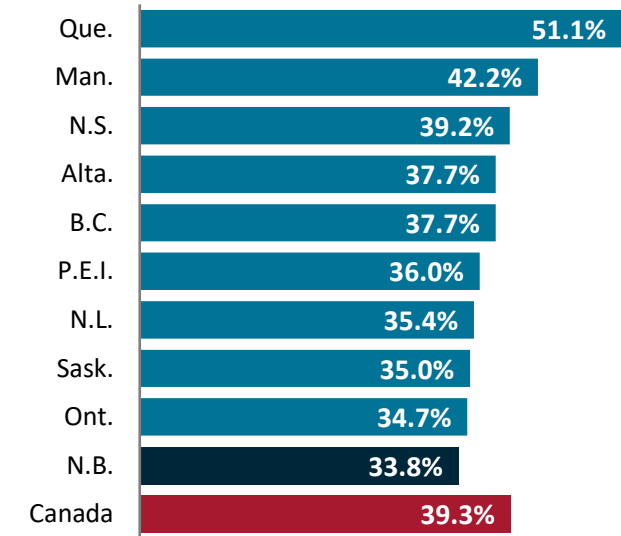
New Brunswick’s youth employment rate is helped by the relatively high percentage of youth in the province who are not enrolled in any form of post-secondary education (and thus are more likely to be working). When the population is separated into students and non-students, employment rates among New Brunswick youth compare less favourably to the rest of Canada.

⁴ Source(s): Statistics Canada, Labour Force Survey (Tables 14-10-0017 and 14-10-0021).

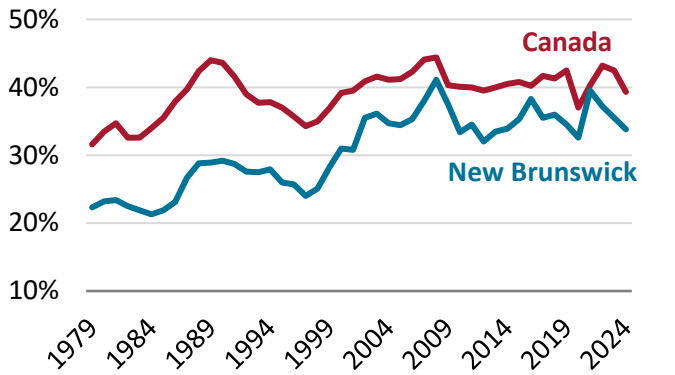
Students⁵

Both in New Brunswick and across the country, student employment rates during the school months have decreased significantly over the past few years. In 2024, an average of 33.8% of New Brunswick students aged 15 to 24 years were employed throughout the school months (Jan-Apr and Sep-Dec). This was down from 35.5% in 2023 and from 37.2% in 2022. At the national level, the student employment rate during the school months was 39.3% in 2024 (down from 42.5% in 2023 and from 43.2% in 2022). Both before and after this recent decrease, New Brunswick’s student employment rate during the school months has consistently been among the lowest in the country.

Employment Rate Among Students Aged 15 to 24 During School Months – 2024 (Jan-Apr, Sep-Dec)



Employment Rate Among Students Aged 15 to 24 During School Months (Jan-Apr, Sep-Dec)



Both within New Brunswick and across Canada, male students were significantly less likely to be employed than female students.

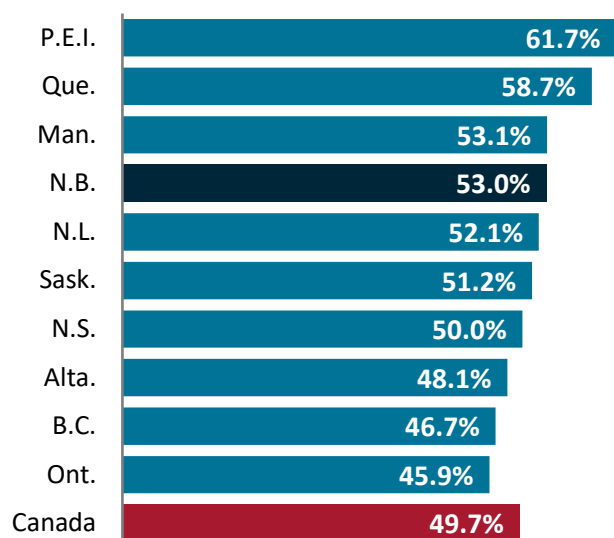
Employment Rate Among Students Aged 15 to 24 During School Months – 2024 (Jan-Apr, Sep-Dec)

	Men	Women	Total
New Brunswick			
15 to 19 years	22.2%	35.9%	29.3%
20 to 24 years	38.5%	48.8%	43.2%
Canada			
15 to 19 years	29.1%	34.8%	31.9%
20 to 24 years	46.8%	54.9%	51.2%

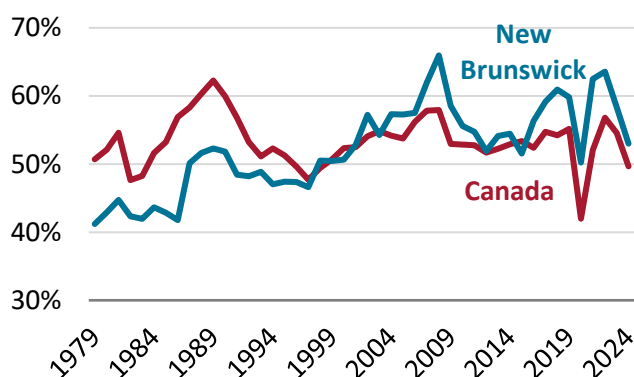
Student employment rates across the country have also been trending downward during the summer months. In 2024, an average of 53.0% of New Brunswick students aged 15 to 24 years worked throughout the summer months (May to August). This was down from 58.3% in 2023 and from 63.6% in 2022. At the national level, the student employment rate during the summer months was 49.7% in 2024 (down from 54.6% in 2023, and 56.8% in 2022). In contrast to what is seen during the school year, New Brunswick’s student employment rate during the summer months has consistently been among the highest in the country.

⁵ Source(s): Statistics Canada, Labour Force Survey (Public Use Microdata File and Tables 14-10-0081, 14-10-0021 and 14-10-0286).

Employment Rate Among Full-Time Students Aged 15 to 24 During Summer Months – 2024 (May-Aug)



Employment Rate Among Full-Time Students Aged 15 to 24 During Summer Months (May-Aug)



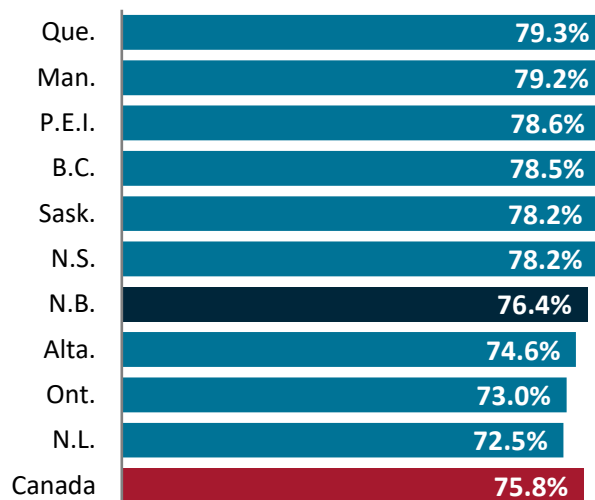
Employment Rate Among Full-Time Students Aged 15 to 24 During Summer Months – 2024 (May-Aug)

	Men	Women	Total
New Brunswick			
15 to 19 years	40.0%	50.5%	45.5%
20 to 24 years	69.3%	68.4%	68.5%
Canada			
15 to 19 years	37.6%	43.2%	40.4%
20 to 24 years	62.7%	66.5%	64.7%

Non-Students⁶

During the school months of 2024 (Jan-Apr, Sep-Dec), an average of 76.4% of non-students aged 15 to 24 years in New Brunswick were employed. This represented the sixth highest rate among the provinces.

Employment Rate Among Non-Students Aged 15 to 24 During School Months – 2024 (Jan-Apr, Sep-Dec)



The province's employment rate among non-students aged 15 to 24 with post-secondary credentials was particularly high, exceeding the national rate for this group by 5.2 percentage points (91.2% versus 86.0%).

Employment Rate Among Non-Students Aged 15 to 24 During School Months – 2024 (Jan-Apr, Sep-Dec)

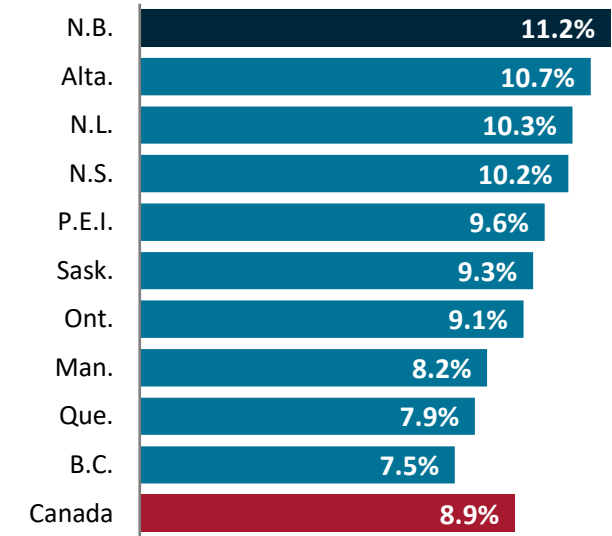
	Men	Women	Total
New Brunswick			
No PSE Credentials	69.5%	59.0%	65.6%
PSE Credentials	88.6%	93.4%	91.2%
Canada			
No PSE Credentials	69.1%	66.8%	68.2%
PSE Credentials	86.1%	86.0%	86.0%

⁶ Source(s): Statistics Canada, Labour Force Survey (Public Use Microdata File and Tables 14-10-0081 and 14-10-0021).

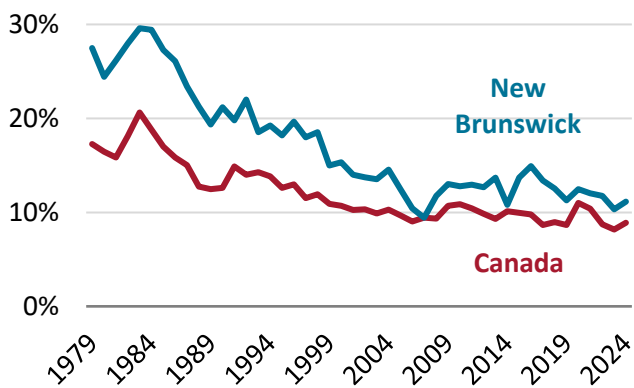
NEET Rate⁷

Due to the relatively large size of the province’s non-student youth population, combined with the relatively low employment rate among students, New Brunswick consistently has one of the highest proportions of youth who were not in employment, education, or training (NEET) in Canada.

Percentage of Population Aged 15 to 24 Not in Education, Employment or Training – Jan-Mar 2024 (3-Month Average)



Percentage of Population Aged 15 to 24 Not in Education, Employment or Training (Jan-Mar of Each Year)



Percentage of Population Aged 15 to 24 Not in Education, Employment or Training During School Months – 2024 (Jan-Mar)

	Men	Women	Total
New Brunswick			
15 to 19 years	6.3%	7.6%	6.9%
20 to 24 years	16.6%	13.4%	15.1%
Canada			
15 to 19 years	6.2%	4.2%	5.3%
20 to 24 years	13.7%	10.2%	12.0%

⁷ Source(s): Statistics Canada, Labour Force Survey (Public Use Microdata File and Table 14-10-0021).

Wages⁸

According to Statistics Canada’s Labour Force Survey, in 2024 the median hourly wage rate among New Brunswick employees aged 15 to 24 years was \$17.50. While this trailed the national median of \$18.80, this trend was not unique to youth, with New Brunswickers generally earning less than those in the Central and Western provinces across all age groups.

Average and Median Hourly Wage Among the Population Aged 15 to 24 by Gender – 2024

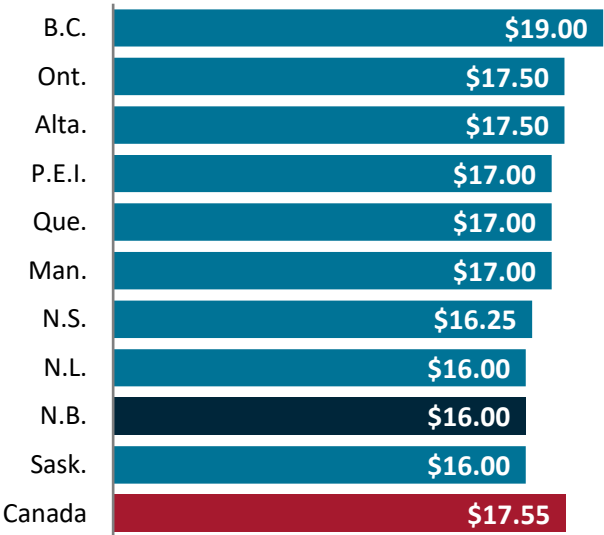
	Men	Women	Total
New Brunswick			
Average Hourly Wage	\$19.83	\$19.38	\$19.60
Median Hourly Wage	\$18.00	\$17.00	\$17.50
Canada			
Average Hourly Wage	\$21.88	\$20.58	\$21.24
Median Hourly Wage	\$19.50	\$18.00	\$18.80

Both within New Brunswick and across Canada, youth generally earn significantly less than older workers. This is primarily a reflection of youth having considerably lower levels of education and experience, and as a result, being much more likely to work in low-paying jobs. In 2024, 39% of New Brunswick employees aged 15 to 19, and 12% of those aged 20 to 24 were earning the minimum wage (which was \$15.30 for the majority of 2024), compared to 3% of those aged 25 to 54. Looking at wage rates among youth by educational attainment level, it can be seen that wages were noticeably higher among those with post-secondary credentials.

Percentage of Employees Aged 15 to 24 Earning Minimum Wage by Gender – 2024

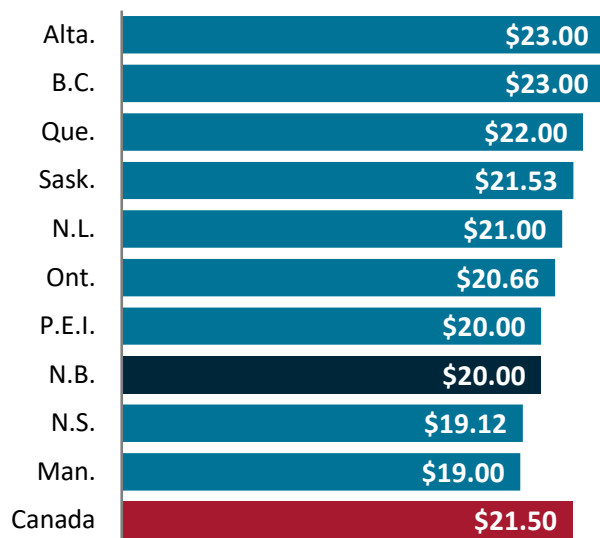
	Men	Women	Total
New Brunswick			
15 to 19 years	35%	44%	39%
20 to 24 years	13%	12%	12%
Canada			
15 to 19 years	39%	44%	42%
20 to 24 years	13%	16%	14%

Median Hourly Wage Among Youth Aged 15 to 24 with a High School Diploma or Less – 2024

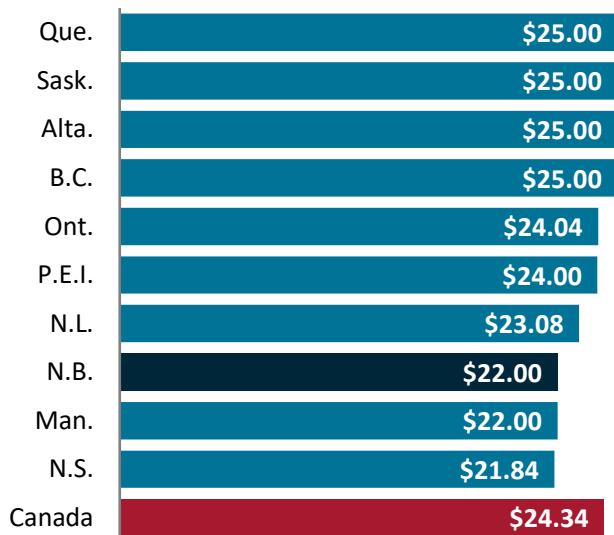


⁸ Source(s): Statistics Canada, Labour Force Survey (Public Use Microdata File and Table 14-10-0340).

Median Hourly Wage Among Youth Aged 15 to 24 with a Post-Secondary Diploma or Certificate – 2024



Median Hourly Wage Among Youth Aged 15 to 24 with a University Degree – 2024



Employment Insurance (EI)⁹

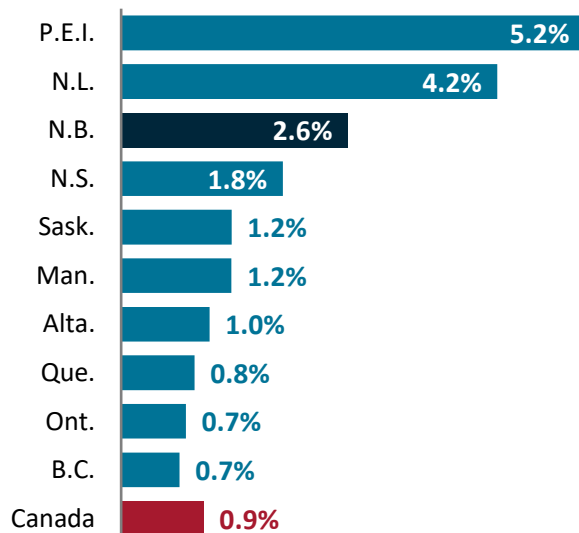
In 2024, an average of 2,310 New Brunswickers aged 15 to 24 received employment insurance regular benefits in a typical month (ranging from 1,350 to 3,610 throughout the year). This represented approximately 2.6% of the province's youth population – the third highest proportion among the ten provinces.

Some of the factors contributing to the relatively high percentage of youth that receive employment insurance in New Brunswick include:

- The province's relatively weak economic / labour market conditions
- The seasonal nature of many prominent industries in the province

Usage of the EI program is most common in rural parts of the province, where these conditions are most prominent.

Percentage of Population Aged 15 to 24 Receiving EI Regular Benefits – 2024 (12-Month Average)

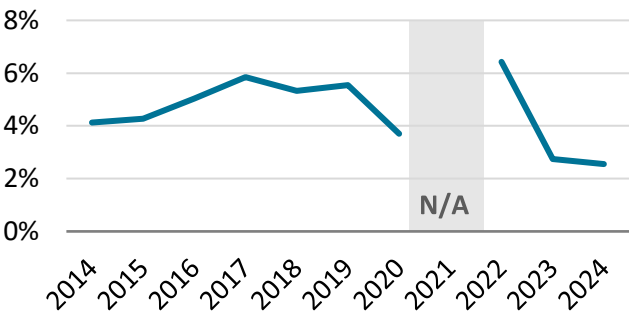


⁹ Sources(s): Statistics Canada, Employment Insurance Statistics (Table 14-10-0011) and Labour Force Survey (Table 14-10-0327).

While the proportion of youth receiving employment insurance benefits in New Brunswick was high relative to most other provinces, it has decreased significantly in recent years. This decrease has primarily been due to two factors:

- The NB-EI Connect Program being phased out as a stand-alone program¹⁰
- The province experiencing lower than usual levels of unemployment (resulting in a greater number of hours of work being required to qualify for benefits)

Percentage of Population Aged 15 to 24 Receiving EI Regular Benefits – New Brunswick (12-Month Averages)



Minimum Number of Hours of Insurable Employment Required to Qualify for EI Regular Benefits by Employment Insurance Region

	Dec. 2019	Dec. 2024
Fredericton-Moncton-Saint John	665	700
Madawaska-Charlotte	630	630
Restigouche-Albert	455	560

Among the province’s youth population, EI usage was significantly higher among men. In an average month, 72% of youth who received EI regular benefits were male.

¹⁰ The “New Brunswick Employment Insurance Connect Program” offered eligible individuals the opportunity to continue to receive regular EI benefits for the duration of their claim while attending an approved training program, before being phased out as a standalone program in June 2022.

Appendix: Glossary

Labour Force: refers to the working age population (15+) that is employed or unemployed.

Employment: refers to people who, during the reference week, did any work at all at a job or business; or had a job but were not at work due to factors such as illness, personal, family responsibilities or labour disputes.

Full-Time Employment: refers to people who usually work thirty or more hours per week.

Part-Time Employment: refers to people who usually work less than thirty hours per week.

Unemployment: refers to people who during the reference week were without work but had actively looked for work in the past four weeks and were available for work; or were on temporary layoff during the reference week with an expectation of recall and were available for work.

Unemployment Rate: represents the number of unemployed as a percentage of the labour force.

Participation Rate: represents the labour force as a percentage of the working age population.

Employment Rate: represents the employed as a percentage of the working age population.

Industry/Sector: The North American Industry Classification System (NAICS) is a comprehensive system encompassing all economic activities. Establishments (businesses) are grouped according to similarity in the production processes used to produce goods and services.