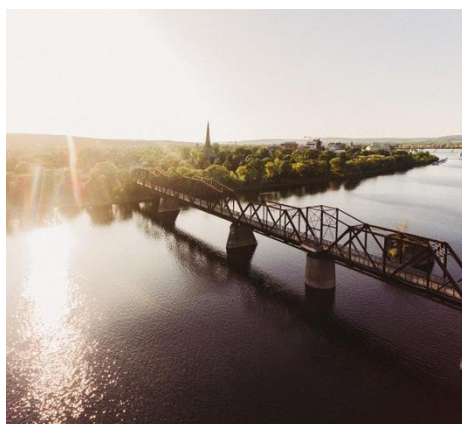


July 2025

REGIONAL PROFILE

Central New Brunswick



An analysis of Central New Brunswick, covering topics such as demographics, language capabilities, education levels, income, and labour force trends.

Data Sources:

- Statistics Canada – Annual Demographic Estimates
- Statistics Canada – 2021 Census of Population
- Statistics Canada – Labour Force Survey

Regional Profile: Central New Brunswick

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Policy, Research and Labour Market Analysis Branch

Department of Post-Secondary Education, Training and Labour

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

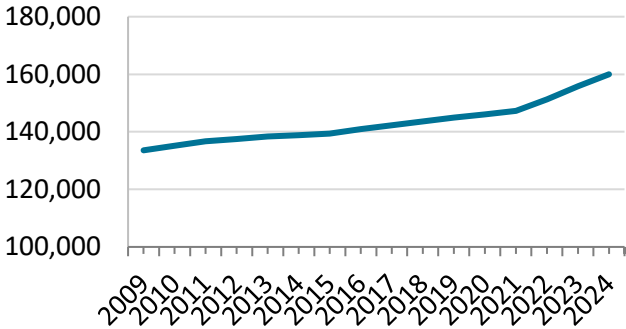
Outside of the City of Fredericton and the Town of Oromocto, Central New Brunswick’s population primarily lives in rural areas. At the time of the 2021 Census, rural areas² accounted for 46.2% of the region’s population.

Demographics

Population Trends³

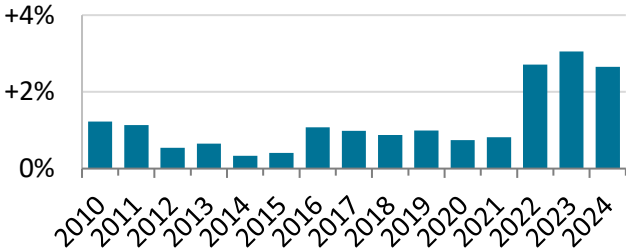
As of July 1, 2024, the population of New Brunswick’s Central region was estimated to be 159,987, up 2.7% (+4,139) year-over-year. This represented the ninth consecutive year in which the region’s population has grown by at least 0.5%, and the third consecutive year in which it has grown by at least 2.5%.

Population by Year – Central N.B.



Central New Brunswick ranked sixteenth among Canada’s seventy-six economic regions in terms of five-year population growth. While the majority of this growth occurred in city of Fredericton, a number of other communities, including New Maryland, Chipman, and Cambridge-Narrows, saw significant growth as well.

Population Growth by Year – Central N.B.



Population Change by Region – N.B. – 2009 to 2024

	2009 to 2014	2014 to 2019	2019 to 2024	2009 to 2024
Northeast	-2.1%	-0.9%	+3.3%	+0.2%
Southeast	+4.8%	+5.7%	+17.8%	+30.3%
Southwest	-0.5%	+1.8%	+7.7%	+9.0%
Central	+4.0%	+4.4%	+10.4%	+19.8%
Northwest	-2.2%	-1.2%	+4.7%	+1.2%

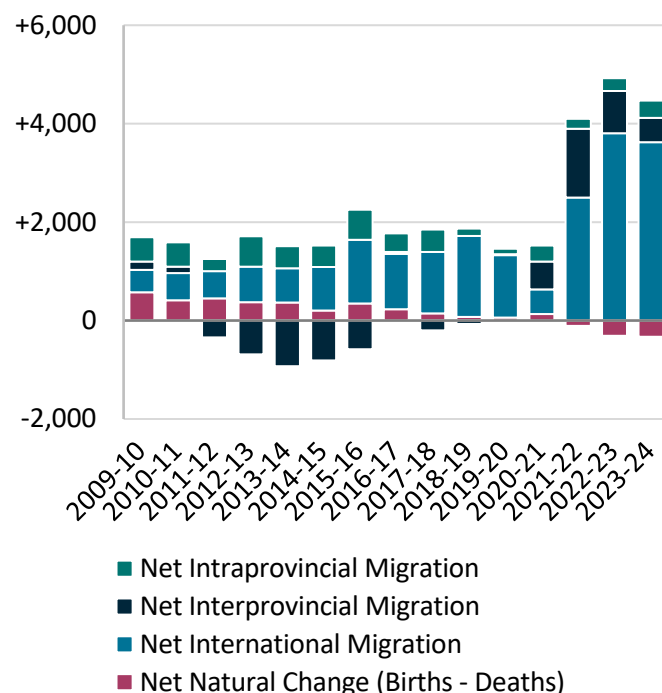
¹ Source(s): Statistics Canada, 2021 Census of Population (Tables 98-10-0002 and 98-10-0011).
² A population centre has a population of at least 1,000 and a population density of 400 persons or more per square kilometre. All areas outside population centres are classified as rural areas. Taken together, population centres and rural areas cover all of Canada.
³ Source(s): Statistics Canada, Annual Demographic Estimates (Tables 17-10-0150, 17-10-0151 and 17-10-0155).

Population by Community – Central N.B.

	2009	2014	2019	2024
Fredericton	55,437	58,816	63,411	72,700
Oromocto	8,736	9,412	9,423	9,430
Hanwell	4,554	4,742	4,815	5,095
New Maryland	4,321	4,191	4,167	4,503
Other	60,521	61,685	63,157	68,259

Recent population gains in the region have been primarily driven by significant increases to the number of immigrants and temporary residents moving to the region, and to a lesser degree, an influx of in-migrants from Ontario. 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). Due to the federal government's plans to significantly reduce international migration levels going forward, growth in the region is expected to slow over the next few years, although will likely remain positive.

Components of Population Change – Central N.B.



Components of Population Change – Central N.B.

	Jul 2023 to Jul 2024	Previous 10 Years (Average)
Natural Change	-330	114
Births	1,261	1,358
Deaths	1,591	1,244
International (Net)	3,621	1,496
Immigration	2,248	1,199
Temporary Residents (Net)	1,449	415
Emigration (Net)	-76	-118
Interprovincial (Net)	499	29
Intraprovincial (Net)⁴	349	339

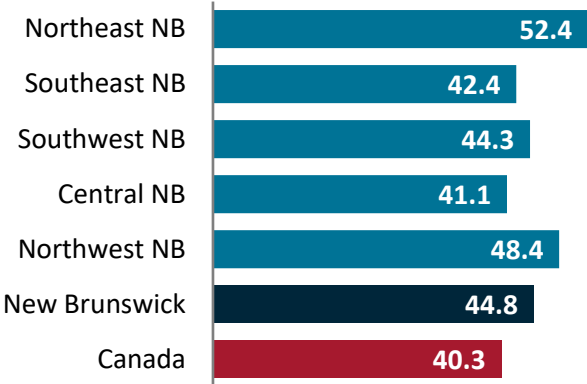
⁴ 'Intraprovincial migrants': persons who moved to a different city, town, village or community, but stayed within the same province or territory.

Migration by Age Group – Central N.B.

	Jul 2023 to Jul 2024	Previous 10 Years (Average)
International (Net)		
0 to 17 years		
18 to 24 years		
25 to 54 years		
55 to 64 years		
65 years and over		
Interprovincial (Net)		
0 to 17 years		
18 to 24 years		
25 to 54 years		
55 to 64 years		
65 years and over		
Intraprovincial (Net)		
0 to 17 years		
18 to 24 years		
25 to 54 years		
55 to 64 years		
65 years and over		

As of July 2024, the Central region’s population had the forty-third highest median age (41.1 years) among Canada’s seventy-six economic regions. This median was slightly higher among the region’s female population (42.1 years) compared to its male population (40.0 years).

Median Age by Region – 2024



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%

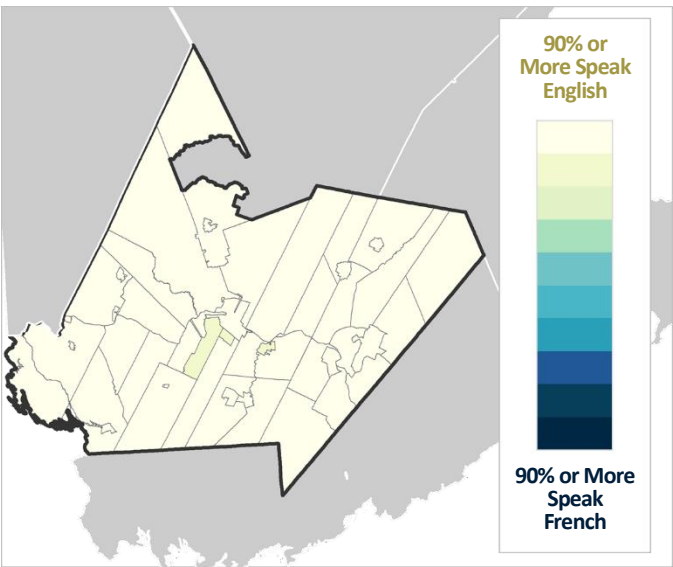
Approximately one-in-five (20.6%) individuals in the region were able to speak in both official languages.

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%

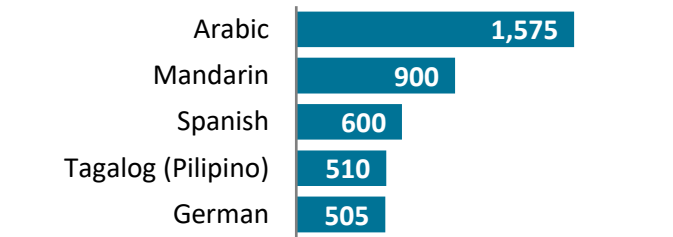
Language capabilities and preferences were fairly uniform across the region, with a slightly high concentration of bilingual individuals in or around the City of Fredericton.

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.

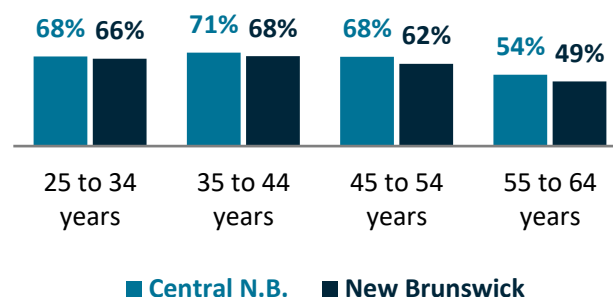
Highest Level of Education Among the Population Aged 25 to 64 Years – May 2021

	Central N.B.	N.B.
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 (or 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

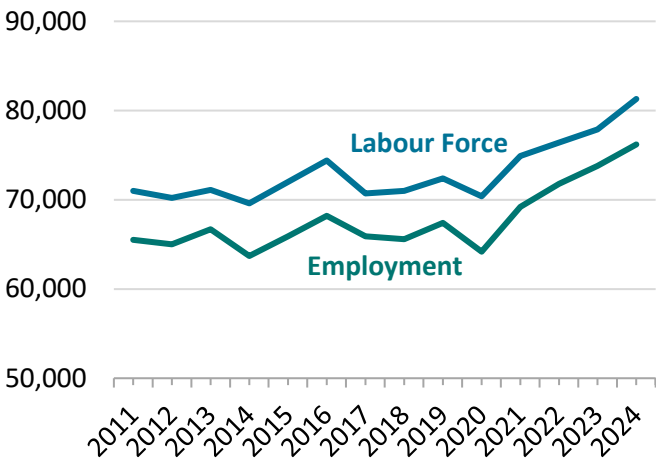
Overview⁹

Labour Force Characteristics – 2024

	Central N.B.	New Brunswick
Population Aged 15+		
Population	128,300	710,200
Not in Labour Force	47,000	279,900
Labour Force	81,300	430,300
Employment	76,200	400,000
Unemployment	5,100	30,300
Participation Rate	63.4%	60.6%
Employment Rate	59.4%	56.3%
Unemployment Rate	6.3%	7.0%
Population Aged 25 to 54		
Population	61,400	309,800
Not in Labour Force	7,600	37,900
Labour Force	53,800	271,900
Employment	51,000	255,600
Unemployment	2,800	16,300
Participation Rate	87.6%	87.8%
Employment Rate	83.1%	82.5%
Unemployment Rate	5.2%	6.0%

Throughout 2024, an average of 81,300 residents of Central New Brunswick were participating in the labour force (i.e., employed or actively looking for work). This total has grown significantly over the past several years due to the strong population growth seen in the region.

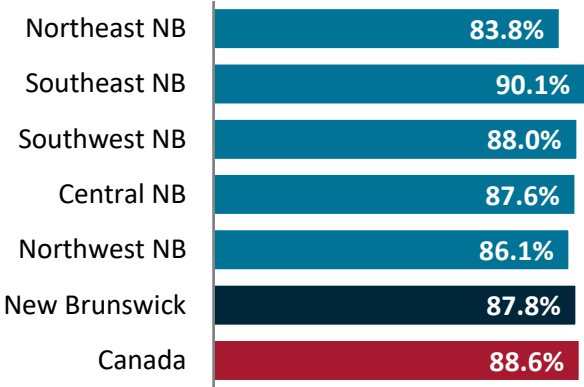
Labour Force and Employment – Central N.B.



In 2024, 63.4% of individuals aged 15 years and over in the region were participating in the labour force, compared to 60.6% at the provincial level, and 65.5% nationally. The gap between the Central region’s participation and the national rate was primarily due to the region having a slightly older population (since older individuals are less likely to participate in the labour force). When the population is narrowed to only include individuals aged 25 to 54 years, the Central region’s participation rate was nearly on par with the national rate. In 2024, among the population aged 25 to 54 years, 87.6% of individuals in the region were participating in the labour force, compared to 87.8% at a provincial level, and 88.6% nationally.

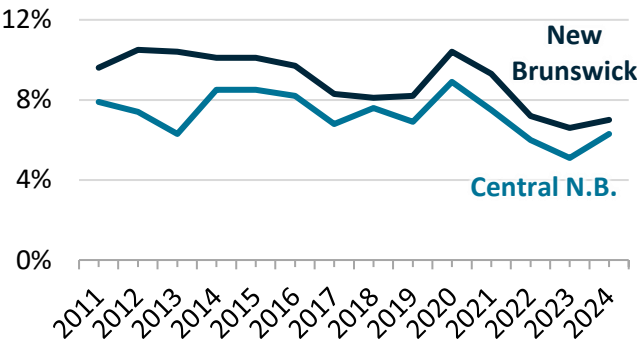
⁹ Source: Statistics Canada, Labour Force Survey (Table 14-10-0393).

Participation Rate Among the Population Aged 25 to 54 by Region – 2024



As of 2024, the Central region’s unemployment rate (6.3%) was tied for second lowest among New Brunswick’s five economic regions. This rate has trended downward over the past several years due an increasing number of job opportunities, driven by a combination of economic growth and a growing number of retirements.

Unemployment Rate



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 – May 2021

Sector	Employment	Location Quotient ¹¹
Agriculture	725	0.54
Forestry	385	2.28
Fishing, hunting and trapping	60	0.54
Mining and quarrying	250	0.29
Utilities	1,250	2.17
Construction	4,475	0.84
Manufacturing	2,715	0.47
Wholesale trade	1,270	0.55
Retail trade	7,915	1.02
Transportation and warehousing	2,380	0.66
Finance, insurance, real estate and leasing	2,520	0.56
Professional, scientific and technical services	5,450	0.91
Business, building and other support services	2,760	0.92
Educational services	6,575	1.23
Health care and social assistance	9,325	0.99
Information, culture and recreation	2,405	0.95
Accommodation and food services	4,005	1.16
Public administration	11,895	2.57
Other services (not elsewhere classified)	3,045	1.09
Total	69,390	N/A

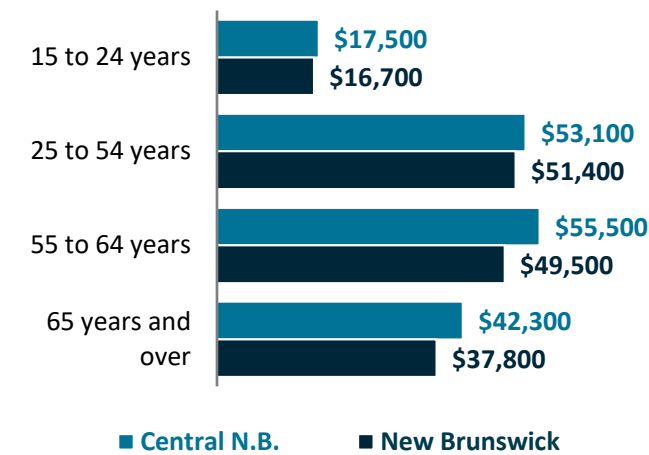
¹⁰ Source: Statistics Canada, 2021 Census of Population (Table 98-10-0592).

¹¹ The location quotient is a measure of the concentration of employment in a given sector in a region relative to the level of employment in that sector at the national level. For example, if the agriculture sector accounted for 1.04% of total employment in Central New Brunswick, and 1.92% of total employment Canada-wide, the location quotient would be $1.04/1.92 = 0.54$.

Income¹²

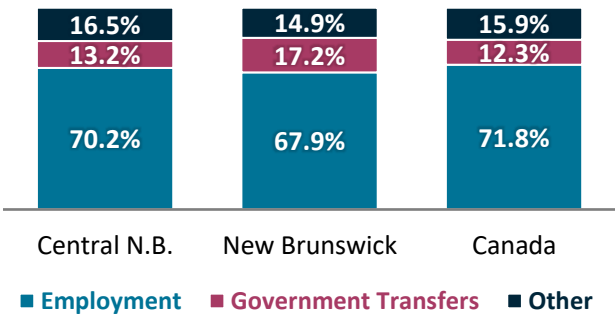
In 2019, individuals aged 15 years and over in Central New Brunswick had an average income level of \$47,000. This was above the province-wide average of \$44,000, but below the national average of \$52,300.

Average Total Income by Age Group – 2019

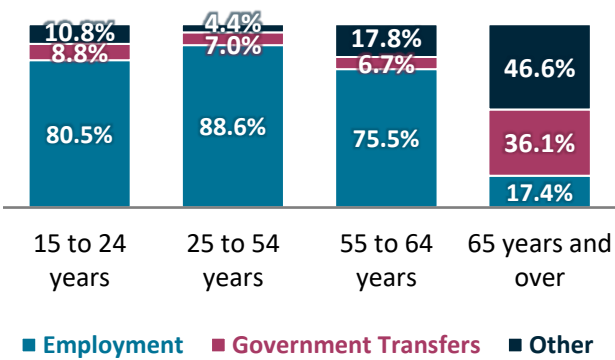


In 2019, government transfers accounted for 13.2% of total aggregate income in the region, compared to 17.2% province-wide, and 12.3% nationally. Differences across regions in terms of the percentage of total income that government transfers accounted for were primarily driven by the various regions’ 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

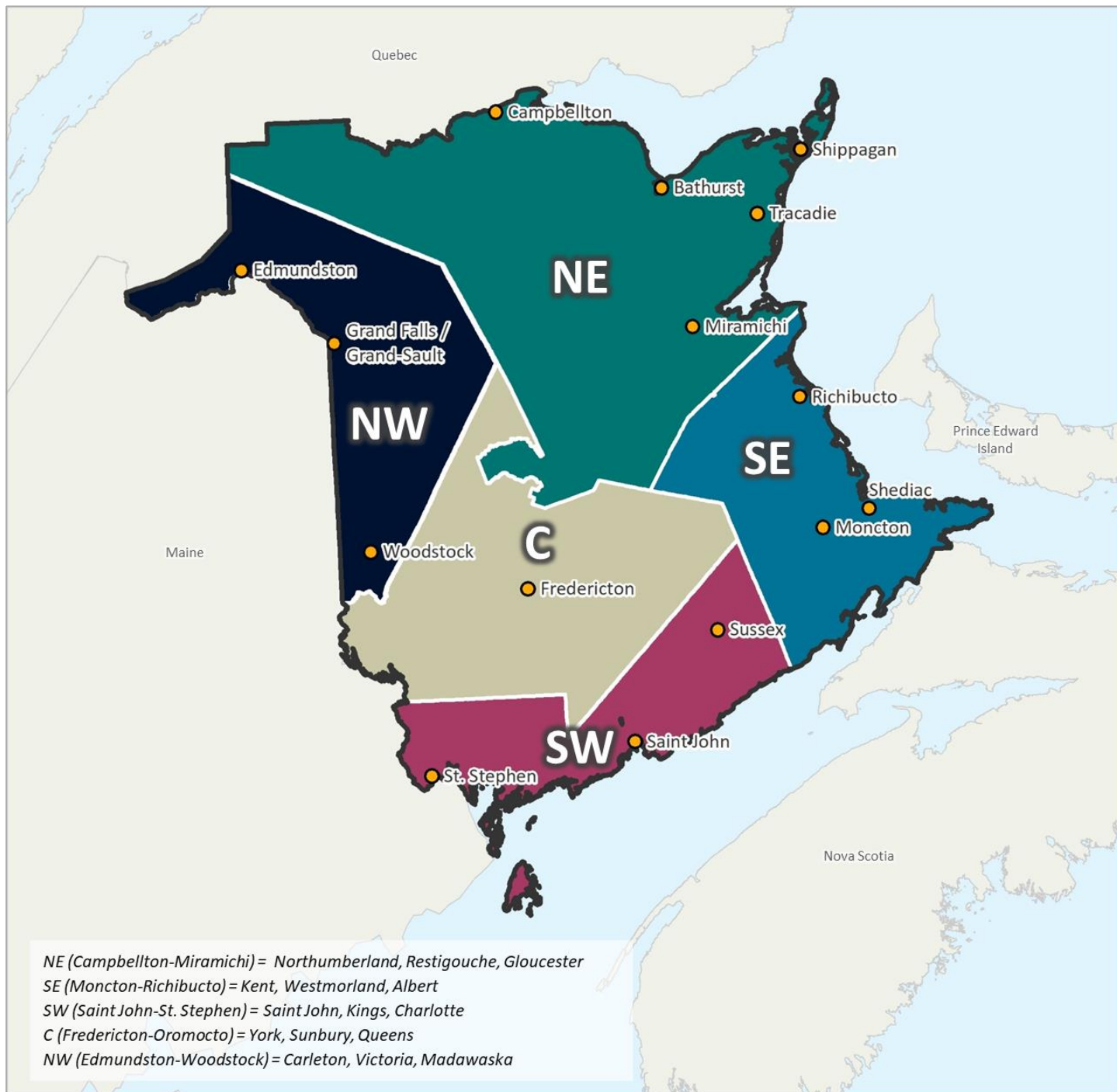


Among Central New Brunswickers with employment income, the average amount earned was \$45,100. This was above the province-wide average of \$42,200, but below the national average of \$50,600. Among the core working-age population (aged 25 to 54 years), these averages were \$52,100, \$49,700 and \$58,400,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

¹² Source: Statistics Canada, 2021 Census of Population (Table 98-10-0073).

Appendices

Appendix A: Reference Map of Economic Regions



Appendix B: Population by Community¹³

	Population					% Change		
	2009	2014	2019	2023	2024	1-Year	5-Year	15-Year
Fredericton	55,437	58,816	63,411	69,579	72,700	+4.5%	+14.6%	+31.1%
Oromocto	8,736	9,412	9,423	9,296	9,430	+1.4%	+0.1%	+7.9%
Hanwell	4,554	4,742	4,815	5,077	5,095	+0.4%	+5.8%	+11.9%
New Maryland	4,321	4,191	4,167	4,478	4,503	+0.6%	+8.1%	+4.2%
Minto	2,515	2,376	2,313	2,373	2,340	-1.4%	+1.2%	-7.0%
Chipman	1,224	1,166	1,141	1,227	1,277	+4.1%	+11.9%	+4.3%
McAdam	1,303	1,210	1,216	1,227	1,261	+2.8%	+3.7%	-3.2%
Devon 30 (First Nations)	842	984	1,085	1,099	1,144	+4.1%	+5.4%	+35.9%
Nackawic	1,025	998	972	1,037	1,018	-1.8%	+4.7%	-0.7%
Gagetown	716	719	752	835	849	+1.7%	+12.9%	+18.6%
Fredericton Junction	710	746	726	805	822	+2.1%	+13.2%	+15.8%
Cambridge-Narrows	649	585	648	759	772	+1.7%	+19.1%	+19.0%
Tracy	629	604	602	611	636	+4.1%	+5.6%	+1.1%
Kingsclear 6 (First Nations)	475	516	534	569	586	+3.0%	+9.7%	+23.4%
Harvey	365	366	394	444	454	+2.3%	+15.2%	+24.4%
Stanley	427	451	408	434	420	-3.2%	+2.9%	-1.6%
Canterbury	361	371	319	350	361	+3.1%	+13.2%	0.0%
Oromocto 26 (First Nations)	294	288	299	309	312	+1.0%	+4.3%	+6.1%
Millville	308	290	280	283	295	+4.2%	+5.4%	-4.2%
Meductic	199	221	196	197	203	+3.0%	+3.6%	+2.0%
Other ¹⁴	48,479	49,794	51,272	54,859	55,509	+1.2%	+8.3%	+14.5%

¹³ Source(s): Statistics Canada, Annual Demographic Estimates (Table 17-10-0155).

¹⁴ "Other" includes communities that were unincorporated as of 2021, along with communities with a population of less than 200.