

SOUTHEAST NEW BRUNSWICK



POPULATION JULY 2024

262,600

RURAL

38.2% 

NON-RURAL

 61.8%

MEDIAN AGE

42.4 Years

NB: 44.8 years; Canada: 40.3 years
35th Highest Among 76 Regions Across Canada

POPULATION CHANGE

2023-24 (1Y)

+4.3%



2019-24 (5Y)



+17.8%

SOURCES OF CHANGE 2023-24

BIRTHS

1,907



DEATHS

2,432



NB MOVERS

+91
(NET)



REST OF CANADA



+264
(NET)

"NB Movers" = in-migration from other parts of NB to region, less out-migration from region to other parts of NB

"Rest of Canada" = in-migration from other provinces/territories to region, less out-migration from region to other provinces/territories

INTERNATIONAL MIGRATION



+10,903
(NET) = 7,705 Immigrants
+ 3,198 Other

"Other" = net change in non-permanent residents (international students, temporary foreign workers, etc.) plus Canadians returning from other countries, less individuals leaving the country

PRIMARY LANGUAGE 2021

ENGLISH

60.2%



FRENCH

38.4%



1.1% reported both English and French +
0.3% reported neither English nor French

LANGUAGE CAPABILITIES 2021

EN ONLY

46.8%

FR ONLY

3.5%

EN & FR

49.5%

0.3% reported neither English nor French

POST-SECONDARY 2021

63.1%

NB: 60.3%; Canada: 67.1%
31st Highest Among 76 Regions Across Canada
Percentage of population aged 25 to 64 years
with post-secondary credentials.

LABOUR FORCE 2024

140,000

5-YEAR CHANGE

+18.5%



UNEMP. RATE



5.5%

PARTICIPATION RATE



90.1% Among the Population
Aged 25 to 54 Years

NB: 87.8%; Canada: 88.6%

AVERAGE INCOME 2019

\$51,700

Among the Population Aged 25 to 54 Years
NB: \$51,400; Canada: \$59,400