

July 2025

REGIONAL PROFILE

Southeast New Brunswick



An analysis of Southeast 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: Southeast New Brunswick

Release Date: July 2025

Frequency: Annual

Policy, Research and Labour Market Analysis Branch

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Cette publication est aussi disponible en français.

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

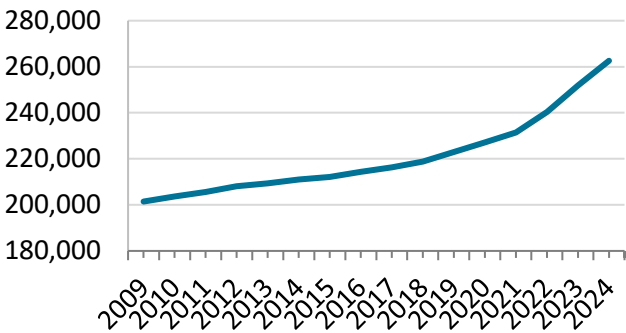
The majority of the Southeast region’s population live in the Greater Moncton Area (which consists of the cities of Moncton and Dieppe, the town of Riverview, and a number of smaller communities). Outside of the Greater Moncton Area, some of the notable communities in the region include Shediac, Sackville and Richibucto. At the time of the 2021 Census, rural areas² accounted for 38.2% of the region’s population.

Demographics

Population Trends³

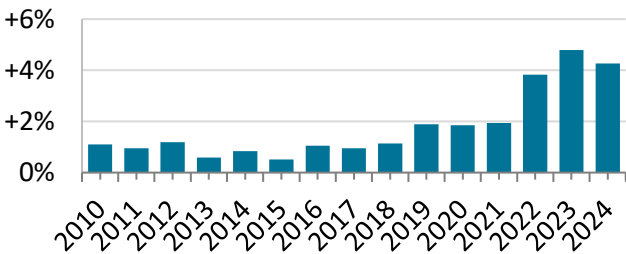
As of July 1, 2024, the population of New Brunswick’s Southeast region was estimated to be 262,591, up 4.3% (+10,733) year-over-year. This represented the seventh consecutive year in which the region’s population has grown by at least 1.0%, and the third consecutive year in which it has grown by at least 3.5%.

Population by Year – Southeast N.B.



Southeast New Brunswick ranked first among Canada’s seventy-six economic regions in terms of five-year population growth. While a significant portion of this growth occurred in the cities of Moncton and Dieppe, most communities in the region saw moderate-to-large population increases during this time.

Population Growth by Year – Southeast 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).

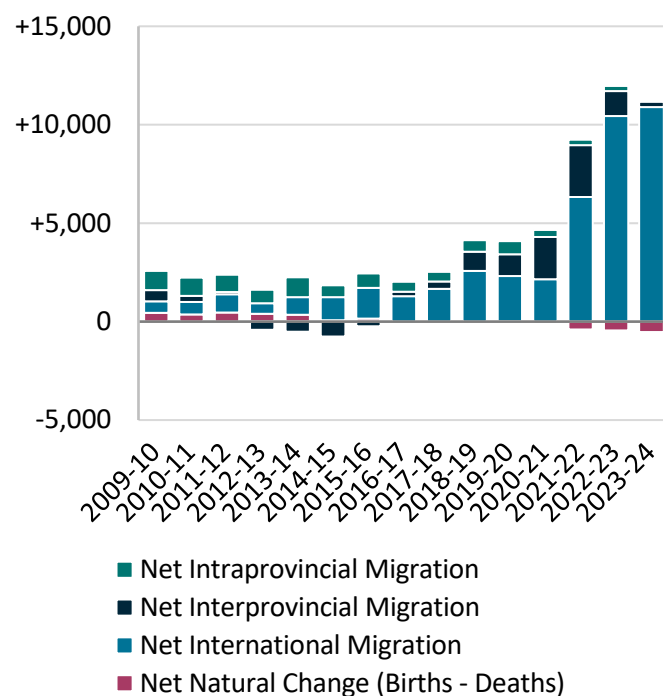
Population by Community – Southeast N.B.

	2009	2014	2019	2024
Moncton	67,989	72,282	77,958	97,523
Dieppe	21,907	25,491	27,461	34,247
Riverview	18,891	19,738	20,407	22,227
Shediac	5,842	6,521	7,328	8,800
Other	86,827	86,996	89,812	99,794

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. The region also consistently sees net positive intraprovincial migration levels (i.e. there are more individuals moving to the region from other parts of New Brunswick than there are individuals moving from the region to elsewhere in the province).

Historically, natural population change 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 relatively strong.

Components of Population Change – Southeast N.B.



Components of Population Change – Southeast N.B.

	Jul 2023 to Jul 2024	Previous 10 Years (Average)
Natural Change	-525	-48
Births	1,907	1,902
Deaths	2,432	1,950
International (Net)	10,903	3,035
Immigration	7,705	2,091
Temporary Residents (Net)	3,193	988
Emigration (Net)	5	-43
Interprovincial (Net)	264	723
Intraprovincial (Net)⁴	91	545

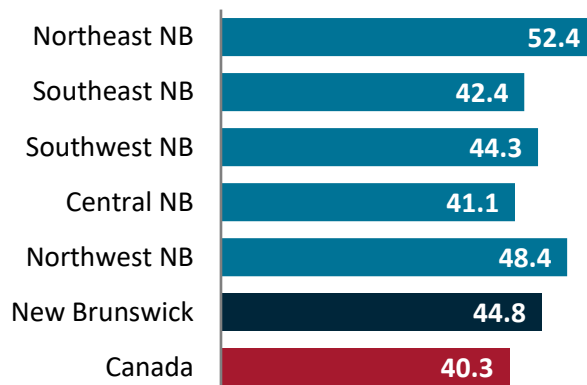
⁴ 'Intraprovincial migrants': persons who moved to a different city, town, village or community, but stayed within the same province or territory.

Migration by Age Group – Southeast N.B.

	Jul 2023 to Jul 2024	Previous 10 Years (Average)
International (Net)		
0 to 17 years	+3,137	+846
18 to 24 years	+1,844	+580
25 to 54 years	+5,729	+1,565
55 to 64 years	+113	+27
65 years and over	+80	+17
Interprovincial (Net)		
0 to 17 years	-175	+197
18 to 24 years	-72	-77
25 to 54 years	+123	+304
55 to 64 years	+267	+190
65 years and over	+121	+109
Intraprovincial (Net)		
0 to 17 years	-135	+39
18 to 24 years	+107	+172
25 to 54 years	+120	+237
55 to 64 years	-5	+36
65 years and over	+4	+62

As of July 2024, the Southeast's population had the thirty-fifth highest median age (42.4 years) among Canada's seventy-six economic regions. This median was slightly higher among the region's female population (43.3 years) compared to its male population (41.5 years).

Median Age by Region – 2024



Language⁵

At the time of the 2021 Census, 60.2% of the Southeast New Brunswick population's first official language⁶ 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.

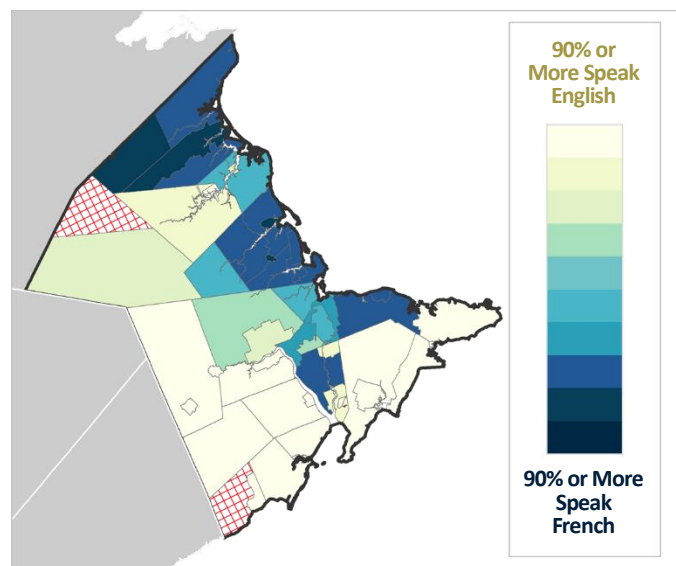
Knowledge of Official Languages – Southeast N.B. – May 2021

	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

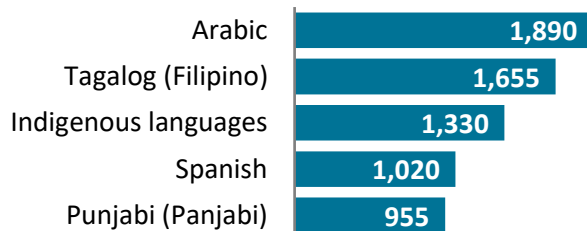
population followed a similar geographical distribution.

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 Tongues⁷ (Excluding English and French) – Southeast 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, 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.

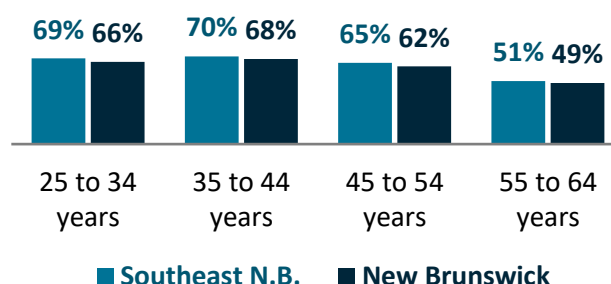
Highest Level of Education Among the Population Aged 25 to 64 Years – May 2021

	Southeast N.B.	N.B.
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 (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	
	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%

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

Labour Force

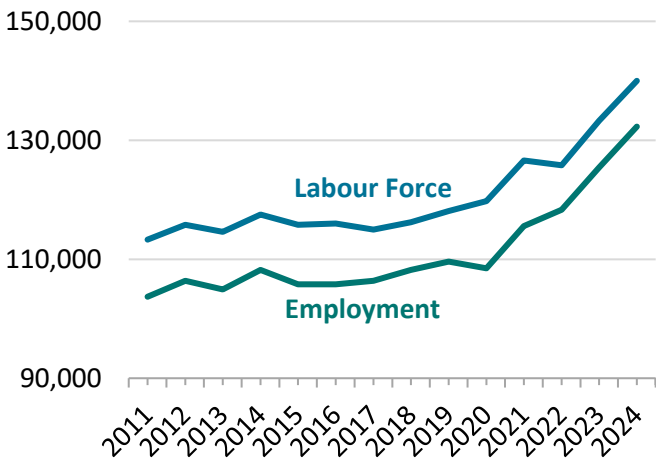
Overview⁹

Labour Force Characteristics – 2024

	Southeast N.B.	New Brunswick
Population Aged 15+		
Population	219,000	710,200
Not in Labour Force	79,000	279,900
Labour Force	140,000	430,300
Employment	132,300	400,000
Unemployment	7,700	30,300
Participation Rate	63.9%	60.6%
Employment Rate	60.4%	56.3%
Unemployment Rate	5.5%	7.0%
Population Aged 25 to 54		
Population	102,200	309,800
Not in Labour Force	10,200	37,900
Labour Force	92,100	271,900
Employment	87,600	255,600
Unemployment	4,400	16,300
Participation Rate	90.1%	87.8%
Employment Rate	85.7%	82.5%
Unemployment Rate	4.8%	6.0%

Throughout 2024, an average of 140,000 residents of Southeast 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 strong population growth in the region.

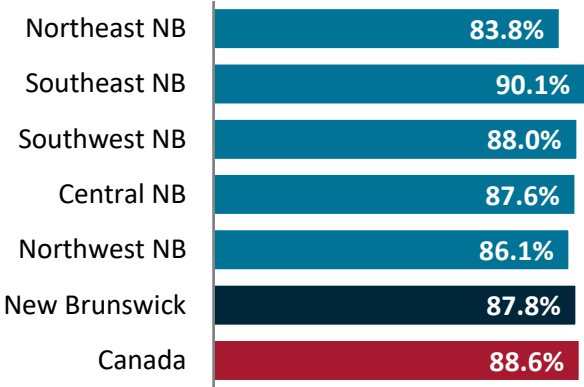
Labour Force and Employment – Southeast N.B.



In 2024, 63.9% 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 Southeast region’s participation rate 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 Southeast region’s participation rate exceeds the national rate. In 2024, among the population aged 25 to 54 years, 90.1% of individuals in the region were participating in the labour force, compared to 87.8% at a provincial level, and 88.6% nationally.

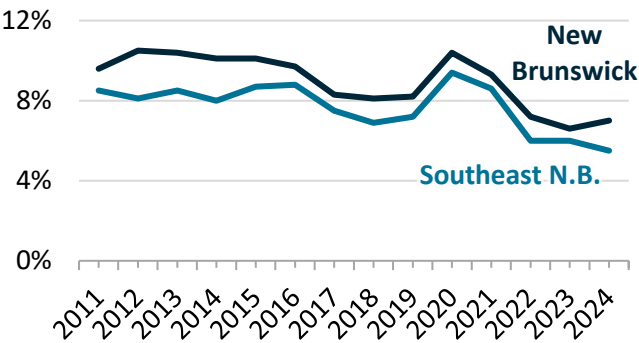
⁹ Source: Statistics Canada, Labour Force Survey (Table 14-10-0393).

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



Furthermore, among those who were participating in the labour force, Southeast New Brunswickers were among the most likely to find work. As of 2024, the Southeast region’s unemployment rate (5.5%) was the 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
- 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 – May 2021

Sector	Employment	Location Quotient ¹¹
Agriculture	1,240	0.60
Forestry and logging	185	0.71
Fishing, hunting and trapping	515	3.02
Mining, quarrying, and oil and gas extraction	705	0.52
Utilities	310	0.35
Construction	6,850	0.83
Manufacturing	8,135	0.92
Wholesale trade	3,330	0.94
Retail trade	12,600	1.05
Transportation and warehousing	6,400	1.16
Finance, insurance, real estate and leasing	7,775	1.13
Professional, scientific and technical services	5,540	0.60
Business, building and other support services	5,955	1.30
Educational services	8,135	0.99
Health care and social assistance	14,900	1.03
Information, culture and recreation	4,195	1.08
Accommodation and food services	6,145	1.16
Public administration	9,145	1.29
Other services (not elsewhere classified)	4,715	1.09
Total	106,780	N/A

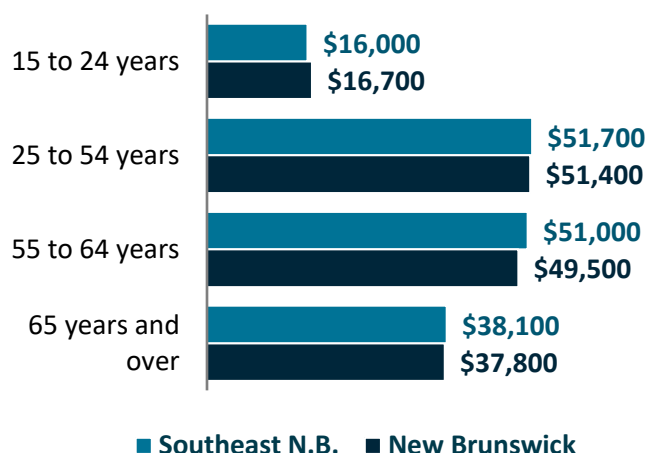
¹⁰ Source: Statistics Canada, 2021 Census of Population (Table 98-10-0592).

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 1.16% of total employment in Southeast New Brunswick, and 1.92% of total employment Canada-wide, the location quotient would be $1.16/1.92 = 0.60$.

Income¹²

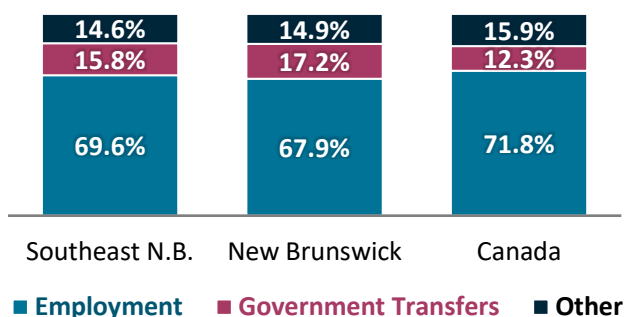
In 2019, individuals aged 15 years and over in Southeast New Brunswick had an average income level of \$44,500. This was on par with the province-wide average of \$44,000, but below the national average of \$52,300.

Average Total Income by Age Group – 2019



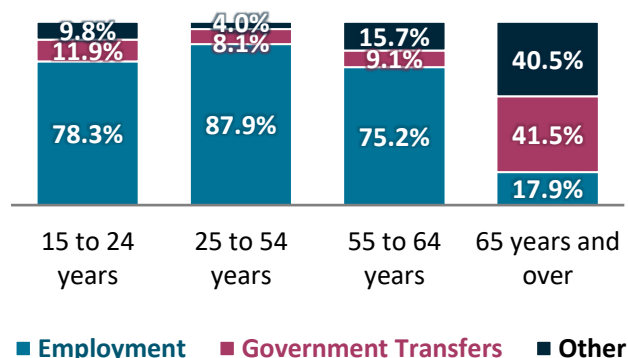
In 2019, government transfers accounted for 15.8% of total aggregate income in the region, compared to 17.2% province-wide, and 12.3% nationally.

Sources of Income – 2019



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 by Age Group – Southeast N.B. – 2019

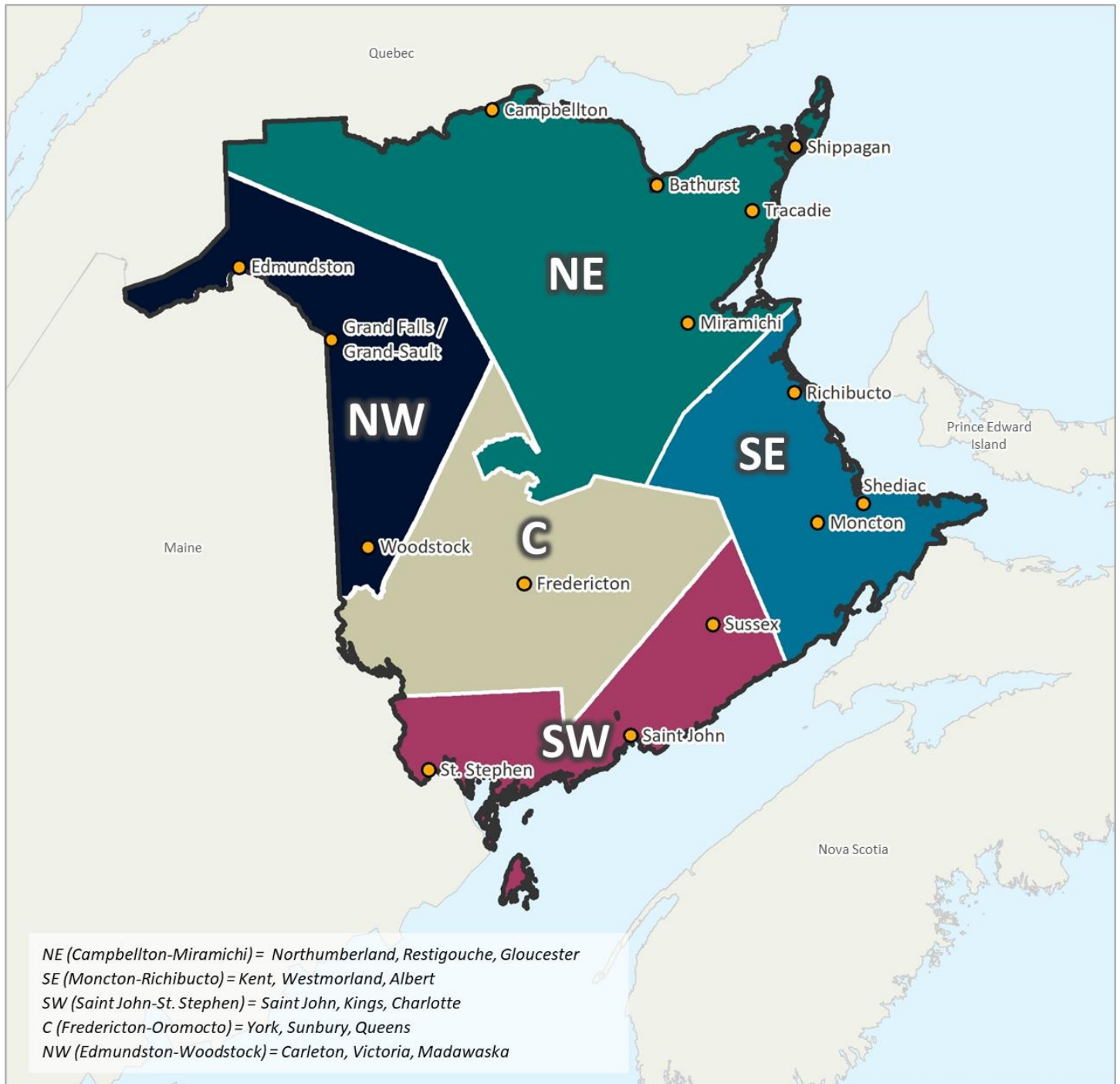


Among Southeast New Brunswickers with employment income, the average amount earned was \$42,200. This was on par with the province-wide average of \$42,200, but below the national average of \$50,600. Among the core working-age population (aged 25 to 54 years), these averages were \$49,700, \$49,700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

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
Moncton	67,989	72,282	77,958	91,145	97,523	+7.0%	+25.1%	+43.4%
Dieppe	21,907	25,491	27,461	32,294	34,247	+6.0%	+24.7%	+56.3%
Riverview	18,891	19,738	20,407	21,764	22,227	+2.1%	+8.9%	+17.7%
Shediac	5,842	6,521	7,328	8,289	8,800	+6.2%	+20.1%	+50.6%
Beaubassin-est	6,253	6,379	6,614	7,912	7,867	-0.6%	+18.9%	+25.8%
Sackville	5,638	5,443	5,884	6,458	6,464	+0.1%	+9.9%	+14.7%
Memramcook	4,850	4,920	4,966	5,420	5,529	+2.0%	+11.3%	+14.0%
Cocagne	2,583	2,635	2,745	2,998	3,016	+0.6%	+9.9%	+16.8%
Cap-Pelé	2,288	2,417	2,504	2,828	2,974	+5.2%	+18.8%	+30.0%
Bouctouche	2,430	2,405	2,469	2,579	2,617	+1.5%	+6.0%	+7.7%
Salisbury	2,196	2,238	2,395	2,552	2,552	0.0%	+6.6%	+16.2%
Richibucto 15 (First Nations)	1,972	2,003	2,094	2,142	2,133	-0.4%	+1.9%	+8.2%
Saint-Antoine	1,694	1,761	1,769	1,849	1,896	+2.5%	+7.2%	+11.9%
Richibucto	1,293	1,243	1,391	1,573	1,648	+4.8%	+18.5%	+27.5%
Petitcodiac	1,394	1,433	1,471	1,620	1,637	+1.0%	+11.3%	+17.4%
Hillsborough	1,347	1,336	1,342	1,384	1,399	+1.1%	+4.2%	+3.9%
Dorchester	1,185	1,168	995	1,034	1,087	+5.1%	+9.2%	-8.3%
Saint-Louis de Kent	933	873	945	1,005	979	-2.6%	+3.6%	+4.9%
Rexton	872	829	865	903	908	+0.6%	+5.0%	+4.1%
Port Elgin	403	408	375	412	392	-4.9%	+4.5%	-2.7%
Riverside-Albert	342	358	349	342	326	-4.7%	-6.6%	-4.7%
Alma	261	223	258	296	311	+5.1%	+20.5%	+19.2%
Other ¹⁴	48,893	48,924	50,381	55,059	56,059	+1.8%	+11.3%	+14.7%

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.