

SOUTHWEST NEW BRUNSWICK



POPULATION JULY 2024

188,200

RURAL NON-RURAL

40.4%  59.6% 

MEDIAN AGE

44.3 Years

NB: 44.8 years; Canada: 40.3 years
24th Highest Among 76 Regions Across Canada

POPULATION CHANGE

2023-24 (1Y) 2019-24 (5Y)

+2.1%   +7.7%

SOURCES OF CHANGE 2023-24

BIRTHS

1,484 

DEATHS

2,187 

NB MOVERS

-155
(NET)



+804
(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



+3,961
(NET) = 2,729 Immigrants
+ 1,232 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

96.5% 

FRENCH

2.9% 

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

LANGUAGE CAPABILITIES 2021

EN ONLY

85.2%

FR ONLY

0.1%

EN & FR

14.4%

0.3% reported neither English nor French

POST-SECONDARY 2021

60.8%

NB: 60.3%; Canada: 67.1%
41st Highest Among 76 Regions Across Canada
Percentage of population aged 25 to 64 years
with post-secondary credentials.

LABOUR FORCE 2024

99,200

5-YEAR CHANGE

+4.5%



UNEMP. RATE

6.7% 

PARTICIPATION RATE



88.0% Among the Population
Aged 25 to 54 Years
NB: 87.8%; Canada: 88.6%

AVERAGE INCOME 2019

\$54,400

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