

May 2026

# 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 – Job Vacancy and Wage Survey
- CMHC – Rental Market Survey

# 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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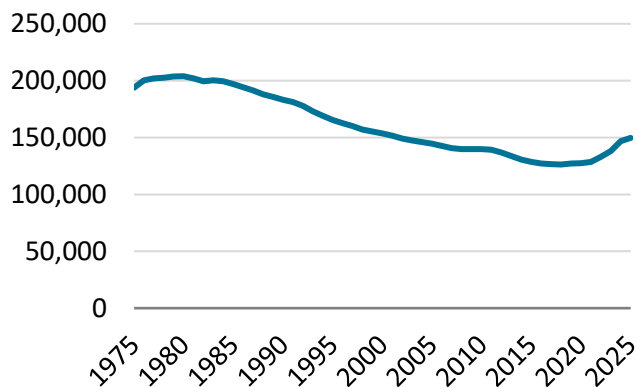
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## Population<sup>1</sup>

As of July 1, 2025, there were an estimated 149,695 New Brunswick residents aged 15 to 29 years, an increase of 1.9% year-over-year. This represented the seventh consecutive year in which this population has seen growth.

### Estimated Population Aged 15 to 29 – New Brunswick

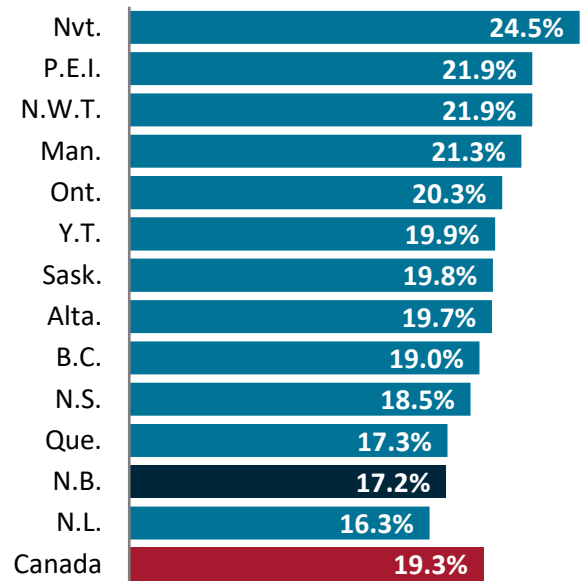


This growth has been the result of a number of factors, including:

- 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.

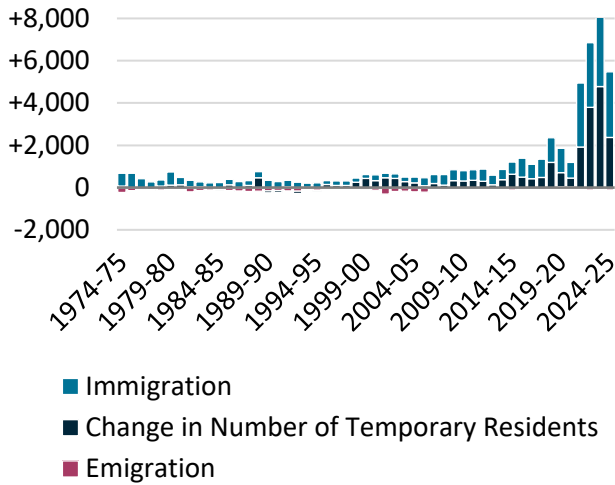
### Share of Total Population Accounted for by the Population Aged 15 to 29 – July 2025



However, while growth in this population was relatively strong in 2025, it represented a significant reduction compared to the growth seen in the previous three years. This slowdown was largely attributable to recent cutbacks to international migration levels by the federal government. These measures, which are expected to last until at least 2027, are intended to alleviate pressures on housing, infrastructure and social services, so that over the long term, Canada can achieve well-managed, sustainable growth.

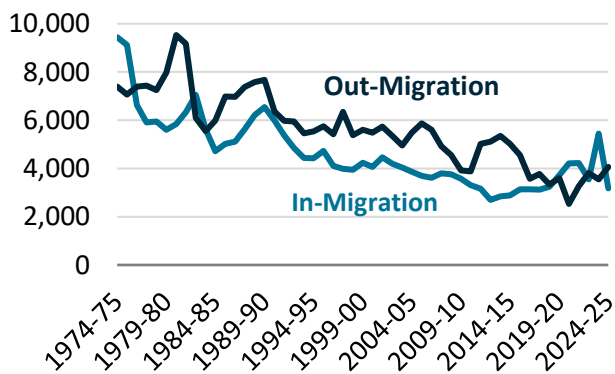
<sup>1</sup> Source(s): Statistics Canada Annual Demographic Estimates (Tables 17-10-0005, 17-10-0014 and 17-10-0015), Statistics Canada Population Projections Scenario M3 (Table 17-10-0057), and CMHC Rental Market Survey.

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

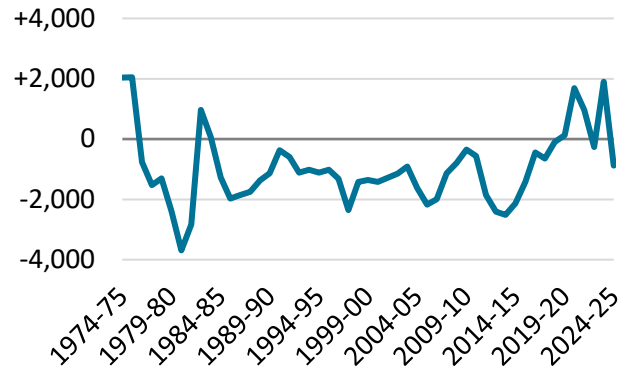


Another factor that contributed to this slowdown in growth was a sharp reduction in the number of individuals moving from Ontario to New Brunswick – a shift likely in part attributable to the gap in housing costs between the two provinces beginning to narrow. As of October 2025, the average monthly rent of a one-bedroom apartment in New Brunswick was estimated to be \$1,077. While this was approximately 32.2% less than the average seen in Ontario (\$1,589), this represented the smallest this gap has been since 1993.

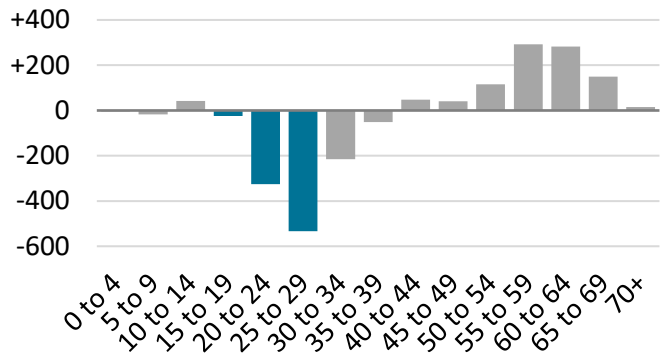
### Interprovincial Migration Among the Population Aged 15 to 29 – New Brunswick



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



### Net Interprovincial Migration by Age – New Brunswick – July 2024 to July 2025

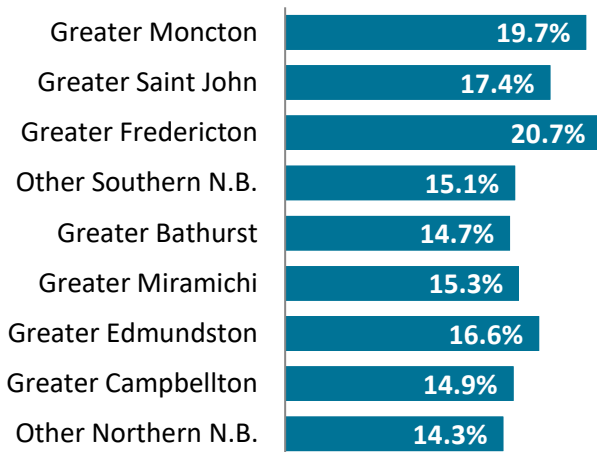


### Migration Among the Population Aged 15 to 29 by Gender – New Brunswick – July 2024 to July 2025

	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 2025**

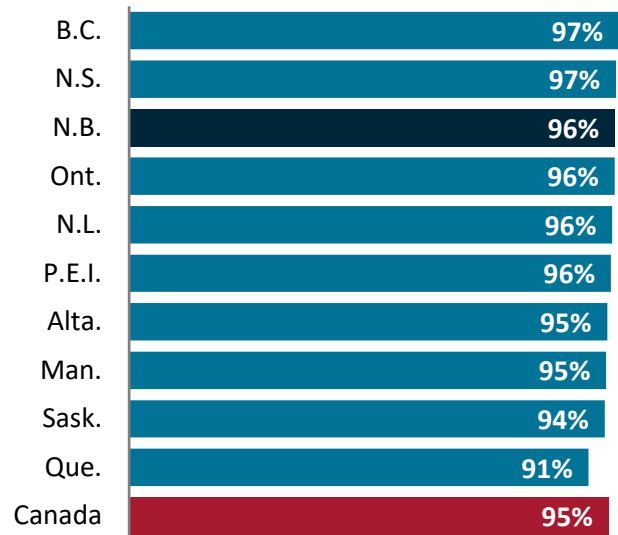


Looking forward, with net interprovincial migration levels expected to remain negative, and further reductions to international migration levels expected, the province’s youth population is expected to see a slight decline over the next few years, followed by an extended period of low-to-moderate growth.

**Education<sup>2</sup>**

As of 2024-2025 (24-month average), an estimated 96.2% of New Brunswickers aged 20 to 29 had at least a high school diploma<sup>3</sup>. 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 – 2024-2025 (24-Month Averages)**



**Percentage of the Population Aged 20 to 29 With at Least a High School Diploma by Gender – 2024-2025 (24-Month Averages)**

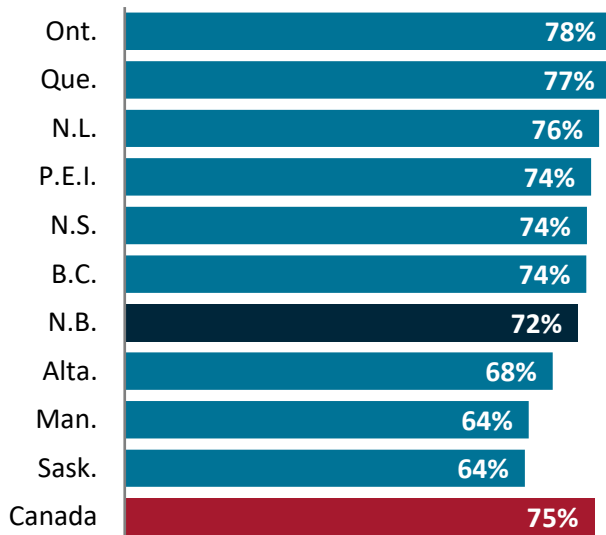
	New Brunswick	Canada
Men	96%	94%
Women	97%	96%

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

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

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 2024-2025, 72.3% of New Brunswickers aged 25 to 29 had completed some form of post-secondary education, compared to 74.9% 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 – 2024-2025 (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 2024-2025, only 64.3% of New Brunswick men aged 25 to 29 years (69.6% nationally) had completed some form of post-secondary education, compared to 81.0% of women in this age range (80.6% nationally).

**Highest Certificate, Diploma or Degree Among the Population Aged 25 to 29 by Gender – 2024-2025 (24-Month Averages)**

	Men	Women	Total
<b>N.B.</b>			
No Post-Secondary Credentials	36%	19%	<b>28%</b>
Post-Secondary Certificate/Diploma	40%	39%	<b>39%</b>
Degree	25%	42%	<b>33%</b>
<b>Canada</b>			
No Post-Secondary Credentials	30%	19%	<b>25%</b>
Post-Secondary Certificate/Diploma	32%	29%	<b>31%</b>
Degree	38%	51%	<b>44%</b>

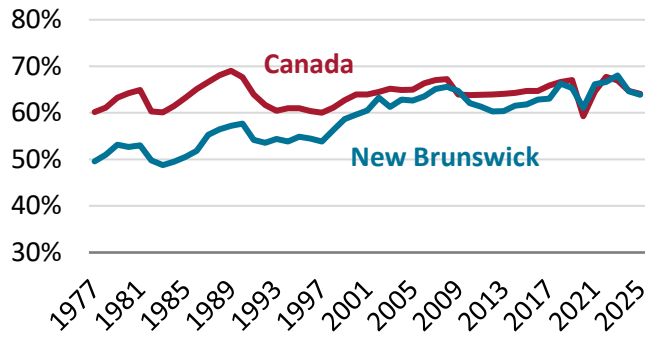
**Labour Force Characteristics**

**Overview<sup>4</sup>**

Between January and December 2025, an average of 63.9% of New Brunswickers aged 15 to 29 years were employed. This was down from 64.6% in 2024 and 68.0% in 2023. At the national level, the youth employment rate was 64.1% (down from 64.7% in 2024 and 67.0% in 2023). 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.

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

### Employment Rate Among Youth Aged 15 to 29



### Employment Rate Among Youth Aged 15 to 29 by Age Group and Gender – 2025

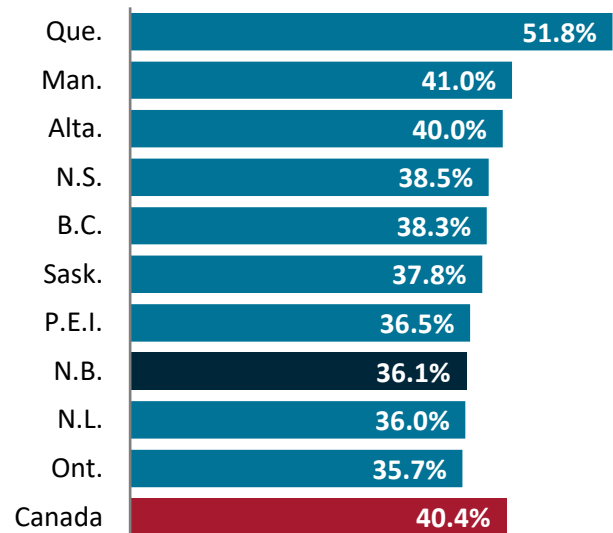
	Men	Women	Total
<b>N.B.</b>			
15 to 19 years	33.8%	42.1%	<b>38.1%</b>
20 to 24 years	70.2%	68.3%	<b>69.3%</b>
25 to 29 years	84.7%	78.8%	<b>81.9%</b>
<b>Canada</b>			
15 to 19 years	36.0%	39.3%	<b>37.6%</b>
20 to 24 years	68.9%	68.1%	<b>68.5%</b>
25 to 29 years	81.8%	79.6%	<b>80.8%</b>

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.

### Students<sup>5</sup>

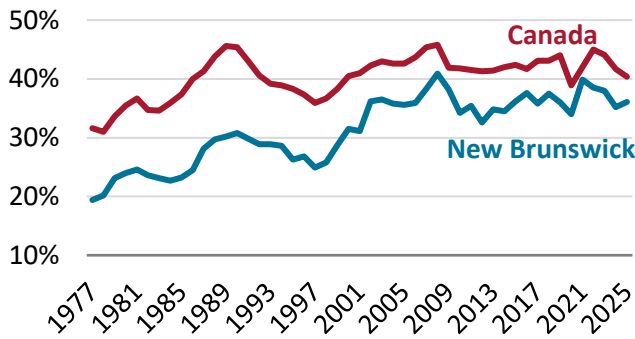
Both in New Brunswick and across the country, student employment rates during the school months have decreased significantly over the past few years. In 2025, an average of 36.1% of New Brunswick students aged 15 to 29 years were employed throughout the school months (Jan-Apr and Sep-Dec). This was up from 35.2% in 2024, but down from 38.0% in 2023. At the national level, the student employment rate during the school months was 40.4% in 2025 (down from 41.7% in 2024, and 44.1% in 2023). 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 29 During School Months – 2025 (Jan-Apr, Sep-Dec)



<sup>5</sup> 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 Students Aged 15 to 29 During School Months (Jan-Apr, Sep-Dec)**



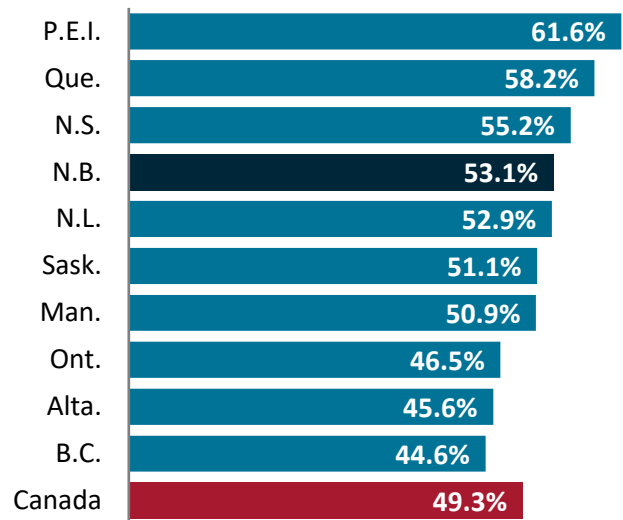
Both within New Brunswick and across Canada, male students were significantly less likely to be employed than female students.

**Employment Rate Among Students Aged 15 to 29 During School Months – 2025 (Jan-Apr, Sep-Dec)**

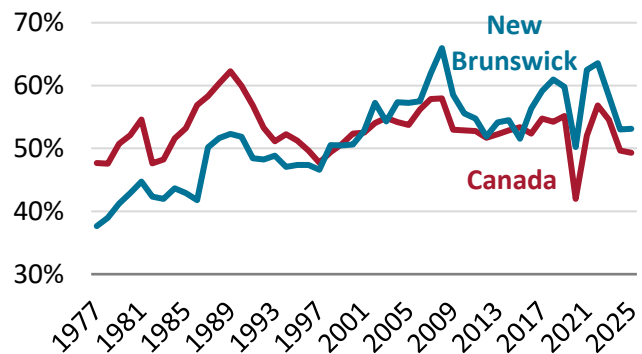
	Men	Women	Total
<b>New Brunswick</b>			
15 to 19 years	21.0%	35.8%	<b>28.2%</b>
20 to 24 years	37.3%	48.4%	<b>43.5%</b>
25 to 29 years	66.7%	69.0%	<b>66.0%</b>
<b>Canada</b>			
15 to 19 years	26.7%	33.6%	<b>30.2%</b>
20 to 24 years	47.2%	55.2%	<b>51.6%</b>
25 to 29 years	53.8%	61.3%	<b>57.9%</b>

Student employment rates across the country have also been trending downward during the summer months. In 2025, an average of 53.1% of New Brunswick students aged 15 to 24 years worked throughout the summer months (May to August). While this was up slightly from the 53.0% seen in 2024, it was down from 58.3% in 2023, and 63.6% in 2022. At the national level, the student employment rate during the summer months was 49.3% in 2025 (down from 49.7% in 2024, 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 consistently exceeds the national average.

**Employment Rate Among Full-Time Students Aged 15 to 24 During Summer Months – 2025 (May-Aug)**



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



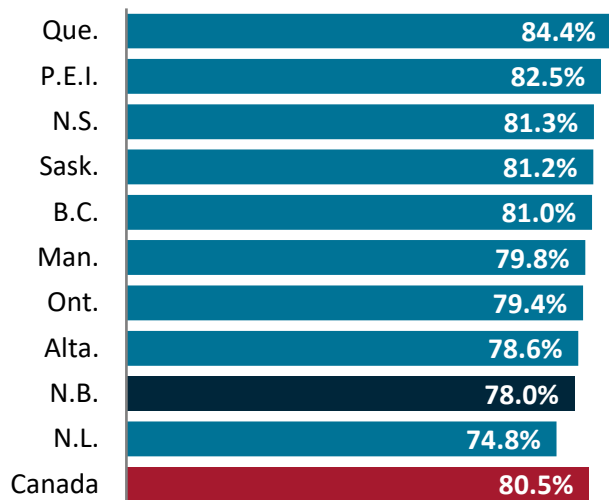
**Employment Rate Among Full-Time Students Aged 15 to 24 During Summer Months – 2025 (May-Aug)**

	Men	Women	Total
<b>New Brunswick</b>			
15 to 19 years	43.8%	46.8%	<b>45.2%</b>
20 to 24 years	74.2%	67.1%	<b>70.2%</b>
<b>Canada</b>			
15 to 19 years	36.3%	41.9%	<b>39.1%</b>
20 to 24 years	63.0%	67.5%	<b>65.4%</b>

## Non-Students<sup>6</sup>

During the school months of 2025 (Jan-Apr, Sep-Dec), an average of 78.0% of non-students aged 15 to 29 years in New Brunswick were employed. This represented the second lowest rate among the provinces.

### Employment Rate Among Non-Students Aged 15 to 29 During School Months – 2025 (Jan-Apr, Sep-Dec)



The province’s employment rate among non-students aged 15 to 29 was particularly low among those without post-secondary credentials, lagging behind the national rate for this group by 5.3 percentage points (64.3% versus 69.6%). Meanwhile, non-student youth with post-secondary credentials in New Brunswick had a relatively high employment rate, exceeding the national rate for this group by 0.5 percentage points (87.8% versus 87.3%).

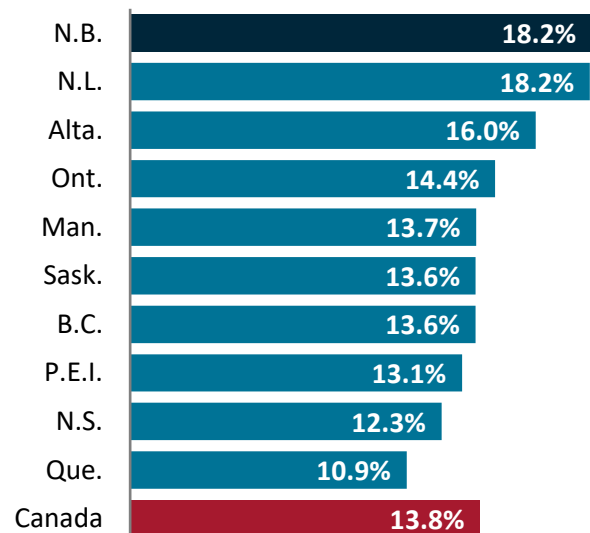
### Employment Rate Among Non-Students Aged 15 to 29 During School Months – 2025 (Jan-Apr, Sep-Dec)

	Men	Women	Total
<b>New Brunswick</b>			
No PSE Credentials	65.7%	62.1%	<b>64.3%</b>
PSE Credentials	89.7%	86.0%	<b>87.8%</b>
<b>Canada</b>			
No PSE Credentials	71.7%	66.0%	<b>69.6%</b>
PSE Credentials	88.1%	86.4%	<b>87.3%</b>

## NEET Rate<sup>7</sup>

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

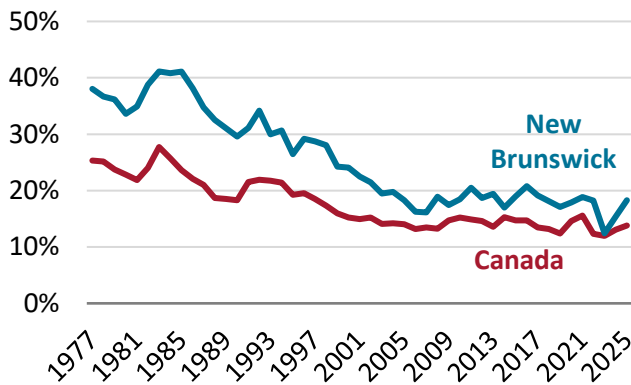
### Percentage of Population Aged 20 to 29 Not in Education, Employment or Training – Jan-Mar 2025 (3-Month Average)



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

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

**Percentage of Population Aged 20 to 29 Not in Education, Employment or Training (Jan-Mar of Each Year)**



**Characteristics of the Population Aged 20 to 29 Not in Education, Employment or Training – New Brunswick – Jan-Mar 2025 (3-Month Average)**

	Value
% Who are Men	47%
% Who Are Women	53%
% Who Have a Post-Secondary Certificate, Diploma or Degree	36%
% Who Have Worked in the Last Year	54%
% Who Have Children	20%
% Who Are Married or Common-Law	32%
% Who Are Immigrants	11%

**Wages<sup>8</sup>**

According to Statistics Canada’s Labour Force Survey, in 2025 the median hourly wage rate among New Brunswick employees aged 15 to 29 years was \$21.00. While this trailed the national median of \$22.50, 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 29 by Gender – 2025**

	Men	Women	Total
<b>New Brunswick</b>			
Average Hourly Wage	\$24.72	\$23.79	<b>\$24.26</b>
Median Hourly Wage	\$22.00	\$20.00	<b>\$21.00</b>
<b>Canada</b>			
Average Hourly Wage	\$27.22	\$25.30	<b>\$26.29</b>
Median Hourly Wage	\$23.15	\$21.54	<b>\$22.50</b>

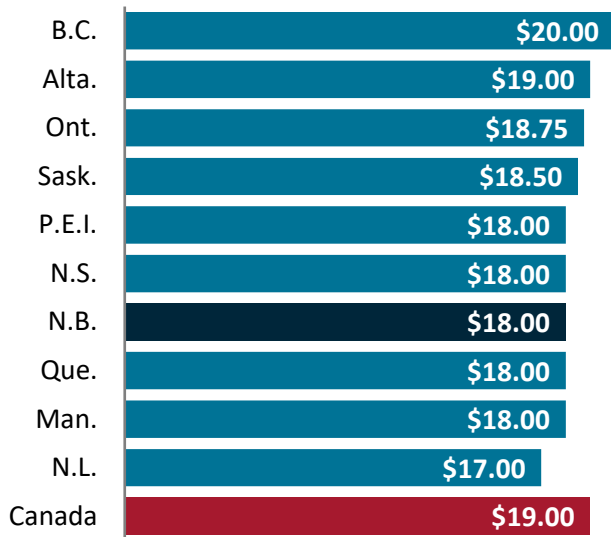
Both within New Brunswick and across Canada, youth generally earn significantly less than older workers. This is primarily a reflection of youth having considerably lower levels of education and experience, and as a result, being much more likely to work in low-paying jobs. In 2025, 37.1% of New Brunswick employees aged 15 to 19, 10.6% of those aged 20 to 24, and 4.6% of those aged 25 to 29, were earning the minimum wage (which was \$15.65 for the majority the year), compared to 1.9% of those aged 30 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 29 Earning Minimum Wage by Gender – 2025**

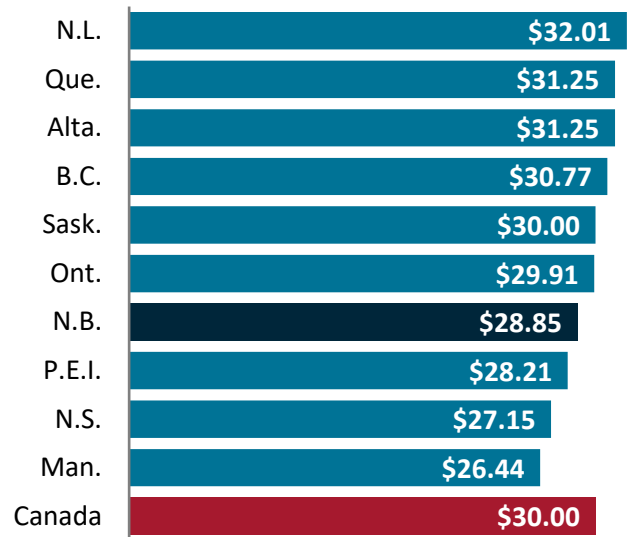
	Men	Women	Total
<b>New Brunswick</b>			
15 to 19 years	32.5%	40.9%	<b>37.1%</b>
20 to 24 years	10.7%	10.5%	<b>10.6%</b>
25 to 29 years	3.8%	5.3%	<b>4.6%</b>
<b>Canada</b>			
15 to 19 years	36.7%	44.5%	<b>40.7%</b>
20 to 24 years	12.2%	16.6%	<b>14.3%</b>
25 to 29 years	4.4%	5.5%	<b>4.9%</b>

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

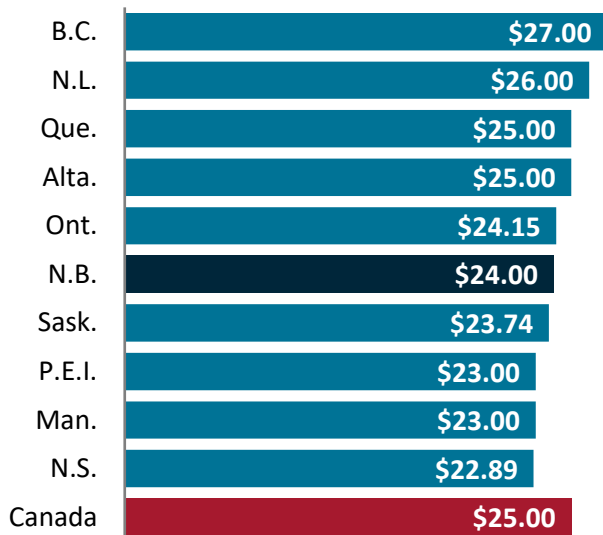
**Median Hourly Wage Among Youth Aged 15 to 29  
with a High School Diploma or Less – 2025**



**Median Hourly Wage Among Youth Aged 15 to 29  
with a University Degree – 2025**



**Median Hourly Wage Among Youth Aged 15 to 29  
with a Post-Secondary Diploma or Certificate –  
2025**



## Employment Insurance (EI)<sup>9</sup>

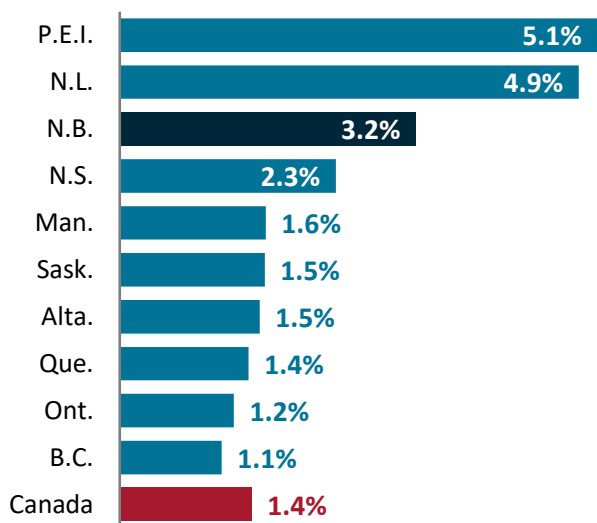
In 2025, an average of 4,530 New Brunswickers aged 15 to 29 received employment insurance regular benefits in a typical month (ranging from 2,740 to 6,160 throughout the year). This represented approximately 3.2% of the province’s youth population – the third highest proportion among the ten provinces.

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.

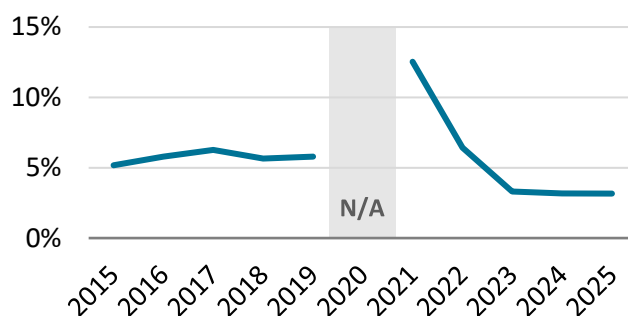
### Percentage of Population Aged 15 to 29 Receiving EI Regular Benefits – 2025 (12-Month Average)



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 program<sup>10</sup>
- 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 29 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. 2025
Fredericton-Moncton-Saint John	665	665
Madawaska-Charlotte	630	700
Restigouche-Albert	455	525

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.

<sup>9</sup> Sources(s): Statistics Canada, Employment Insurance Statistics (Table 14-10-0009) and Labour Force Survey (Table 14-10-0327).

<sup>10</sup> 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.