

CENTRAL NEW BRUNSWICK



POPULATION JULY 2025

162,900

RURAL NON-RURAL

46.2%  53.8% 

MEDIAN AGE

41.1 Years

NB: 44.6 years; Canada: 40.6 years
42nd Highest Among 76 Regions Across Canada

POPULATION CHANGE

2024-25 (1Y) 2020-25 (5Y)

+1.3%   +11.5%

SOURCES OF CHANGE 2024-25

BIRTHS

1,396



DEATHS

1,465



NB MOVERS

+393
(NET)



REST OF CANADA

-195
(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



+1,951
(NET) = 2,011 Immigrants
– 60 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

92.7%



FRENCH

6.5%



0.6% reported both English and French +
0.3% reported neither English nor French

LANGUAGE CAPABILITIES 2021

EN ONLY

78.7%

FR ONLY

0.4%

EN & FR

20.6%

0.3% reported neither English nor French

POST-SECONDARY 2021

64.8%

NB: 60.3%; Canada: 67.1%
26th Highest Among 76 Regions Across Canada
Percentage of population aged 25 to 64 years
with post-secondary credentials.

LABOUR FORCE 2025

82,600

7-YEAR CHANGE

+16.3%



UNEMP. RATE

6.2%



PARTICIPATION RATE



88.8% Among the Population
Aged 25 to 54 Years
NB: 88.2%; Canada: 88.5%

AVERAGE INCOME 2019

\$53,100

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