

NORTHEAST NEW BRUNSWICK



POPULATION JULY 2025

161,800

RURAL NON-RURAL

67.0%  33.0% 

MEDIAN AGE

52.6 Years

NB: 44.6 years; Canada: 40.6 years
5th Highest Among 76 Regions Across Canada

POPULATION CHANGE

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

+0.2%   +3.7%

SOURCES OF CHANGE 2024-25

BIRTHS

925



DEATHS

2,028



NB MOVERS

-243
(NET)



+73
(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



+1,564
(NET) = 944 Immigrants
+ 620 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

38.3%



FRENCH

61.1%



0.6% reported both English and French +
0.1% reported neither English nor French

LANGUAGE CAPABILITIES 2021

EN ONLY

30.3%

FR ONLY

25.7%

EN & FR

43.9%

0.1% reported neither English nor French

POST-SECONDARY 2021

54.9%

NB: 60.3%; Canada: 67.1%
58th Highest Among 76 Regions Across Canada
Percentage of population aged 25 to 64 years
with post-secondary credentials.

LABOUR FORCE 2025

74,900

7-YEAR CHANGE

+0.9%



UNEMP. RATE



10.4%

PARTICIPATION RATE



85.8% Among the Population
Aged 25 to 54 Years
NB: 88.2%; Canada: 88.5%

AVERAGE INCOME 2019

\$46,900

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