

August 2026

REGIONAL PROFILE

Northeast New Brunswick



An analysis of Northeast 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

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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 Northeast region consists of three counties: Northumberland, Restigouche, and Gloucester. Combined, these three counties encompass a total land area of 26,145 square kilometres.

Outside of the small cities of Bathurst, Campbellton and Miramichi, Northeast New Brunswick is a largely rural region. At the time of the 2021 Census, rural areas² accounted for 67.0% of the region’s population.

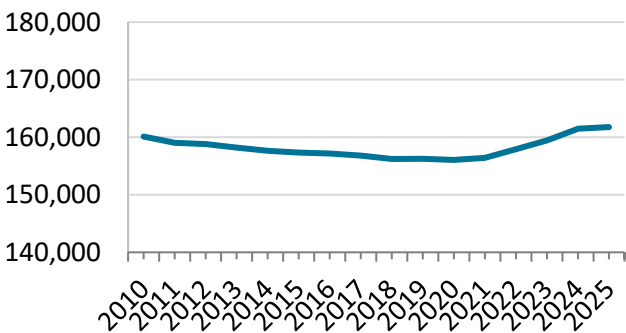
Demographics

Population Trends³

As of July 1, 2025, the population of New Brunswick’s Northeast region was estimated to be 161,758, up 0.2% (+291) year-over-year. While this represented a significant reduction in growth compared to the previous three years, it still marked the fifth consecutive year of growth for the region, after having seen declines in twenty-six of the previous twenty-seven years.

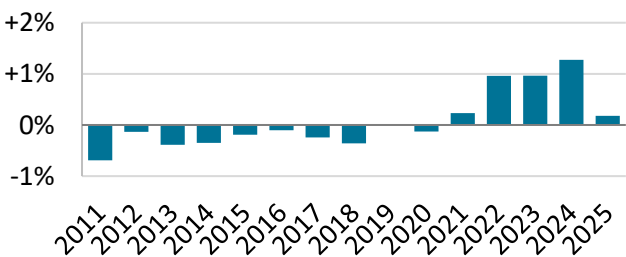
The slowdown in growth observed in 2025 was partially attributable to recent cutbacks to international migration levels by the federal government. These measures, which are expected to last until at least 2027, are intended to alleviate pressures on housing, infrastructure and social services, so that over the long term, Canada can achieve well-managed, sustainable growth.

Population by Year – Northeast N.B.



Compared to the rest of the country, Northeast New Brunswick consistently lags behind when it comes to population growth. The region ranked sixty-first among Canada’s seventy-six economic regions in terms of population growth between 2020 and 2025.

Population Growth by Year – Northeast N.B.



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 Change by Region – N.B. – 2010 to 2025

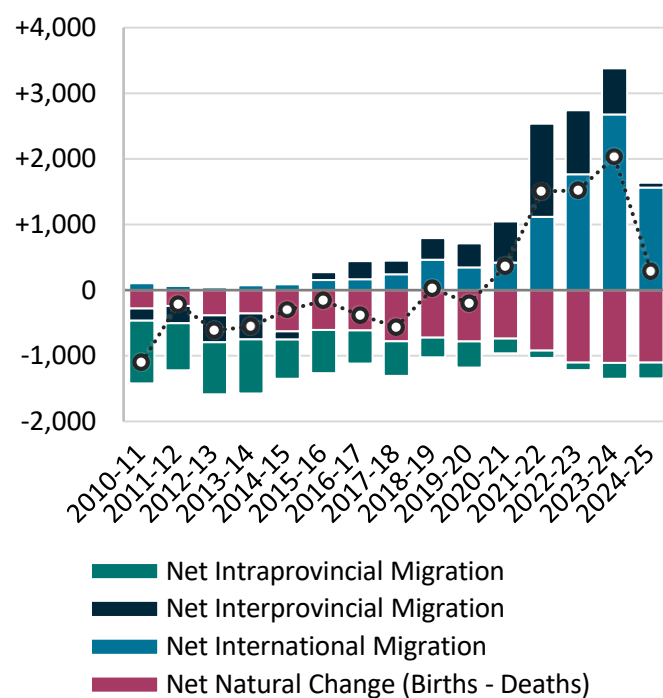
Region	2010 to 2015	2015 to 2020	2020 to 2025	2010 to 2025
Northeast	-1.7%	-0.8%	+3.7%	+1.0%
Southeast	+4.1%	+7.1%	+19.7%	+33.5%
Southwest	-1.1%	+2.6%	+8.5%	+10.1%
Central	+3.1%	+4.8%	+11.5%	+20.5%
Northwest	-2.2%	-0.7%	+5.0%	+1.9%

Population by Community – Northeast N.B.

Community	2010	2015	2020	2025
Miramichi	17,894	17,828	17,912	19,402
Tracadie	16,204	16,462	16,344	16,453
Bathurst	12,424	12,133	12,289	13,331
Campbellton	7,355	7,049	7,160	7,485
Other	106,241	103,861	102,346	105,322

The region's struggles to grow its population have been driven in large part by consistently high rates of out-migration among youth. As a result, the number of births in the region has remained relatively low, which has further accelerated population decline and population aging. Furthermore, due to its relatively old population, the region sees a significant number of deaths each year. While increased immigration levels and an influx of in-migrants from Ontario have helped to mitigate these challenges over the past few years, with the federal government cutting back immigration levels, and the number of Ontarians moving to the province slowing down, continuing to grow is expected to be a challenge for the region going forward.

Components of Population Change – Northeast N.B.



Components of Population Change – Northeast N.B.

Component	Jul 2024 to Jul 2025	Previous 10 Years (Average)
Natural Change	-1,103	-801
Births	925	1,002
Deaths	2,028	1,803
International (Net)	1,564	744
Immigration	944	369
Temporary Residents (Net)	642	392
Emigration (Net)	-22	-17
Interprovincial (Net)	73	489
Intraprovincial (Net)⁴	-243	-368

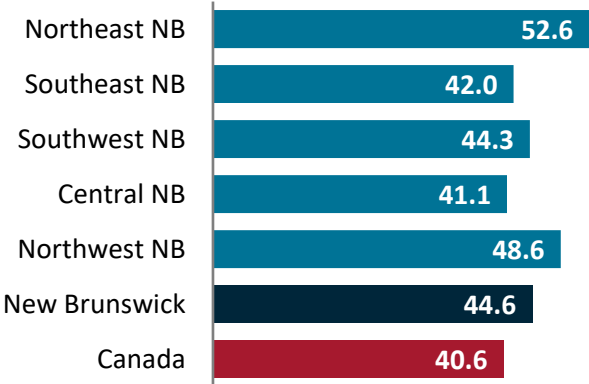
⁴ 'Intraprovincial migrants': persons who moved to a different city, town, village or community, but stayed within the same province or territory.

Migration by Age Group – Northeast N.B.

Age Group	Jul 2024 to Jul 2025	Previous 10 Years (Average)
International (Net)		
0 to 17 years	+352	+157
18 to 24 years	+368	+195
25 to 54 years	+836	+381
55 to 64 years	+1	+8
65 years and over	+7	+3
Interprovincial (Net)		
0 to 17 years	+49	+155
18 to 24 years	-134	-73
25 to 54 years	-15	+198
55 to 64 years	+129	+141
65 years and over	+44	+68
Intraprovincial (Net)		
0 to 17 years	+16	+11
18 to 24 years	-123	-173
25 to 54 years	-108	-143
55 to 64 years	+20	-0
65 years and over	-48	-63

As of July 2025, the Northeast’s population had the fifth highest median age (52.6 years) among Canada’s seventy-six economic regions. This median was slightly higher among the region’s female population (53.6 years) compared to its male population (51.5 years).

Median Age by Region – 2025



Language⁵

At the time of the 2021 Census, 38.3% of the Northeast New Brunswick population's first official language⁶ was English, while 61.1% of individuals' first official language was French.

First Official Language – Northeast N.B. – May 2021

Language	Total	%
English	57,795	38.3%
French	92,340	61.1%
English and French	865	0.6%
Neither English nor French	90	0.1%

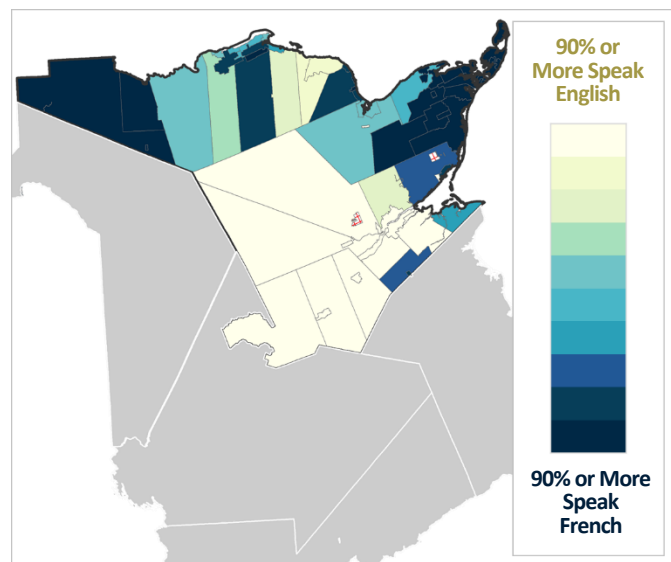
A significant number of individuals in the region were able to speak in both official languages (43.9% of the population).

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

Language	Total	%
English Only	45,745	30.3%
French Only	38,890	25.7%
Both English and French	66,340	43.9%
Neither English nor French	115	0.1%

Language capabilities and preferences varied significantly across the region, with the majority of residents in the most southern parts of the region speaking primarily English, and the majority of residents in more northern parts of the region speaking primarily French. These northern communities were also where the majority of the region's bilingual population was found.

First Official Language by Community – Northeast N.B. – May 2021



Beyond the two official languages, some of the most common languages spoken in the Northeast were Indigenous languages along with Tagalog, Spanish, Arabic and German.

Most Common Mother Tongues⁷ (Excluding English and French) – Northeast N.B. – May 2021

Indigenous languages	675
Tagalog (Filipino)	295
Spanish	195
Arabic	180
German	145

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, only 54.9% of the region's population aged 25 to 64 had completed some form of post-secondary education; this percentage ranked fifty-eighth among Canada's seventy-six economic regions and was well below the province-wide average of 60.3%.

Compared to the province as a whole, individuals in the Northeast that had completed a post-secondary education were more likely to have non-university credentials (college, apprenticeship, etc.) and less likely to have a degree.

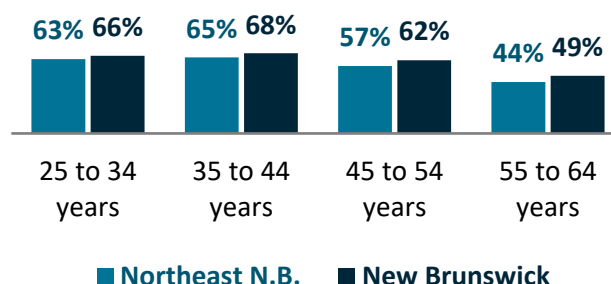
Highest Level of Education Among the Population Aged 25 to 64 Years – May 2021

Level of Education	Northeast N.B.	N.B.
Less than High School	18.4%	11.0%
High School or Equivalent	26.7%	28.7%
Post-Secondary	54.9%	60.3%
Apprenticeship/Trades	9.2%	7.8%
Other Certificate/Diploma	31.5%	29.0%
Degree	14.3%	23.5%

Both in the Northeast 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

Gender	25 to 44 years		45 to 64 years	
	Northeast N.B.	N.B.	Northeast N.B.	N.B.
Men	56%	61%	46%	52%
Women	72%	73%	53%	58%
Total	64%	67%	49%	55%

Percentage of Population with Post-Secondary Credentials by Community and Age Group – Northeast N.B. – May 2021

Community	25 to 44 Years	45 to 64 Years	25 to 64 Years
Miramichi	68%	58%	62%
Tracadie	61%	44%	50%
Bathurst	63%	52%	56%
Campbellton	64%	53%	58%
Other	64%	48%	54%

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

Labour Force

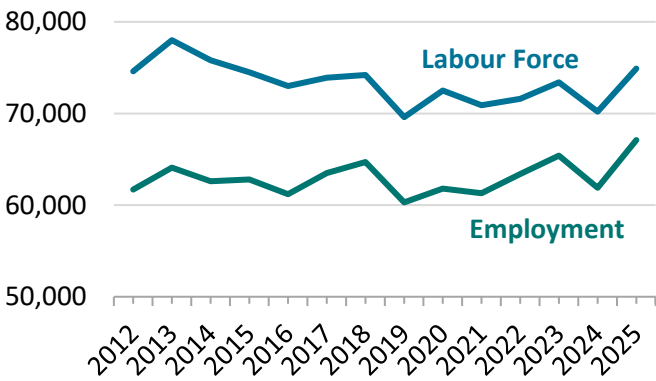
Overview⁹

Labour Force Characteristics – 2025

Characteristic	Northeast N.B.	New Brunswick
Population Aged 15+		
Population	137,900	720,800
Not in Labour Force	63,000	284,500
Labour Force	74,900	436,300
Employment	67,100	405,200
Unemployment	7,800	31,100
Participation Rate	54.3%	60.5%
Employment Rate	48.7%	56.2%
Unemployment Rate	10.4%	7.1%
Population Aged 25 to 54		
Population	51,500	316,600
Not in Labour Force	7,300	37,400
Labour Force	44,200	279,200
Employment	40,600	263,600
Unemployment	3,600	15,600
Participation Rate	85.8%	88.2%
Employment Rate	78.8%	83.3%
Unemployment Rate	8.1%	5.6%

Following a significant decline in 2024, the size of Northeast New Brunswick’s labour force (i.e. the number of individuals employed or looking for work) saw a strong rebound in 2025, reaching an 11-year high of 74,900. However, in the long-term, the region has struggled to grow its population at a sufficient pace to keep up with a rising number of retirements, which has generally resulted in declining labour force levels. With retirements in the region expected to remain high over the next several years, coupled with the federal government’s cutbacks to international migration levels, continued growth will be a challenge.

Labour Force and Employment – Northeast N.B.

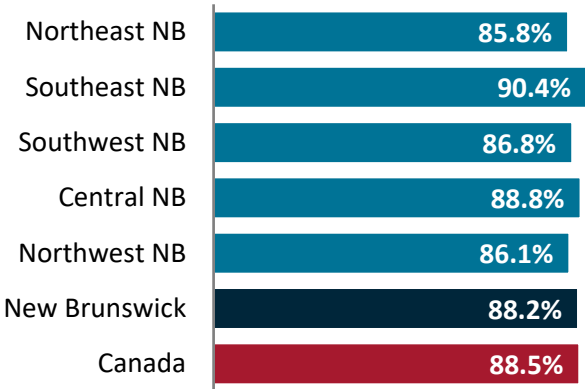


In the short-to-medium term, labour force growth in the region may be most likely to occur through increasing labour force participation rates. In 2025, only 54.3% of individuals aged 15 years and over in the region were participating in the labour force, compared to 60.5% at the provincial level, and 65.3% nationally. This significant gap was in part a reflection of the high concentration of older individuals in the region (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 Northeast region’s participation rate is closer to being on par with the rest of the country. Among the population aged 25 to 54 years, 85.8% of individuals in the region were participating in the labour force, compared to 88.2% at a provincial level, and 88.5% nationally. Some of the other factors that may be contributing to the region’s relatively low participation rate include:

- A relatively high number of individuals who work seasonally
- A greater proportion of individuals without post-secondary credentials

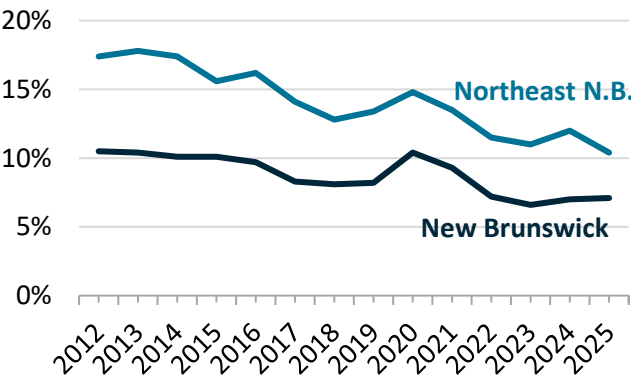
⁹ Source: Statistics Canada, Labour Force Survey (Table 14-10-0393).

Participation Rate Among the Population Aged 25 to 54 by Region – 2025



These same influences can be seen when examining trends in the region’s unemployment rate. While the growing number of retirements in recent years has resulted in increased job opportunities and, in turn, reduced unemployment levels, the region continues to have one of the highest unemployment rates in the country (10.4% as of 2025).

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:

- Fishing, aquaculture, and seafood product preparation and packaging
- Forestry and logging
- Wood and paper product manufacturing
- Health care and social assistance
- Public administration

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:

- Wholesale trade
- Finance, insurance, real estate, rental and leasing
- Professional, scientific and technical services (e.g. legal services, IT companies, etc.)
- Information, culture and recreation (publishing, telecommunications, amusement parks, etc.)

Employment by Sector – Northeast New Brunswick – May 2021

Sector	Employment	Location Quotient ¹¹
Agriculture	1,005	0.87
Forestry and logging	465	3.16
Fishing, hunting and trapping	2,450	25.34
Mining, quarrying, and oil and gas extraction	1,290	1.69
Utilities	480	0.96
Construction	3,905	0.84
Manufacturing	5,360	1.07
Wholesale trade	915	0.45
Retail trade	7,860	1.16
Transportation and warehousing	1,915	0.61
Finance, insurance, real estate and leasing	1,610	0.41
Professional, scientific and technical services	1,585	0.31
Business, building and other support services	1,555	0.60
Educational services	4,750	1.02
Health care and social assistance	11,525	1.41
Information, culture and recreation	1,225	0.56
Accommodation and food services	3,670	1.22
Public administration	5,955	1.48
Other services (not elsewhere classified)	2,955	1.21
Total	60,455	N/A

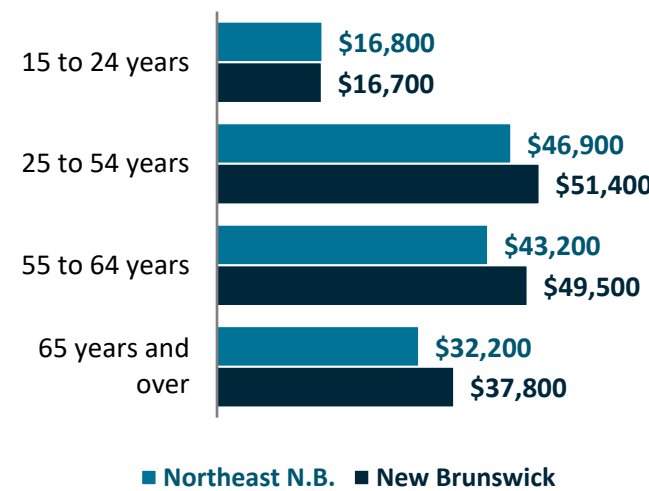
¹⁰ Source: Statistics Canada, 2021 Census of Population (Table 98-10-0592).

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 1.66% of total employment in Northeast New Brunswick, and 1.92% of total employment Canada-wide, the location quotient would be $1.66/1.92 = 0.87$.

Income¹²

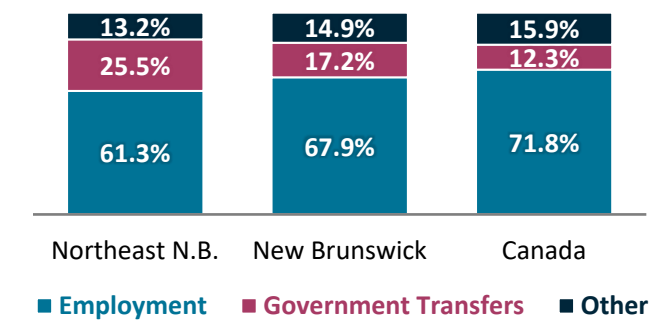
In 2019, individuals aged 15 years and over in Northeast New Brunswick had an average income level of \$39,000, the lowest among the province’s five regions, and well below both the province-wide (\$44,000) and national (\$52,300) averages.

Average Total Income by Age Group – 2019



Furthermore, individuals in the Northeast had a relatively high dependence on government transfers. In 2019, government transfers accounted for 25.5% of total aggregate income in the region, compared to 17.2% province-wide, and 12.3% nationally.

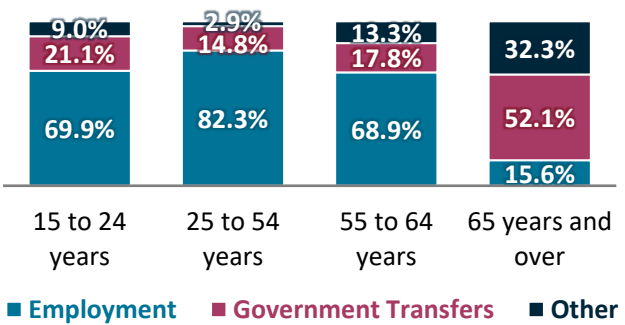
Sources of Income – 2019



This gap was driven primarily by two main factors:

- A significant number of Old Age Security (OAS), Guaranteed Income Supplement (GIS) and Canadian Pension Plan (CPP) recipients in the region due its relatively older population.
- A significant number of Employment Insurance (EI) beneficiaries.

Sources of Income by Age Group – Northeast N.B. – 2019

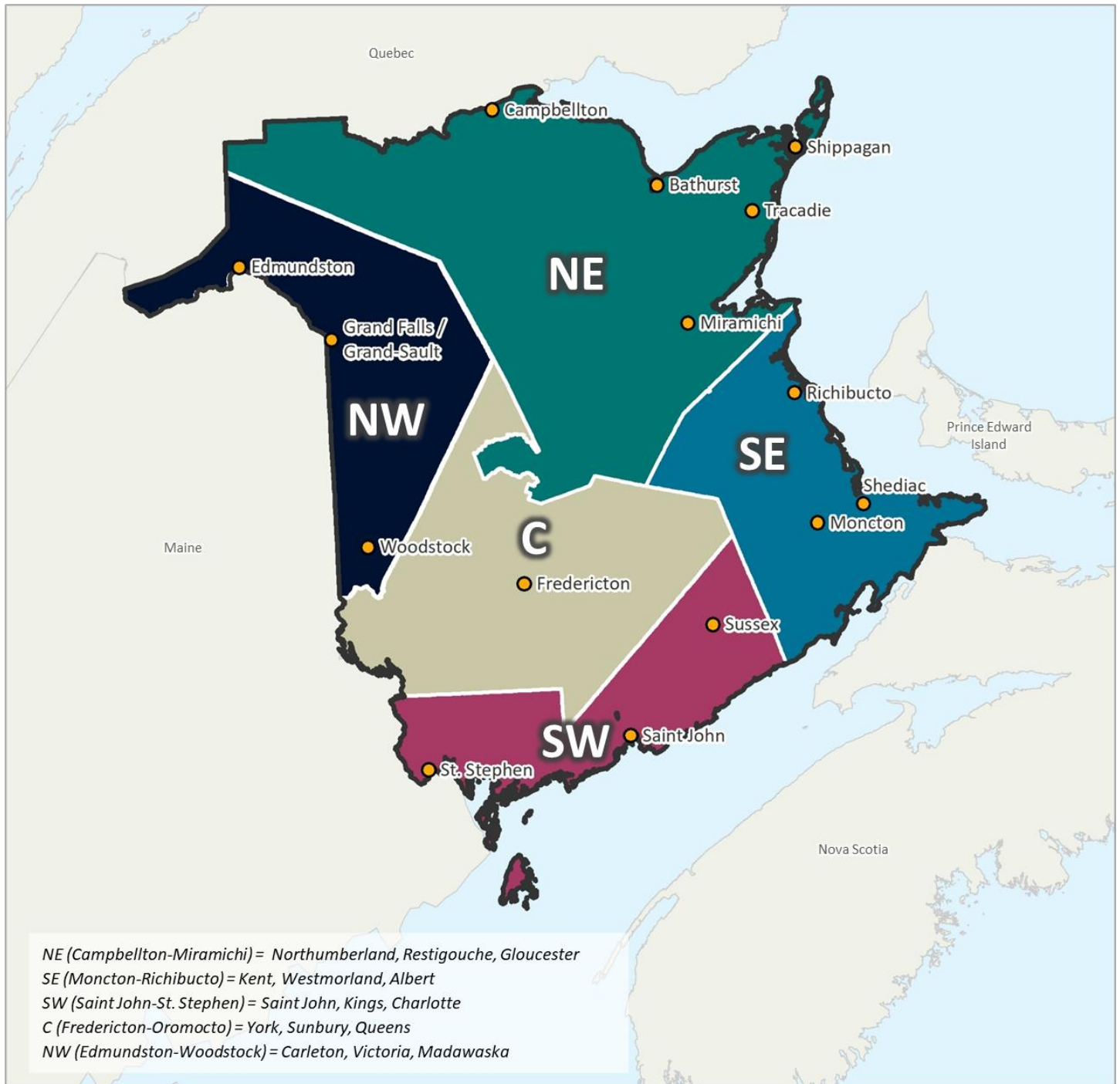


Among Northeast New Brunswickers with employment income, the average amount earned was \$36,500. This was the lowest among the province’s five regions and was well below both the province-wide (\$42,200) and national (\$50,600) averages. Among the core working-age population (aged 25 to 54 years), these averages were \$43,600, \$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 Community (2021 Boundaries)¹³

	Population					% Change		
	2010	2015	2020	2024	2025	1-Year	5-Year	15-Year
Miramichi	17,894	17,828	17,912	19,155	19,402	+1.3%	+8.3%	+8.4%
Tracadie	16,204	16,462	16,344	16,498	16,453	-0.3%	+0.7%	+1.5%
Bathurst	12,424	12,133	12,289	13,122	13,331	+1.6%	+8.5%	+7.3%
Campbellton	7,355	7,049	7,160	7,370	7,485	+1.6%	+4.5%	+1.8%
Caraquet	4,142	4,327	4,343	4,626	4,572	-1.2%	+5.3%	+10.4%
Beresford	4,415	4,334	4,340	4,402	4,389	-0.3%	+1.1%	-0.6%
Atholville	3,819	3,675	3,390	3,369	3,346	-0.7%	-1.3%	-12.4%
Dalhousie	3,485	3,227	3,224	3,259	3,255	-0.1%	+1.0%	-6.6%
Shippagan	2,662	2,618	2,731	2,914	3,073	+5.5%	+12.5%	+15.4%
Saint-Quentin	2,121	2,182	2,160	2,254	2,294	+1.8%	+6.2%	+8.2%
Upper Miramichi	2,402	2,224	2,163	2,276	2,222	-2.4%	+2.7%	-7.5%
Kedgwick	2,082	1,968	2,005	2,062	2,051	-0.5%	+2.3%	-1.5%
Petit-Rocher	1,927	1,914	1,991	2,030	2,019	-0.5%	+1.4%	+4.8%
Eel River Crossing	2,026	2,009	1,893	1,940	1,918	-1.1%	+1.3%	-5.3%
Neguac	1,684	1,735	1,719	1,749	1,733	-0.9%	+0.8%	+2.9%
Balmoral	1,726	1,746	1,639	1,619	1,628	+0.6%	-0.7%	-5.7%
Lamèque	1,435	1,306	1,304	1,405	1,392	-0.9%	+6.7%	-3.0%
Bas-Caraquet	1,386	1,336	1,312	1,347	1,391	+3.3%	+6.0%	+0.4%
Charlo	1,336	1,322	1,336	1,388	1,386	-0.1%	+3.7%	+3.7%
Belledune	1,593	1,441	1,325	1,397	1,379	-1.3%	+4.1%	-13.4%
Esgenoôpetitj	1,068	1,212	1,270	1,308	1,346	+2.9%	+6.0%	+26.0%
Rogersville	1,175	1,184	1,199	1,304	1,288	-1.2%	+7.4%	+9.6%
Bertrand	1,160	1,178	1,160	1,208	1,209	+0.1%	+4.2%	+4.2%
Nigadoo	958	963	978	1,091	1,102	+1.0%	+12.7%	+15.0%
Tide Head	1,052	960	969	981	957	-2.4%	-1.2%	-9.0%
Blackville	986	976	929	950	952	+0.2%	+2.5%	-3.4%
Saint-Isidore	744	771	821	893	912	+2.1%	+11.1%	+22.6%
Pointe-Verte	978	933	879	899	905	+0.7%	+3.0%	-7.5%
Sainte-Marie-Saint-Raphaël	971	925	839	854	855	+0.1%	+1.9%	-11.9%
Doaktown	817	801	812	856	843	-1.5%	+3.8%	+3.2%
Grande-Anse	753	858	816	812	788	-3.0%	-3.4%	+4.6%
Le Goulet	848	810	754	781	782	+0.1%	+3.7%	-7.8%
Paquetville	693	709	729	737	738	+0.1%	+1.2%	+6.5%
Saint-Léolin	698	658	632	637	623	-2.2%	-1.4%	-10.7%
Natoaganeg	487	550	585	599	605	+1.0%	+3.4%	+24.2%
Maisonnette	565	508	535	558	540	-3.2%	+0.9%	-4.4%
Ugpi'ganjig	382	397	486	497	482	-3.0%	-0.8%	+26.2%
Metepenagiag Mi'kmaq	390	353	419	457	444	-2.8%	+6.0%	+13.8%
Oinpegitjoig	139	142	135	138	138	0.0%	+2.2%	-0.7%
Other ¹⁴	53,136	51,609	50,524	51,725	51,530	-0.4%	+2.0%	-3.0%

¹³ Source(s): Statistics Canada, Annual Demographic Estimates (Table 17-10-0155).

¹⁴ "Other" includes communities that were unincorporated as of 2021.