

NORTHWEST NEW BRUNSWICK



POPULATION JULY 2025

82,300

RURAL NON-RURAL

70.1%  29.9% 

MEDIAN AGE

48.6 Years

NB: 44.6 years; Canada: 40.6 years
10th Highest Among 76 Regions Across Canada

POPULATION CHANGE

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

+0.4%   +5.0%

SOURCES OF CHANGE 2024-25

BIRTHS

621



DEATHS

1,081



NB MOVERS

-229
(NET)



REST OF CANADA

-49
(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



+1,083
(NET) = 897 Immigrants
+ 186 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

50.4%



FRENCH

49.0%



0.5% reported both English and French +
0.1% reported neither English nor French

LANGUAGE CAPABILITIES 2021

EN ONLY

44.2%

FR ONLY

16.8%

EN & FR

38.8%

0.1% reported neither English nor French

POST-SECONDARY 2021

53.4%

NB: 60.3%; Canada: 67.1%
59th Highest Among 76 Regions Across Canada
Percentage of population aged 25 to 64 years
with post-secondary credentials.

LABOUR FORCE 2025

38,300

7-YEAR CHANGE

-4.3%



UNEMP. RATE



5.2%

PARTICIPATION RATE



86.1% Among the Population
Aged 25 to 54 Years

NB: 88.2%; Canada: 88.5%

AVERAGE INCOME 2019

\$47,700

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