

SOUTHEAST NEW BRUNSWICK



POPULATION JULY 2025

271,900

RURAL

38.2%

NON-RURAL

61.8%

MEDIAN AGE

42.0 Years

NB: 44.6 years; Canada: 40.6 years
38th Highest Among 76 Regions Across Canada

POPULATION CHANGE

2024-25 (1Y)

+2.5%



2020-25 (5Y)



+19.7%

SOURCES OF CHANGE 2024-25

BIRTHS

2,113



DEATHS

2,274



NB MOVERS

+191
(NET)



REST OF CANADA

-249
(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



+6,851
(NET)

= 6,325 Immigrants
+ 526 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

60.2%



FRENCH

38.4%



1.1% reported both English and French +
0.3% reported neither English nor French

LANGUAGE CAPABILITIES 2021

EN ONLY

46.8%

FR ONLY

3.5%

EN & FR

49.5%

0.3% reported neither English nor French

POST-SECONDARY 2021

63.1%

NB: 60.3%; Canada: 67.1%
31st Highest Among 76 Regions Across Canada
Percentage of population aged 25 to 64 years
with post-secondary credentials.

LABOUR FORCE 2025

145,700

7-YEAR CHANGE

+25.4%



UNEMP. RATE



6.6%

PARTICIPATION RATE



90.4%

Among the Population
Aged 25 to 54 Years

NB: 88.2%; Canada: 88.5%

AVERAGE INCOME 2019

\$51,700

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