

August 2026

REGIONAL PROFILE

Southeast New Brunswick



An analysis of Southeast 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 Southeast region consists of three counties: Albert, Westmorland, and Kent. Combined, these three counties encompass a total land area of 10,016 square kilometres.

The majority of the Southeast region’s population live in the Greater Moncton Area (which consists of the cities of Moncton and Dieppe, the town of Riverview, and a number of smaller communities). Outside of the Greater Moncton Area, some of the notable communities in the region include Shediac, Sackville and Richibucto. At the time of the 2021 Census, rural areas² accounted for 38.2% of the region’s population.

Demographics

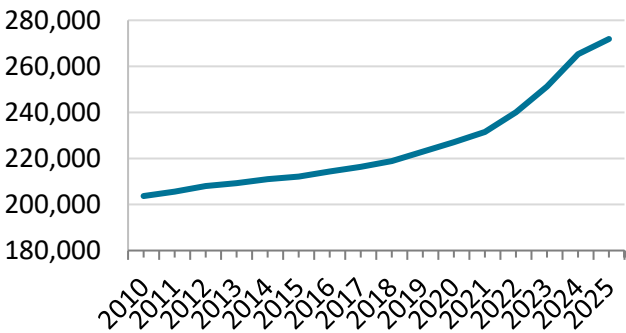
Population Trends³

As of July 1, 2025, the population of New Brunswick’s Southeast region was estimated to be 271,885, up 2.5% (+6,632) year-over-year. While this represented a significant reduction in growth compared to the previous three years, it still marked the eighth consecutive year in which the region’s population has grown by at least 1.0%, and the fourth consecutive year in which it has grown by at least 2.5%.

The slowdown in growth observed in 2025 was partially attributable to recent cutbacks to international migration levels by the federal

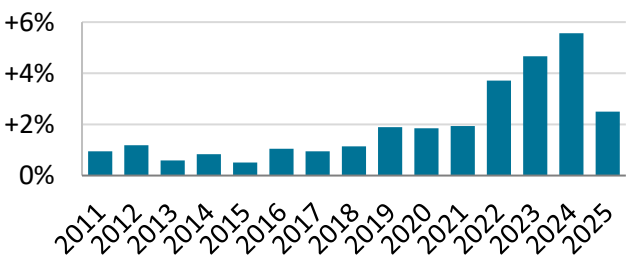
government. These measures, which are expected to last until at least 2027, are intended to alleviate pressures on housing, infrastructure and social services, so that over the long term, Canada can achieve well-managed, sustainable growth.

Population by Year – Southeast N.B.



Southeast New Brunswick is one of the fastest growing regions in the country. The region ranked first among Canada’s seventy-six economic regions in terms of population growth between 2020 and 2025. While a significant portion of this growth occurred in the cities of Moncton and Dieppe, most communities in the region saw moderate-to-large population increases during this time.

Population Growth by Year – Southeast 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

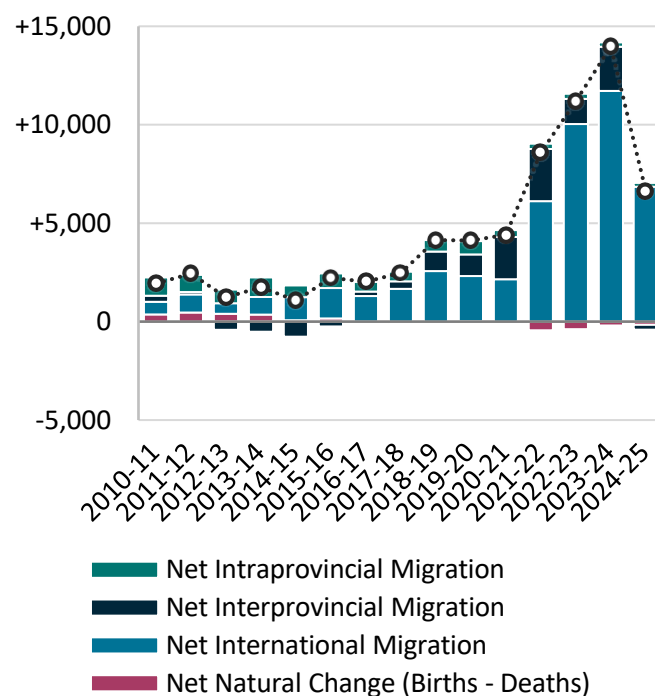
Region	2010 to 2015	2015 to 2020	2020 to 2025	2010 to 2025
Northeast	-1.7%	-0.8%	+3.7%	+1.0%
Southeast	+4.1%	+7.1%	+19.7%	+33.5%
Southwest	-1.1%	+2.6%	+8.5%	+10.1%
Central	+3.1%	+4.8%	+11.5%	+20.5%
Northwest	-2.2%	-0.7%	+5.0%	+1.9%

Population by Community – Southeast N.B.

Community	2010	2015	2020	2025
Moncton	68,846	72,625	79,776	102,378
Dieppe	22,769	25,840	28,178	35,986
Riverview	19,166	19,827	20,661	22,614
Shediac	6,027	6,671	7,525	9,849
Other	86,868	87,136	90,945	100,199

Recent population gains in the region have been primarily driven by significant increases to the number of immigrants and temporary residents moving to the region, and to a lesser degree, an influx of in-migrants from Ontario. The region also consistently sees net positive intraprovincial migration levels (i.e. there are more individuals moving to the region from other parts of New Brunswick than there are individuals moving from the region to elsewhere in the province). Historically, natural population change also contributed to growth in the region; however, in recent years, the number of deaths in the region has exceeded the number of births (with this trend likely to continue going forward). Due to the federal government's cutbacks to international migration, and the number of Ontarians moving to the province slowing down, growth in the region is expected to slow over the next few years.

Components of Population Change – Southeast N.B.



Components of Population Change – Southeast N.B.

	Jul 2024 to Jul 2025	Previous 10 Years (Average)
Natural Change	-161	-101
Births	2,113	1,903
Deaths	2,274	2,004
International (Net)	6,851	4,057
Immigration	6,325	2,797
Temporary Residents (Net)	678	1,323
Emigration (Net)	-152	-63
Interprovincial (Net)	-249	999
Intraprovincial (Net)⁴	191	467

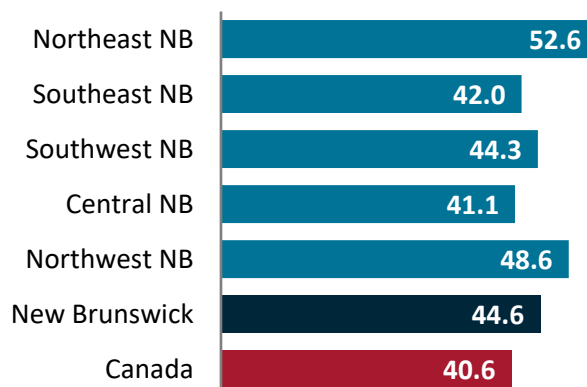
⁴ 'Intraprovincial migrants': persons who moved to a different city, town, village or community, but stayed within the same province or territory.

Migration by Age Group – Southeast N.B.

	Jul 2024 to Jul 2025	Previous 10 Years (Average)
International (Net)		
0 to 17 years	+2,178	+1,134
18 to 24 years	+1,403	+730
25 to 54 years	+3,262	+2,139
55 to 64 years	+30	+33
65 years and over	-22	+21
Interprovincial (Net)		
0 to 17 years	-273	+220
18 to 24 years	+49	+39
25 to 54 years	-173	+408
55 to 64 years	+152	+214
65 years and over	-4	+118
Intraprovincial (Net)		
0 to 17 years	-53	+22
18 to 24 years	+108	+159
25 to 54 years	+125	+200
55 to 64 years	-8	+29
65 years and over	+19	+59

As of July 2025, the Southeast's population had the thirty-eighth highest median age (42.0 years) among Canada's seventy-six economic regions. This median was slightly higher among the region's female population (42.8 years) compared to its male population (41.1 years).

Median Age by Region – 2025



Language⁵

At the time of the 2021 Census, 60.2% of the Southeast New Brunswick population’s first official language⁶ was English, while 38.4% of individuals’ first official language was French.

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

	Total	%
English	134,410	60.2%
French	85,690	38.4%
English and French	2,540	1.1%
Neither English nor French	655	0.3%

Approximately half (49.5%) of the region’s population was able to speak in both official languages. This represented the fifth highest proportion among Canada’s seventy-six economic regions, and the highest proportion outside of Quebec.

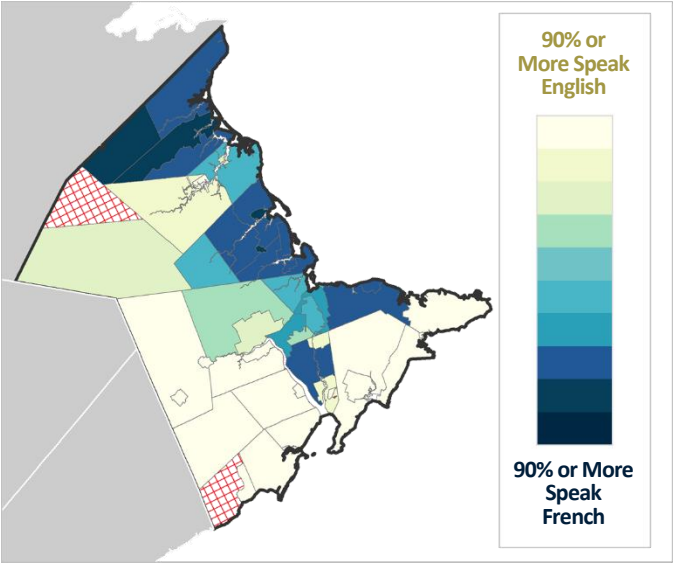
Knowledge of Official Languages – Southeast N.B. – May 2021

	Total	%
English Only	104,385	46.8%
French Only	7,770	3.5%
Both English and French	110,430	49.5%
Neither English nor French	705	0.3%

Language capabilities and preferences varied significantly across the region, with residents in areas further south and/or further from the coast most being more likely to primarily speak English, and the majority of residents in areas further north and/or closer to the coast being more likely to speak primarily French. The region’s bilingual

population followed a similar geographical distribution.

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



Beyond the two official languages, some of the most common languages spoken in the Southeast were Arabic, Tagalog, Indigenous languages, Spanish and Punjabi.

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

Arabic	1,890
Tagalog (Filipino)	1,655
Indigenous languages	1,330
Spanish	1,020
Punjabi (Panjabi)	955

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, 63.1% of the region's population aged 25 to 64 had completed some form of post-secondary education; this percentage ranked thirty-first among Canada's seventy-six economic regions and was above the province-wide average of 60.3%.

Compared to the province as a whole, individuals in the Southeast that had completed a post-secondary education were less likely to have an apprenticeship or trades certificates, but more likely to have college or university credentials.

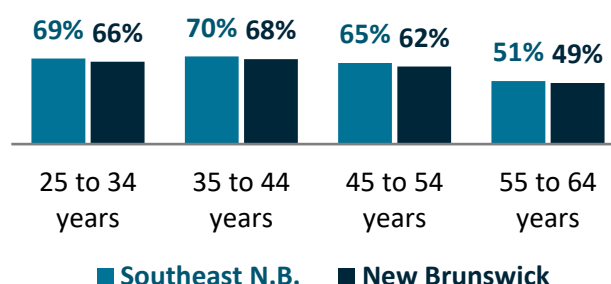
Highest Level of Education Among the Population Aged 25 to 64 Years – May 2021

	Southeast N.B.	N.B.
Less than High School	10.0%	11.0%
High School or Equivalent	26.9%	28.7%
Post-Secondary	63.1%	60.3%
Apprenticeship/Trades	6.5%	7.8%
Other Certificate/Diploma	30.9%	29.0%
Degree	25.6%	23.5%

Both in the Southeast 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

	25 to 44 years		45 to 64 years	
	Southeast N.B.	N.B.	Southeast N.B.	N.B.
Men	64%	61%	54%	52%
Women	75%	73%	61%	58%
Total	70%	67%	57%	55%

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

	25 to 44 Years	45 to 64 Years	25 to 64 Years
Moncton	71%	60%	66%
Dieppe	82%	71%	77%
Riverview	69%	64%	66%
Shediac	75%	51%	61%
Other	63%	51%	56%

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

Labour Force

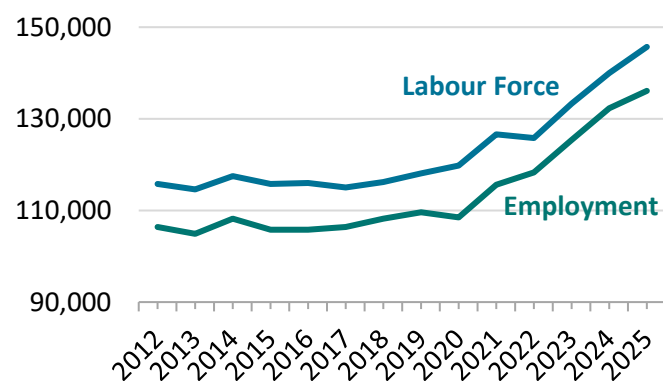
Overview⁹

Labour Force Characteristics – 2025

	Southeast N.B.	New Brunswick
Population Aged 15+		
Population	225,200	720,800
Not in Labour Force	79,500	284,500
Labour Force	145,700	436,300
Employment	136,100	405,200
Unemployment	9,600	31,100
Participation Rate	64.7%	60.5%
Employment Rate	60.4%	56.2%
Unemployment Rate	6.6%	7.1%
Population Aged 25 to 54		
Population	106,400	316,600
Not in Labour Force	10,200	37,400
Labour Force	96,200	279,200
Employment	91,100	263,600
Unemployment	5,100	15,600
Participation Rate	90.4%	88.2%
Employment Rate	85.6%	83.3%
Unemployment Rate	5.3%	5.6%

Throughout 2025, an average of 145,700 residents of Southeast New Brunswick were participating in the labour force (i.e., employed or actively looking for work). This total has grown significantly over the past several years due to strong population growth in the region. This growth will likely slow over the next few years due to the federal government's cutbacks to international migration levels.

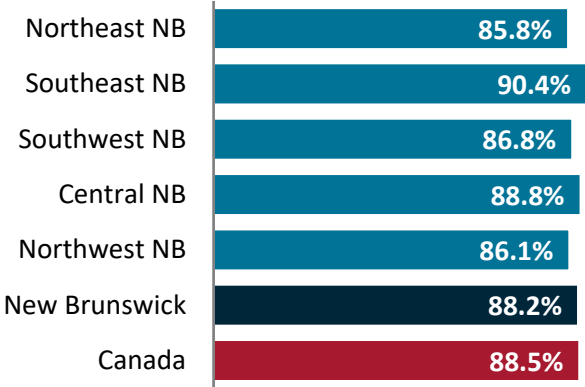
Labour Force and Employment – Southeast N.B.



In 2025, 64.7% 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. The gap between the Southeast region's participation rate and the national rate was primarily due to the region having a slightly older population (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 Southeast region's participation rate exceeds the national rate. In 2025, among the population aged 25 to 54 years, 90.4% of individuals in the region were participating in the labour force, compared to 88.2% at a provincial level, and 88.5% nationally.

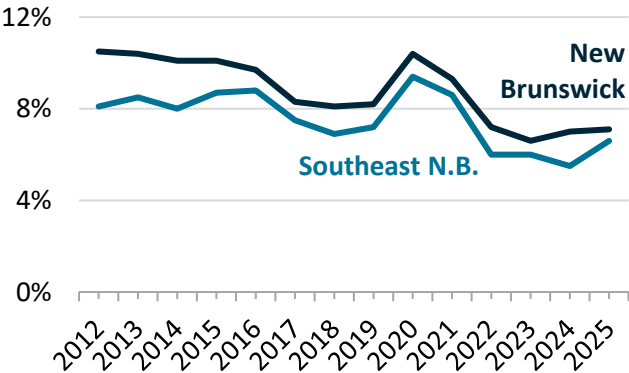
⁹ Source: Statistics Canada, Labour Force Survey (Table 14-10-0393).

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



As of 2025, the Southeast region’s unemployment rate (6.6%) was the third lowest among New Brunswick’s five economic regions. While a combination of retirements and economic growth have driven this rate down steadily between 2016 and 2024, it saw a significant increase in 2025 (5.5% → 6.6%). This spike suggests that labour supply may be growing at a faster pace than labour demand. This is consistent with trends seen in the region’s job vacancy rate, which fell to a nine-year low in 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:

- Public administration
- Fishing, aquaculture, and seafood product preparation and packaging
- Truck transportation
- Insurance carriers and related activities
- Business support services (e.g. call centres)

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:

- Agriculture
- Mining, quarrying, and oil and gas extraction
- Professional, scientific and technical services (e.g. architectural, engineering and related services, etc.)

Employment by Sector – Southeast New Brunswick – May 2021

Sector	Employment	Location Quotient ¹¹
Agriculture	1,240	0.60
Forestry and logging	185	0.71
Fishing, hunting and trapping	515	3.02
Mining, quarrying, and oil and gas extraction	705	0.52
Utilities	310	0.35
Construction	6,850	0.83
Manufacturing	8,135	0.92
Wholesale trade	3,330	0.94
Retail trade	12,600	1.05
Transportation and warehousing	6,400	1.16
Finance, insurance, real estate and leasing	7,775	1.13
Professional, scientific and technical services	5,540	0.60
Business, building and other support services	5,955	1.30
Educational services	8,135	0.99
Health care and social assistance	14,900	1.03
Information, culture and recreation	4,195	1.08
Accommodation and food services	6,145	1.16
Public administration	9,145	1.29
Other services (not elsewhere classified)	4,715	1.09
Total	106,780	N/A

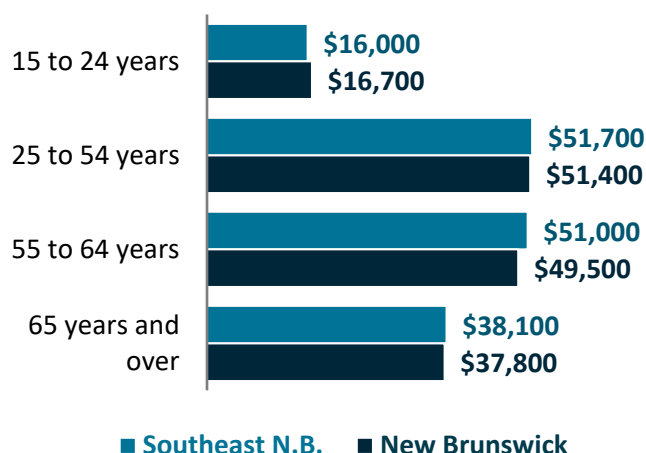
¹⁰ Source: Statistics Canada, 2021 Census of Population (Table 98-10-0592).

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 1.16% of total employment in Southeast New Brunswick, and 1.92% of total employment Canada-wide, the location quotient would be $1.16/1.92 = 0.60$.

Income¹²

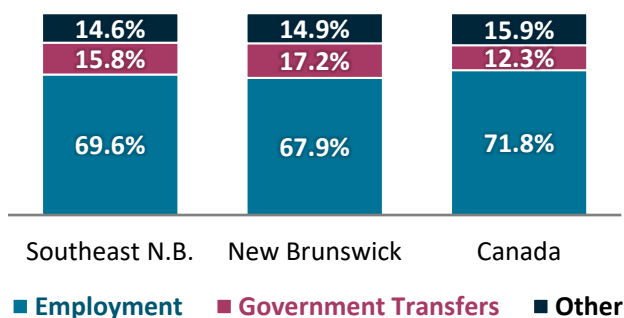
In 2019, individuals aged 15 years and over in Southeast New Brunswick had an average income level of \$44,500. This was on par with the province-wide average of \$44,000, but below the national average of \$52,300.

Average Total Income by Age Group – 2019



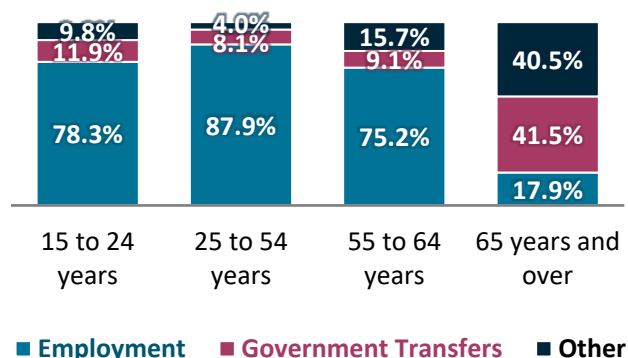
In 2019, government transfers accounted for 15.8% of total aggregate income in the region, compared to 17.2% province-wide, and 12.3% nationally.

Sources of Income – 2019



Differences across regions in terms of the percentage of total income that government transfers accounted for were primarily driven by the various regions' age profiles (older populations relied more on transfers such as Old Age Security, Guaranteed Income Supplement and the Canadian Pension Plan), along with how dependent each region's labour market was on seasonal industries (regions in which seasonal employment is more common typically have a greater number of Employment Insurance beneficiaries).

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

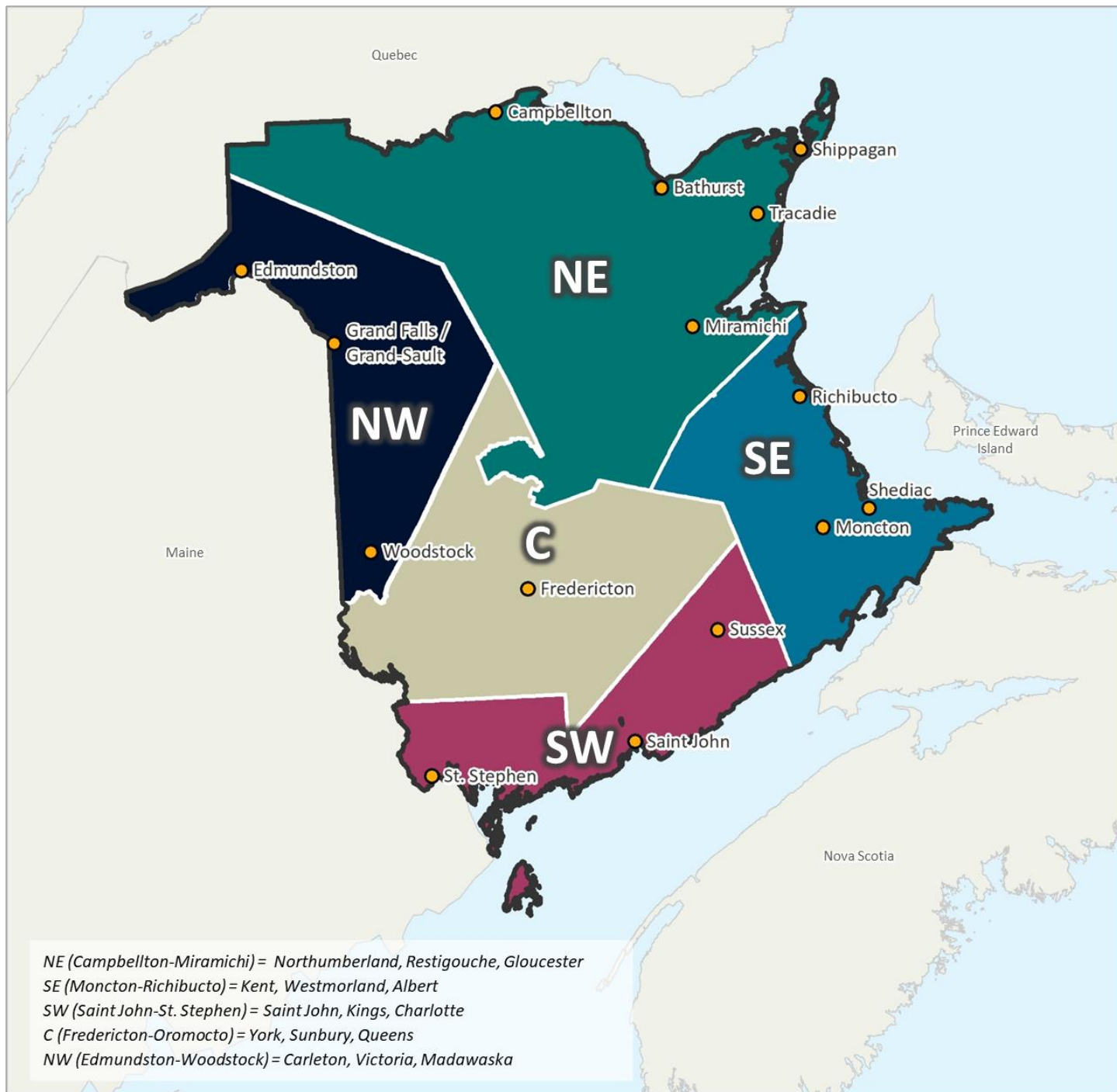


Among Southeast New Brunswickers with employment income, the average amount earned was \$42,200. This was on par with the province-wide average of \$42,200, but below the national average of \$50,600. Among the core working-age population (aged 25 to 54 years), these averages were \$49,700, \$49,700 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
Moncton	68,846	72,625	79,776	98,727	102,378	+3.7%	+28.3%	+48.7%
Dieppe	22,769	25,840	28,178	34,568	35,986	+4.1%	+27.7%	+58.0%
Riverview	19,166	19,827	20,661	22,351	22,614	+1.2%	+9.5%	+18.0%
Shediac	6,027	6,671	7,525	9,408	9,849	+4.7%	+30.9%	+63.4%
Beaubassin East	6,228	6,486	6,718	7,984	8,138	+1.9%	+21.1%	+30.7%
Sackville	5,606	5,438	6,090	6,525	6,572	+0.7%	+7.9%	+17.2%
Memramcook	4,859	4,919	5,011	5,619	5,616	-0.1%	+12.1%	+15.6%
Cap-Pelé	2,282	2,450	2,528	3,007	3,092	+2.8%	+22.3%	+35.5%
Cocagne	2,564	2,658	2,756	2,966	2,982	+0.5%	+8.2%	+16.3%
Bouctouche	2,446	2,398	2,497	2,618	2,678	+2.3%	+7.2%	+9.5%
Salisbury	2,186	2,268	2,389	2,569	2,585	+0.6%	+8.2%	+18.3%
Elsipogtog	2,022	2,012	2,071	2,088	2,126	+1.8%	+2.7%	+5.1%
Saint-Antoine	1,767	1,755	1,796	1,839	1,880	+2.2%	+4.7%	+6.4%
Richibucto	1,285	1,260	1,386	1,646	1,745	+6.0%	+25.9%	+35.8%
Petitcodiac	1,408	1,421	1,502	1,640	1,610	-1.8%	+7.2%	+14.3%
Hillsborough	1,381	1,354	1,348	1,402	1,414	+0.9%	+4.9%	+2.4%
Dorchester	1,195	1,150	959	1,099	1,130	+2.8%	+17.8%	-5.4%
Rexton	843	830	906	1,014	1,059	+4.4%	+16.9%	+25.6%
Saint-Louis de Kent	928	897	982	1,015	1,026	+1.1%	+4.5%	+10.6%
Port Elgin	420	422	374	398	402	+1.0%	+7.5%	-4.3%
Riverside-Albert	349	364	350	308	320	+3.9%	-8.6%	-8.3%
Alma	248	219	272	308	296	-3.9%	+8.8%	+19.4%
Lno Minigog	115	147	124	125	127	+1.6%	+2.4%	+10.4%
Tjipogtotjg	88	93	102	109	111	+1.8%	+8.8%	+26.1%
Amlamgog	48	43	37	43	44	+2.3%	+18.9%	-8.3%
Other ¹⁴	48,600	48,552	50,747	55,877	56,105	+0.4%	+10.6%	+15.4%

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

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