

SOUTHWEST NEW BRUNSWICK



POPULATION JULY 2025

190,800

RURAL

40.4% 

NON-RURAL

59.6% 

MEDIAN AGE

44.3 Years

NB: 44.6 years; Canada: 40.6 years
25th Highest Among 76 Regions Across Canada

POPULATION CHANGE

2024-25 (1Y)

+1.1%



2020-25 (5Y)



+8.5%

SOURCES OF CHANGE 2024-25

BIRTHS

1,563



DEATHS

2,040



NB MOVERS

-112
(NET)



+234
(NET)

REST OF CANADA

"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



+2,396
(NET) = 2,355 Immigrants
+ 41 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

96.5%



FRENCH

2.9%



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

LANGUAGE CAPABILITIES 2021

EN ONLY

85.2%

FR ONLY

0.1%

EN & FR

14.4%

0.3% reported neither English nor French

POST-SECONDARY 2021

60.8%

NB: 60.3%; Canada: 67.1%
41st Highest Among 76 Regions Across Canada
Percentage of population aged 25 to 64 years
with post-secondary credentials.

LABOUR FORCE 2025

94,800

7-YEAR CHANGE

+4.8%



UNEMP. RATE



7.0%

PARTICIPATION RATE



86.8% Among the Population
Aged 25 to 54 Years

NB: 88.2%; Canada: 88.5%

AVERAGE INCOME 2019

\$54,400

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