



A LABOUR ECONOMIC PROFILE OF NEW BRUNSWICK

September 2021

NBjobs.ca

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Legend:



Canada



New Brunswick



Males



Females

Note: This profile includes data from a variety of sources that use different methodologies and are subject to periodic retroactive revisions. As a result, data from one source may not match with data from other datasets. Information about the sources and methodologies used are available upon request. In some instances source data points have been suppressed. Where this occurs, the data values presented have been inferred from non-suppressed data. Also, some totals may not equal the sum of their components due to rounding.

New Brunswick Sectors

For the purposes of this document, the New Brunswick (NB) economy is divided into fifteen sectors:



Goods-producing sector (NAICS 11-33)



Natural Resources (NAICS 11, 21)



Utilities (NAICS 22)



Construction (NAICS 23)



Manufacturing (NAICS 31-33)



Service-producing sector (NAICS 41-91)



Retail and Wholesale Trade (NAICS 41, 44-45)



Transportation and Warehousing (NAICS 48-49)



Information, Culture and Recreation (NAICS 51, 71)



Finance, Insurance, Real Estate and Leasing (NAICS 52, 53)



Professional, Scientific and Technical Services (NAICS 54)



Business, Building and Other Support Services (NAICS 55, 56)



Educational Services (NAICS 61)



Healthcare and Social Assistance (NAICS 62)



Accommodation and Food Services (NAICS 72)



Other Services (NAICS 81)



Public Administration (NAICS 91)

Current Business Environment

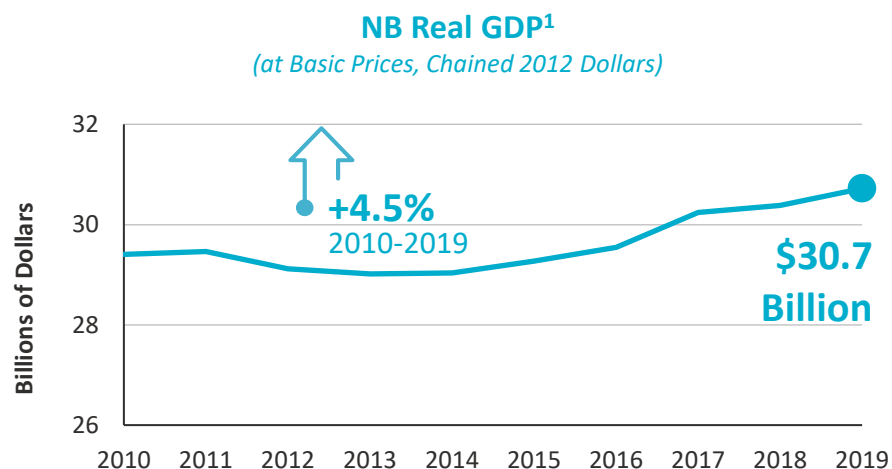
GDP and Productivity*

In 2019:

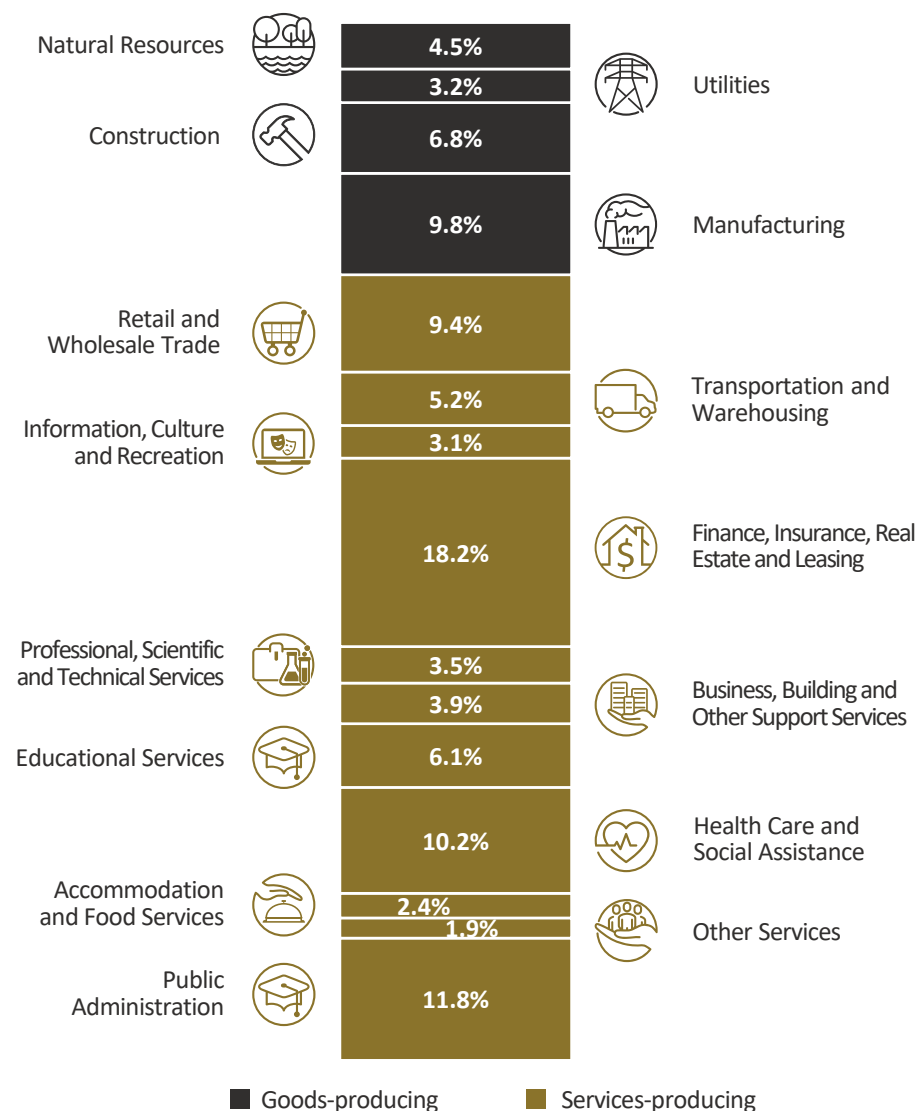
- NB's real GDP was \$30.7 billion (*chained 2012 dollars*)¹
 - NB's Goods-producing sector represented 24.3% of GDP, contributing \$7.8 billion (*chained 2012 dollars*)^{1, 2}
 - NB's Services-producing sector represented 75.7% of NB GDP, contributing \$22.9 billion (*chained 2012 dollars*)^{1, 2}

* GDP = Gross Domestic Product

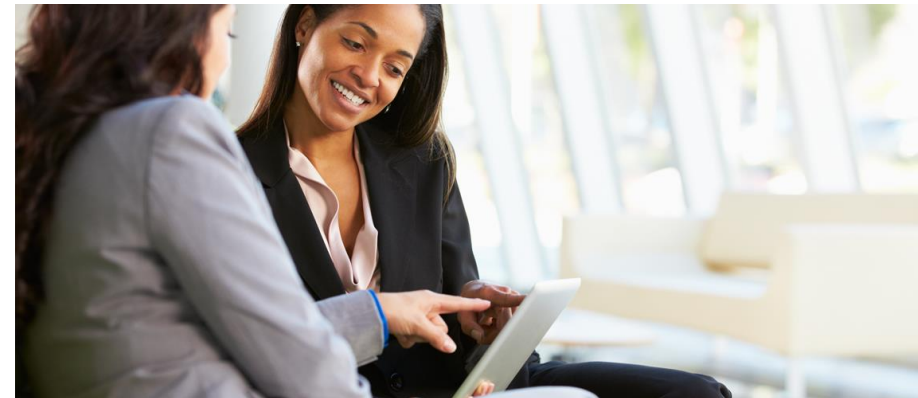
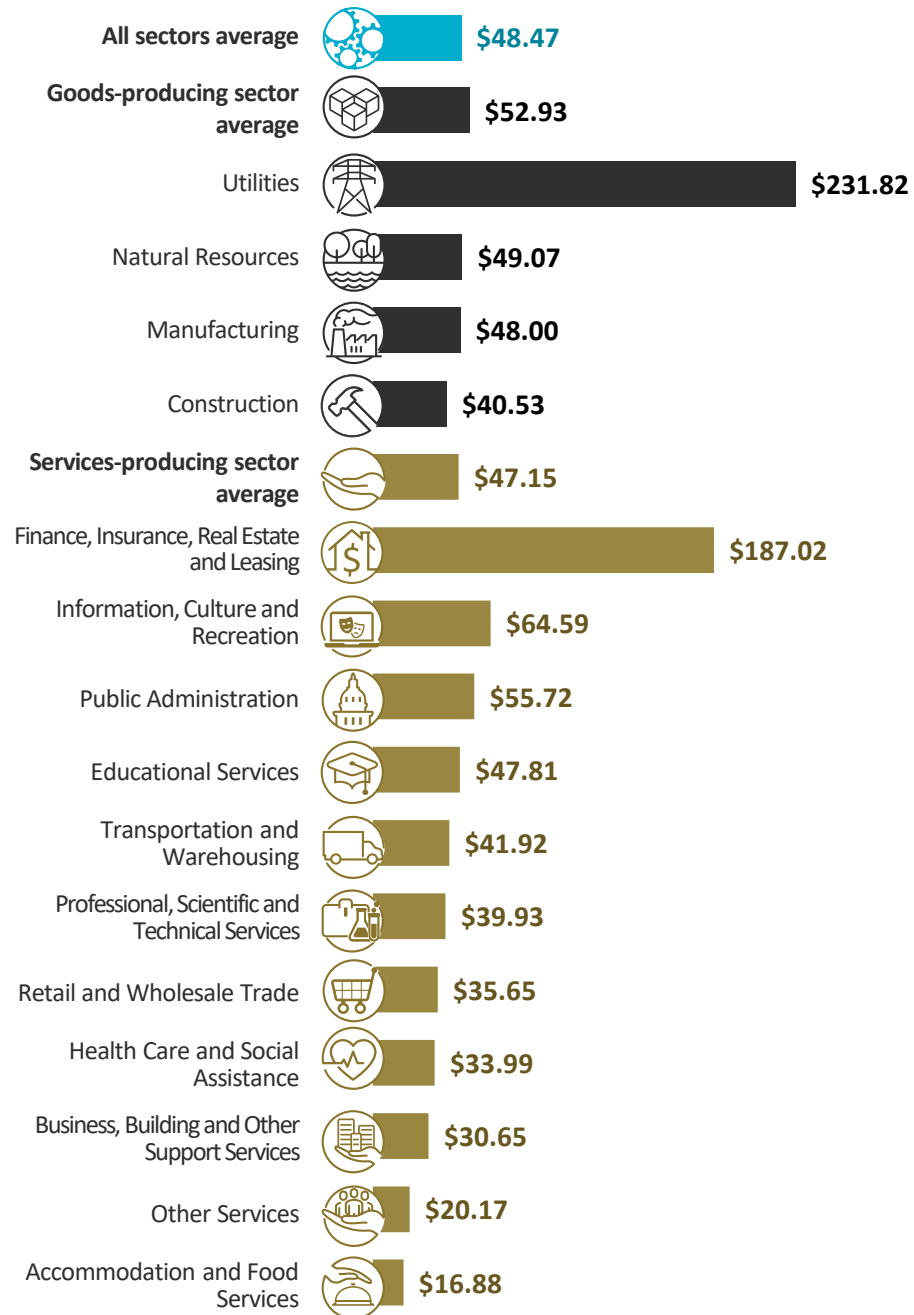
Labour Productivity = a measure of productivity based on GDP output per hour worked



Proportion of NB GDP by Sector: 2019¹



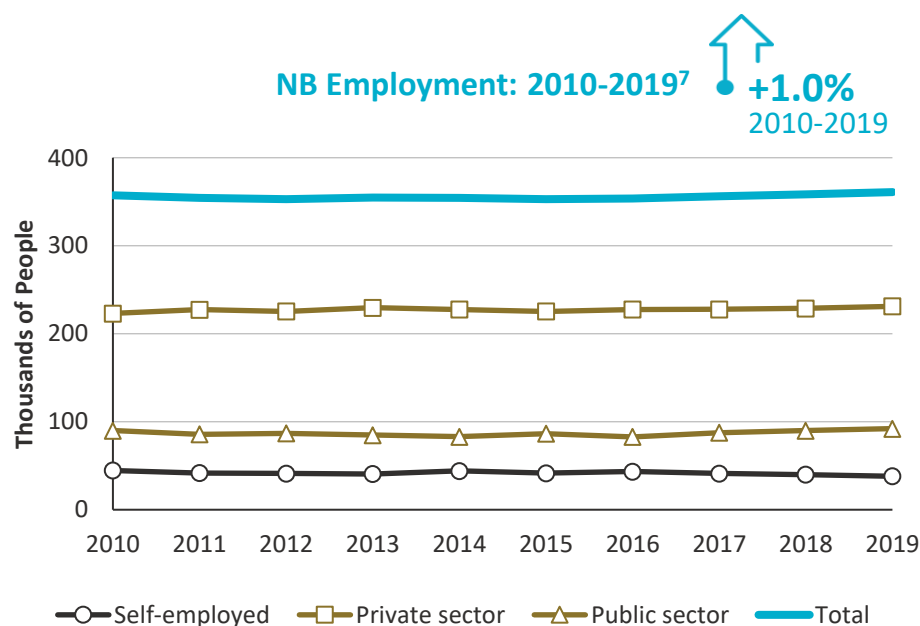
NB Labour Productivity by Sector: 2019^{1, 3}



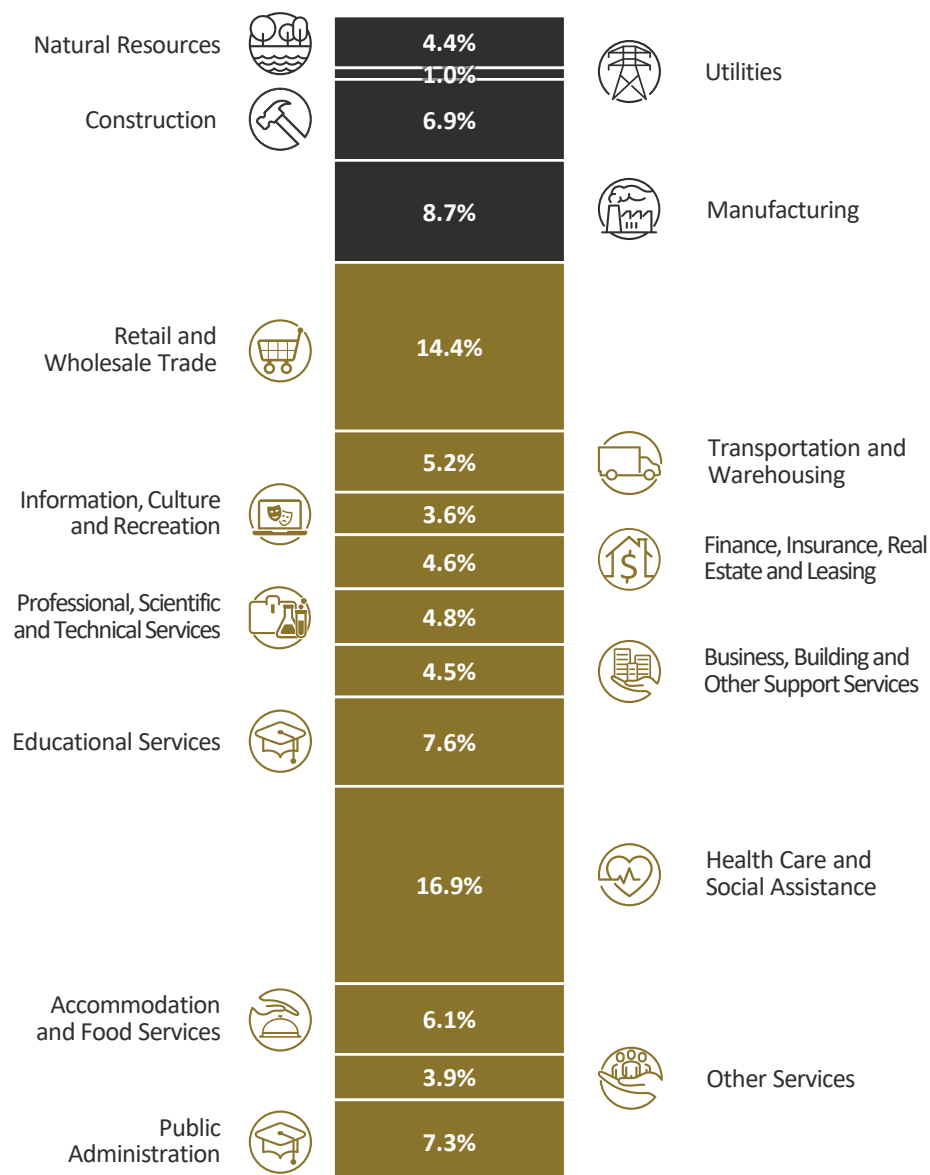
Employment in New Brunswick

In 2019:

- The population of NB was 776,868⁴
- 393,000 people were part of the labour force in NB, of which 361,100 were employed (85.0% full-time, 15.0% part-time)⁵
- 21.1% of those employed in NB worked in the Goods-producing sector; 78.9% in the Services-producing sector⁵
- 31,900 were unemployed (an 8.1% unemployment rate)⁵
- 29.1% of all employees in the Province were part of a union and/or covered by a collective agreement⁶



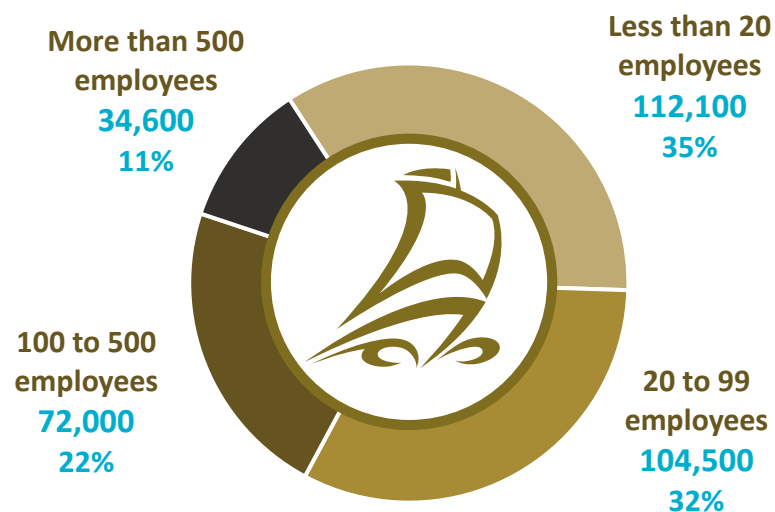
Proportion of NB Employment by Sector: 2019⁵



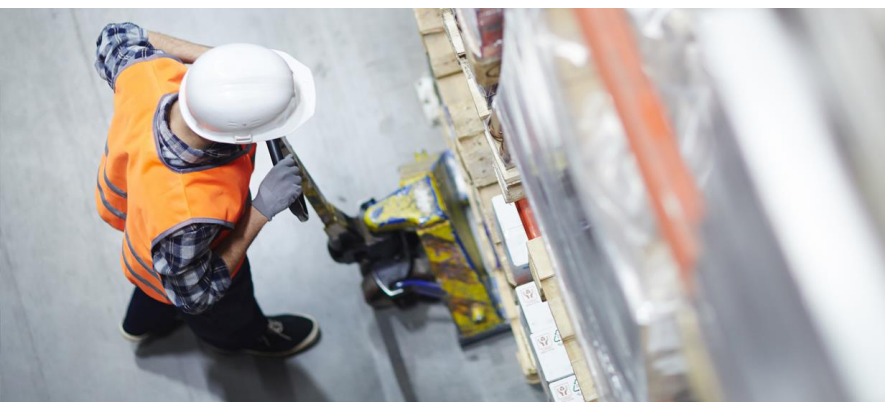
■ Goods Producing

■ Services Producing

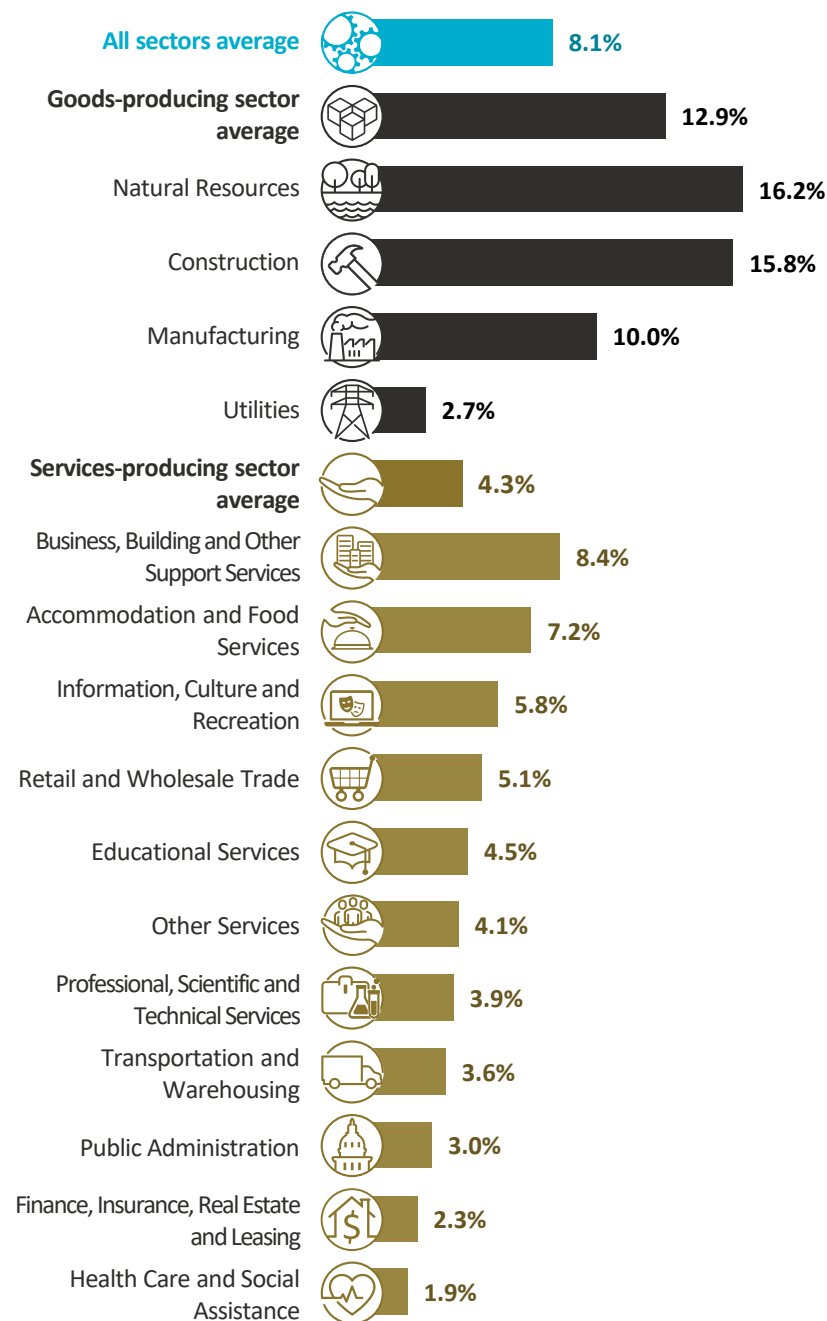
NB Employment by Size of Employer: 2019⁸



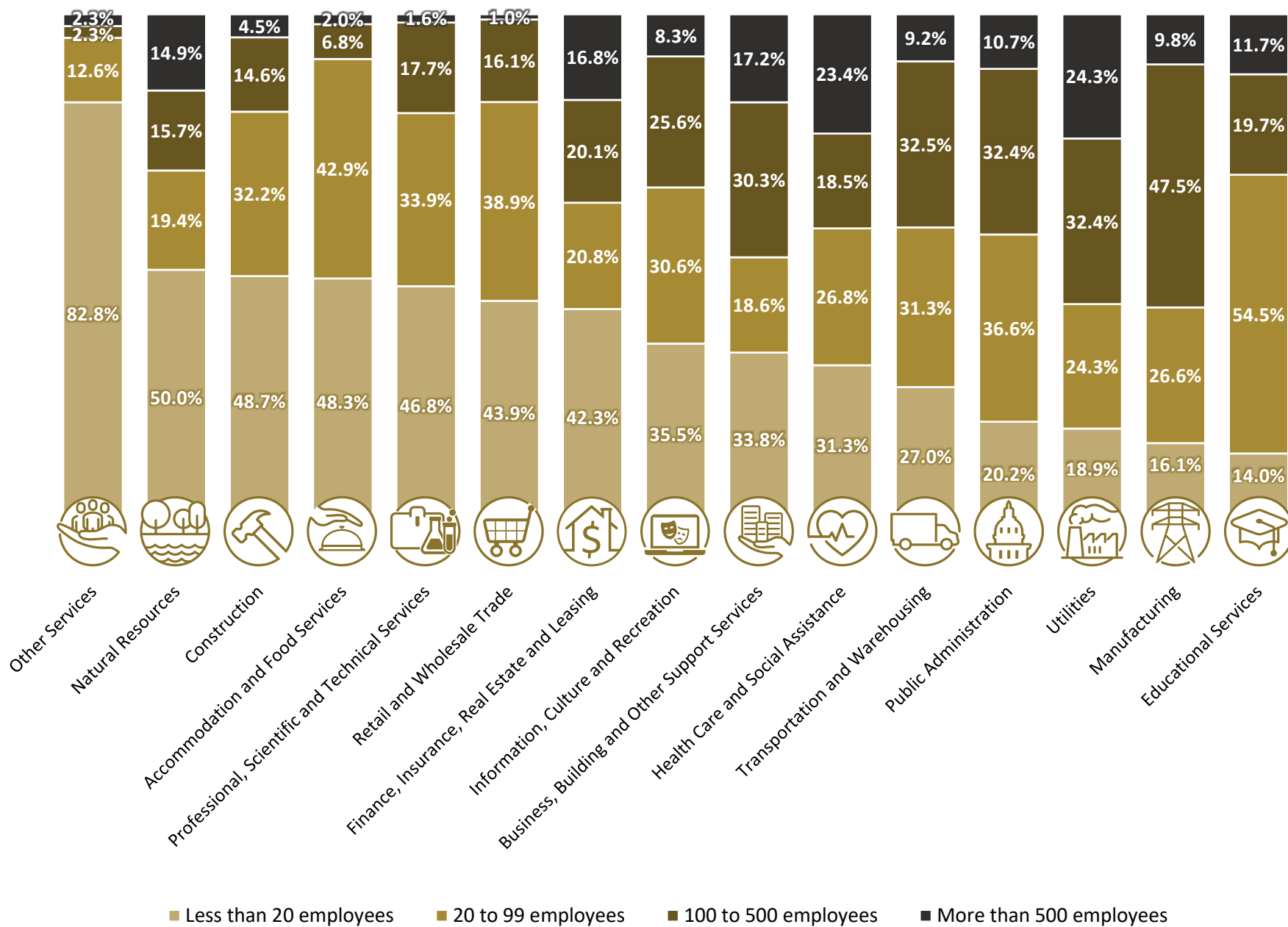
**This chart does not include the self-employed.*



NB Unemployment Rate by Sector: 2019⁵



NB Employment by Size of Employer: 2019⁸



Human Resources Profile

Demographics

In 2019:

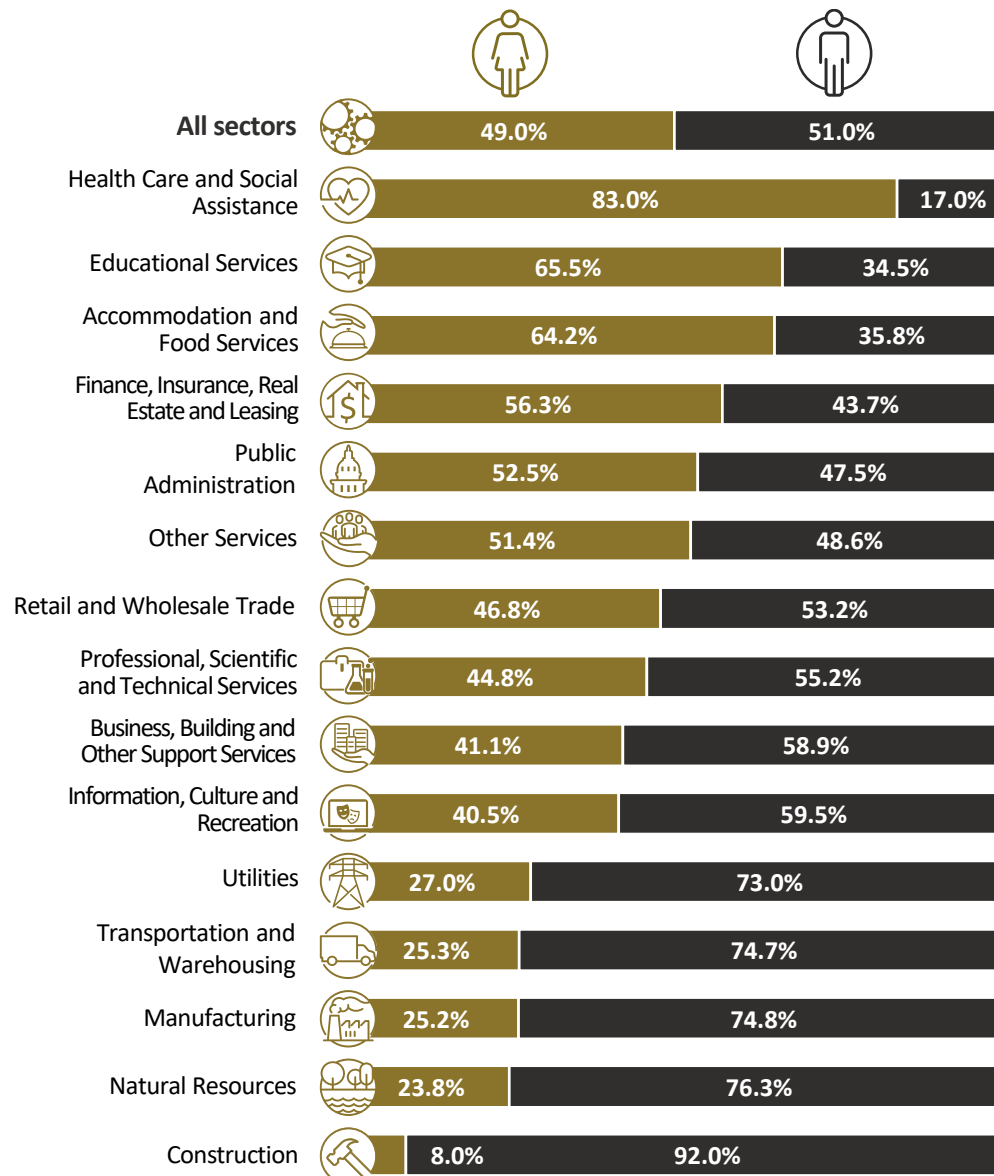
- 393,000 people were part of the NB labour force⁵
 - 189,100 women – 176,800 (93.5%) were employed
 - 203,900 men – 184,300 (90.4%) were employed

From 2010 to 2019:

- The percentage of female employment in the province increased from 48.6% to 49.0%⁵



NB Employment by Sex: 2019⁵

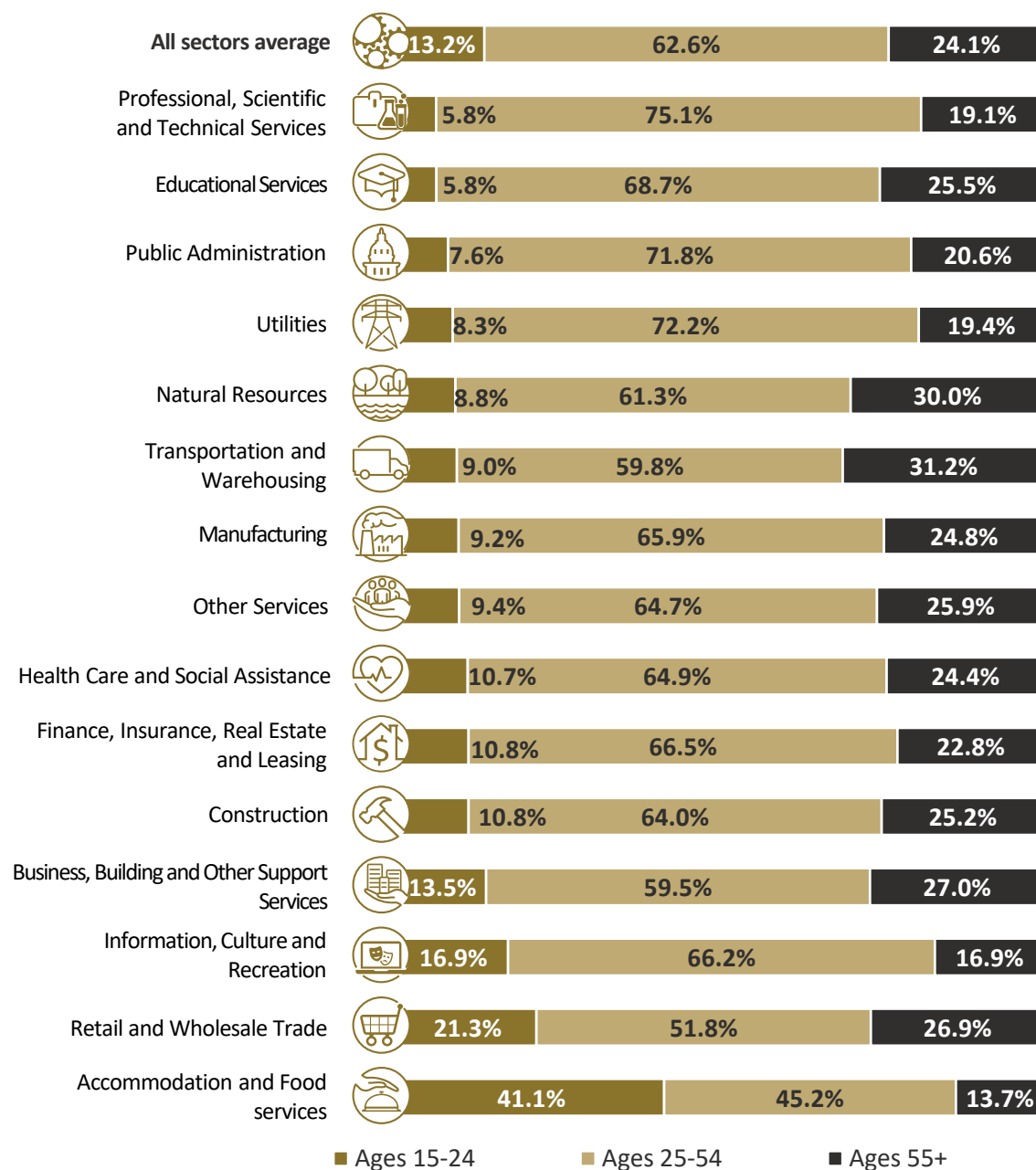


From 2010 to 2019:

- The percentage of workers employed in the province:⁵
 - Ages 15-24 decreased 0.3 percentage points
 - Ages 25-54 decreased 5.5 percentage points
 - Ages 55 and over increased 5.9 percentage points



Age Distribution in New Brunswick by Sector: 2019⁵

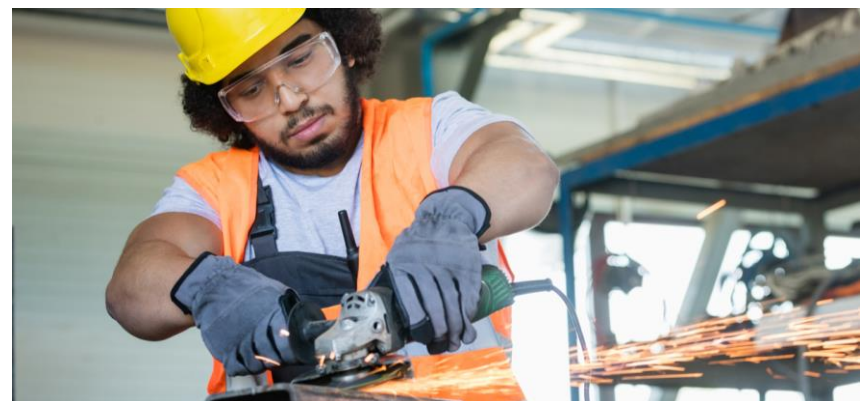


Major Occupations
















In 2019:

- 83,400 individuals worked in one of the ten National Occupation Code (NOC) occupations listed in the table below, representing 23.2% of all employed in NB⁹

NB Major Occupations: 2019 ⁹		
Occupation	Employed	NOC
Retail salespersons	12,900	6421
Retail and wholesale trade managers	9,100	0621
Registered nurses and registered psychiatric nurses	9,100	3012
Cashiers	9,000	6611
Transport truck drivers	8,100	7511
Food counter attendants, kitchen helpers and related support occupations	7,700	6711
Nurse aides, orderlies and patient service associates	7,600	3413
Other customer and information services representatives	7,300	6552
Elementary school and kindergarten teachers	5,900	4032
Light duty cleaners	5,800	6731



NB Most Common Occupations by Sector: 2019⁹

Sector	Most Common Occupation	% of Those in Sector Employed in the Occupation
 Natural Resources	General farm workers	11.1%
 Utilities	Power engineers and power systems operators	11.1%
 Construction	Construction trades helpers and labourers	12.6%
 Manufacturing	Labourers in fish and seafood processing	6.9%
 Retail and Wholesale Trade	Retail salespersons	20.1%
 Transportation and Warehousing	Transport truck drivers	30.5%
 Information, Culture and Recreation	Program leaders and instructors in recreation, sport and fitness	6.8%
 Finance, Insurance, Real Estate and Leasing	Customer services representatives – financial institutions	9.4%
 Professional, Scientific and Technical Services	Financial auditors and accountants	6.8%
 Business, Building and Other Support Services	Other customer and information services representatives	21.6%
 Educational Services	Elementary school and kindergarten teachers	22.8%
 Health Care and Social Assistance	Registered nurses and registered psychiatric nurses	14.5%
 Accommodation and Food Services	Food counter attendants, kitchen helpers and related support occupations	23.8%
 Other Services	Hairstylists and barbers	15.8%
 Public Administration	Non-commissioned ranks of the Canadian Forces	10.1%

Wage and Salary Information

In 2019:

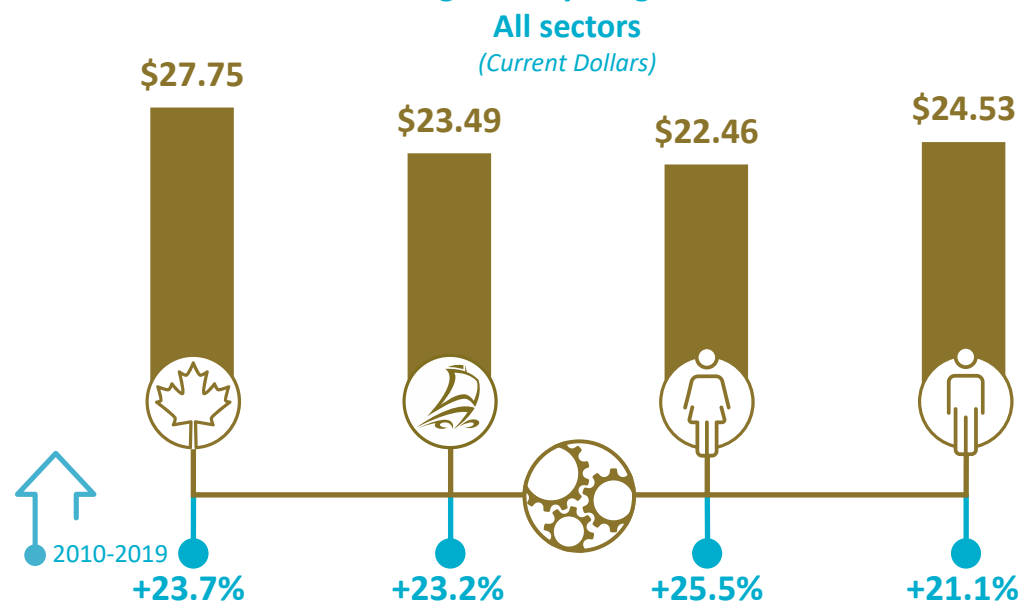
- The average wage in the NB Goods-producing sector was \$24.53¹⁰
- The average wage in the NB Services-producing sector was \$23.22¹⁰

From 2010 to 2019:

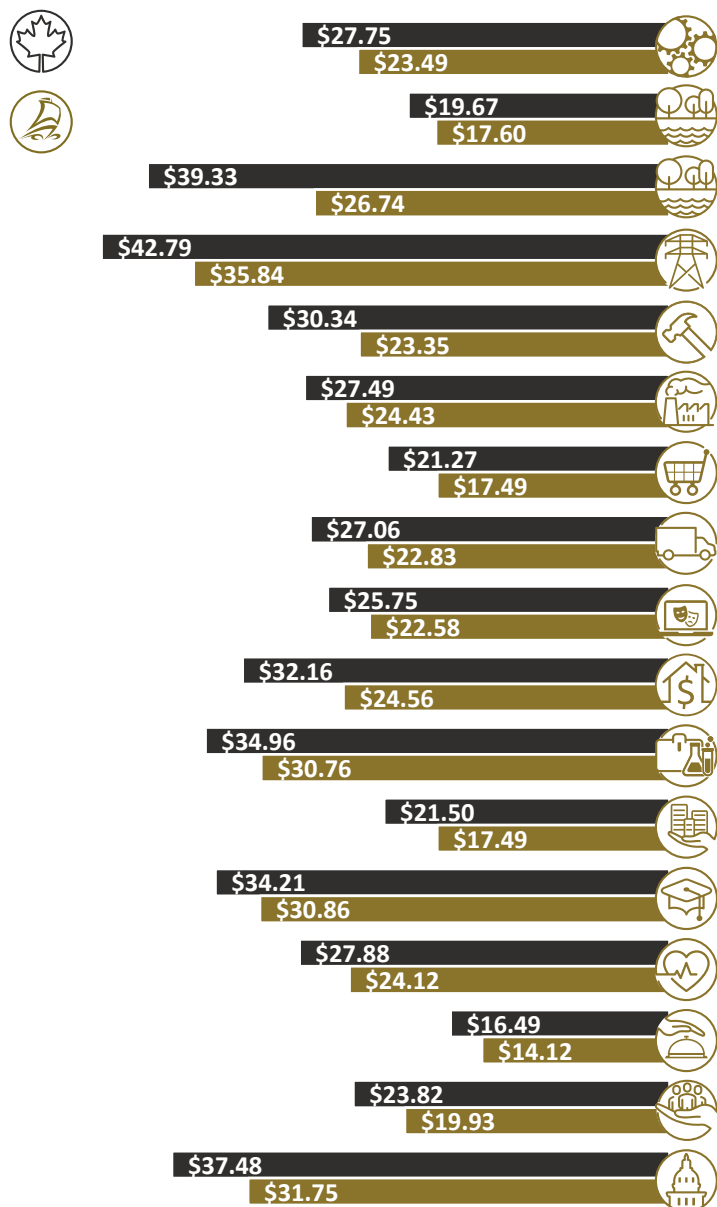
- The NB Accommodation and Food Services sector experienced the greatest relative change in its average wage (+30.5%); the NB Health Care and Social Assistance sector saw the least relative change in its average wage (+18.1%)¹⁰
- The relative change in the average wage of the NB Goods-producing sector (+22.8%) was less than the relative change in the sector Canada-wide (+23.2%)¹⁰
- The relative change in the average wage of the NB Services-producing sector (+23.5%) was less than the relative change in the sector Canada-wide (+24.0%)¹⁰



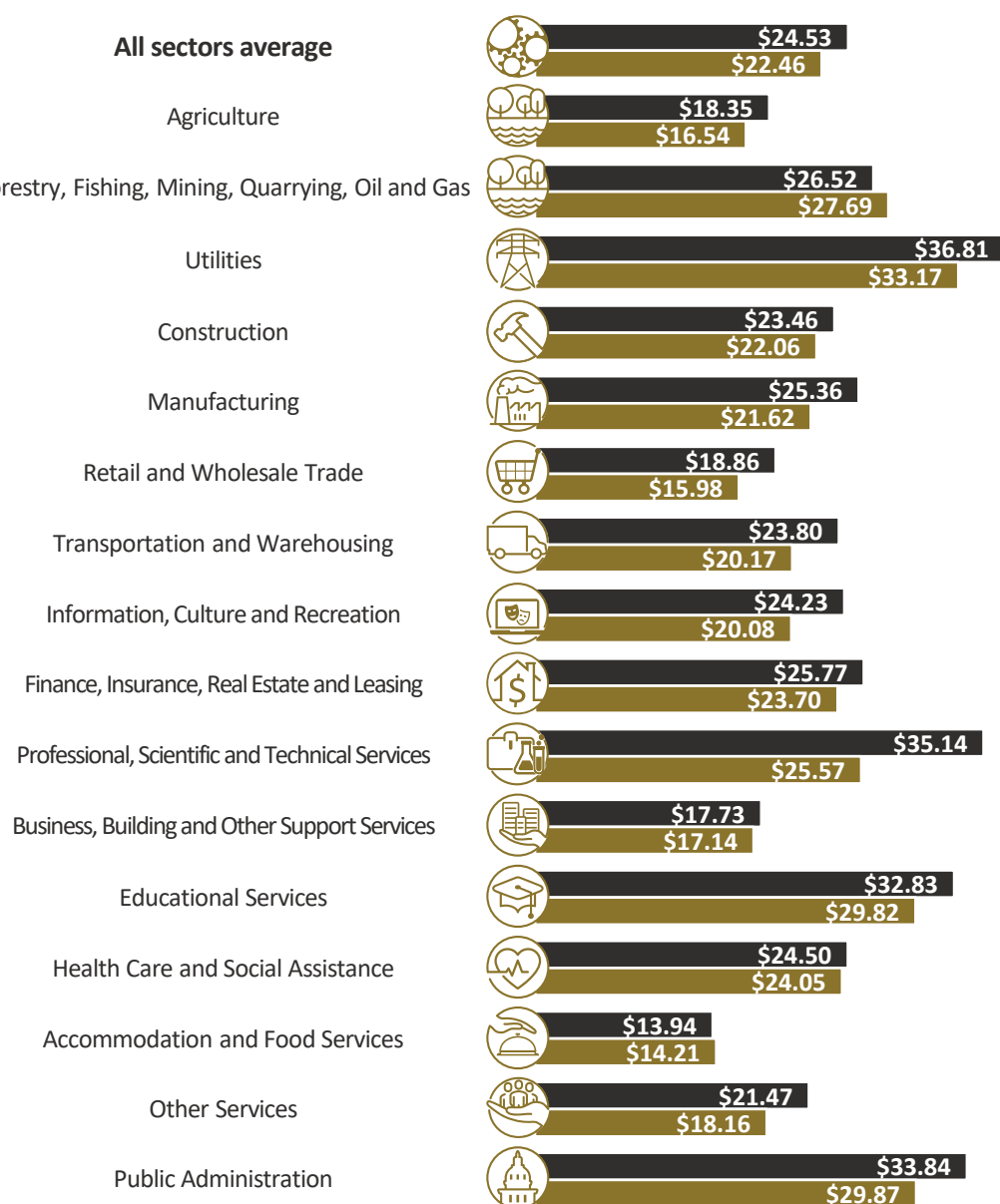
Average Hourly Wage: 2019¹⁰



Average Hourly Wages by Sector: 2019¹⁰ NB vs Canada



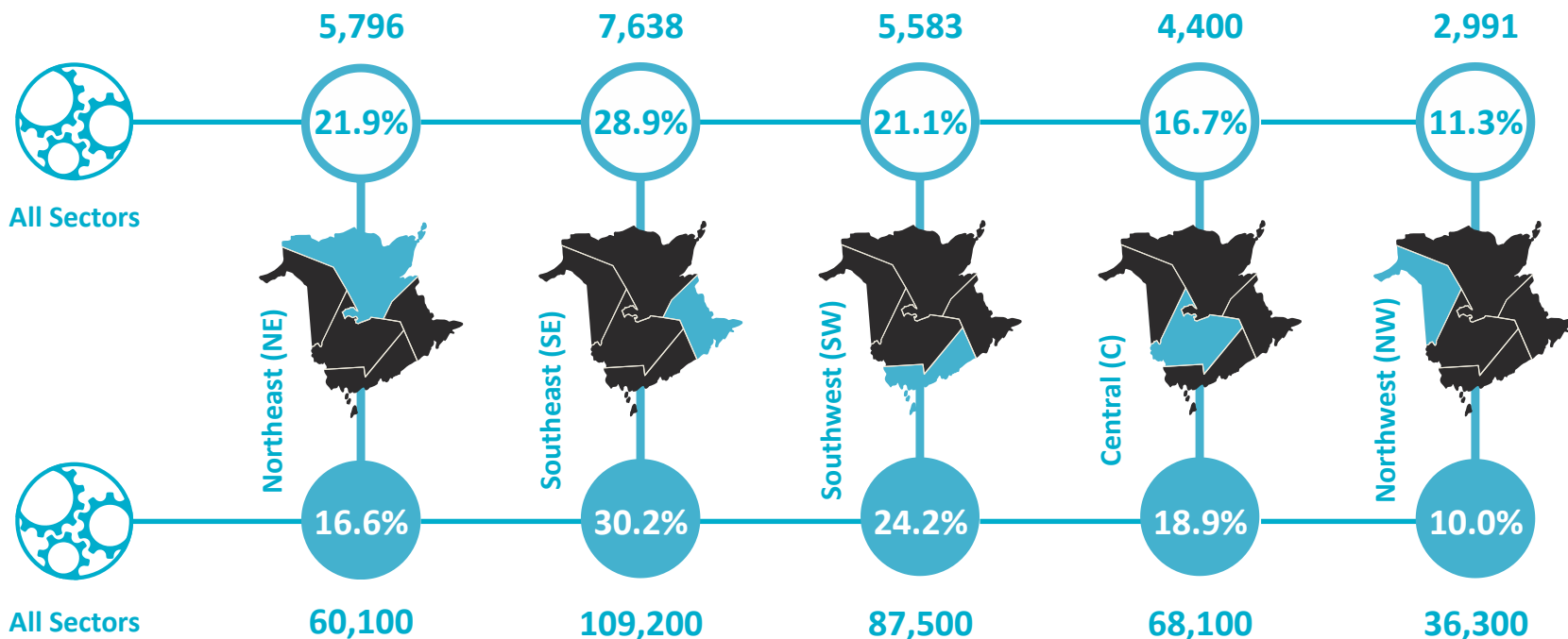
NB Average Hourly Wages by Sector: 2019¹⁰ Female vs Male



Regional Highlights

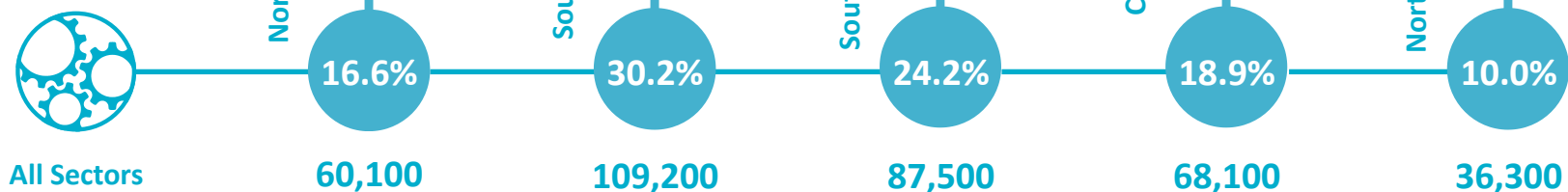
Employers

Regional
Distribution:
2019¹¹



Employed

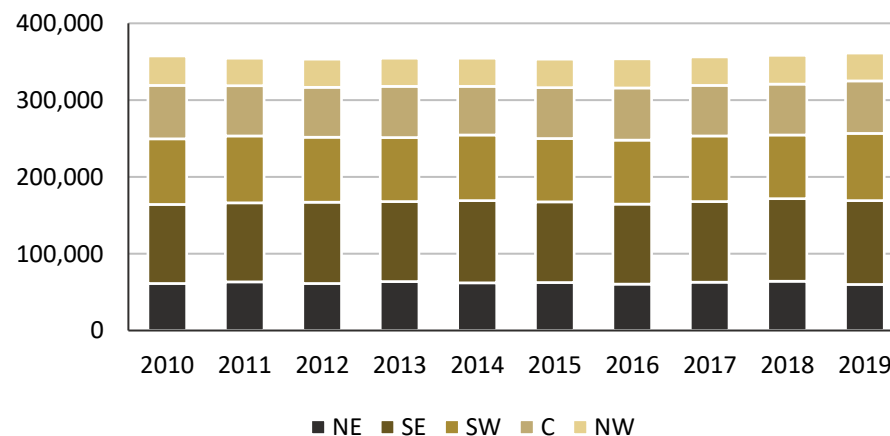
Regional
Distribution:
2019¹²



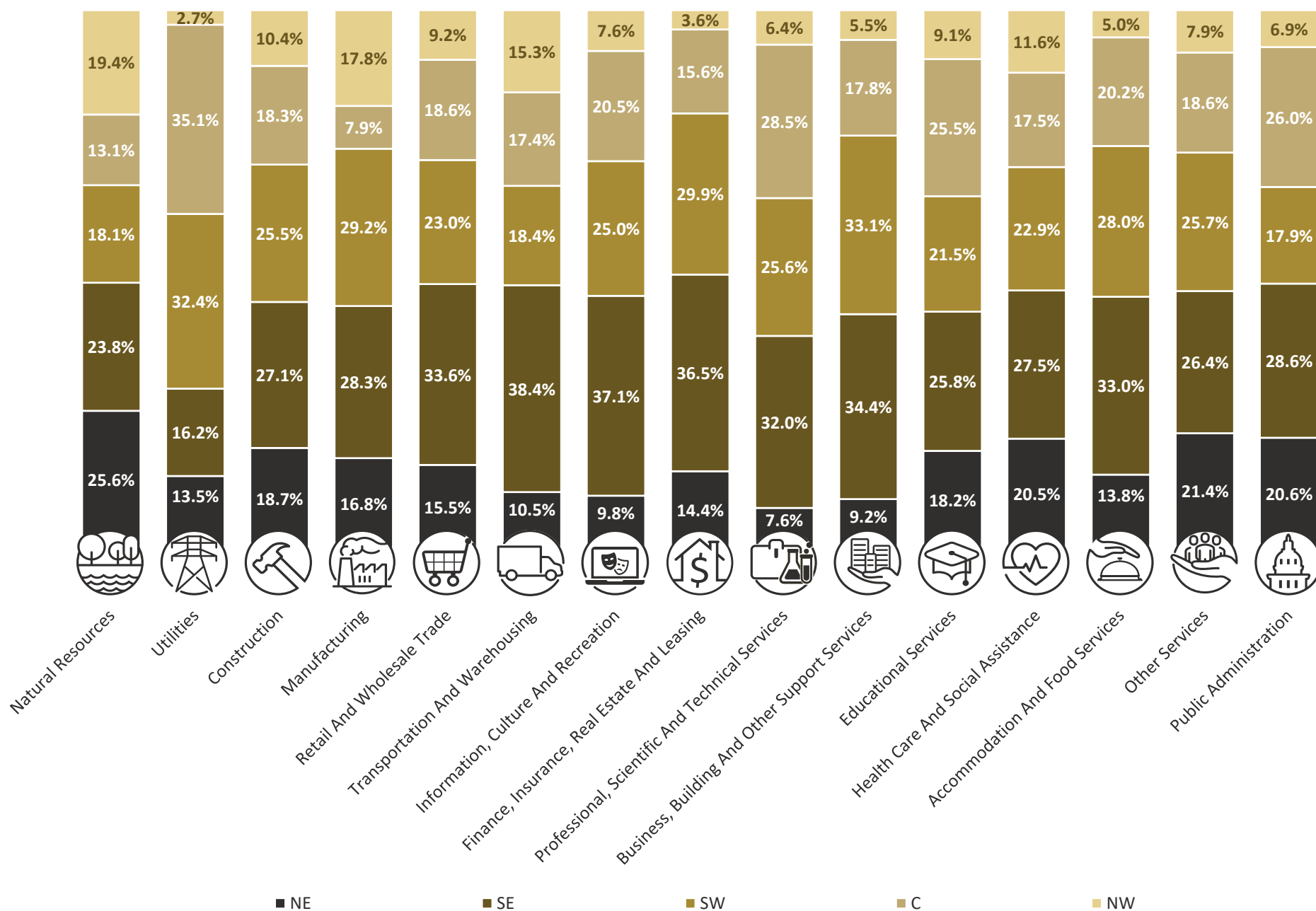
Number of Regional Employers by Employment Size: 2019¹¹

Region	1-9	10-49	50-199	200+	Total
NE	4,496	1,111	160	29	5,796
SE	5,534	1,744	308	52	7,638
SW	4,038	1,263	230	52	5,583
C	3,126	1,064	180	30	4,400
NW	2,216	643	114	18	2,991
Unknown	412	63	9	3	487
TOTAL	19,822	5,888	1,001	184	26,895

NB Employment by Economic Region: 2010-2019¹²



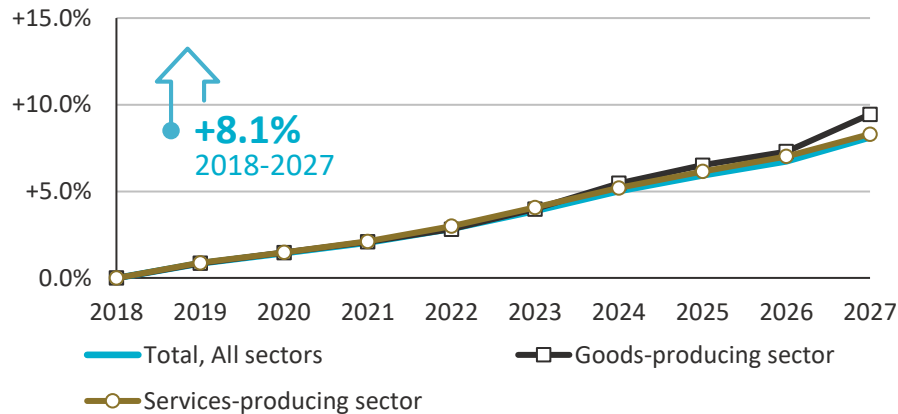
New Brunswick Employment by Economic Region and Sector: 2019¹²



Business Outlook 2018-2027

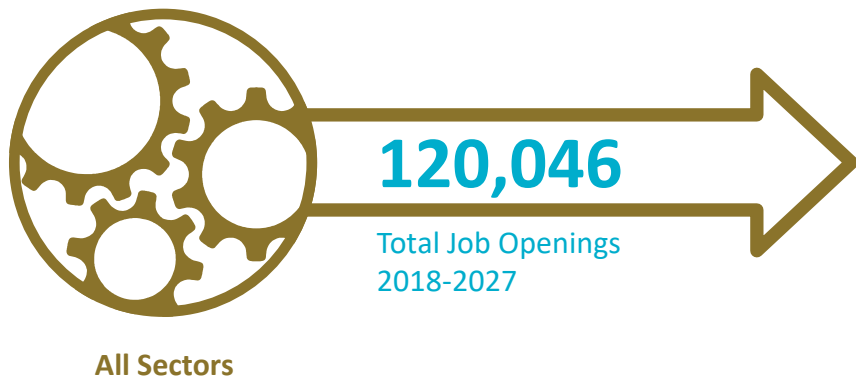
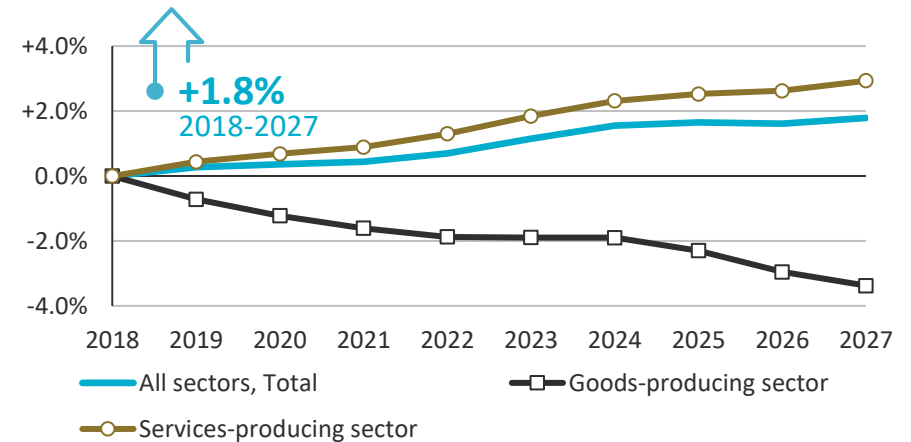
GDP Forecast

Forecasted Change in NB Real GDP⁹
(Relative to 2018)

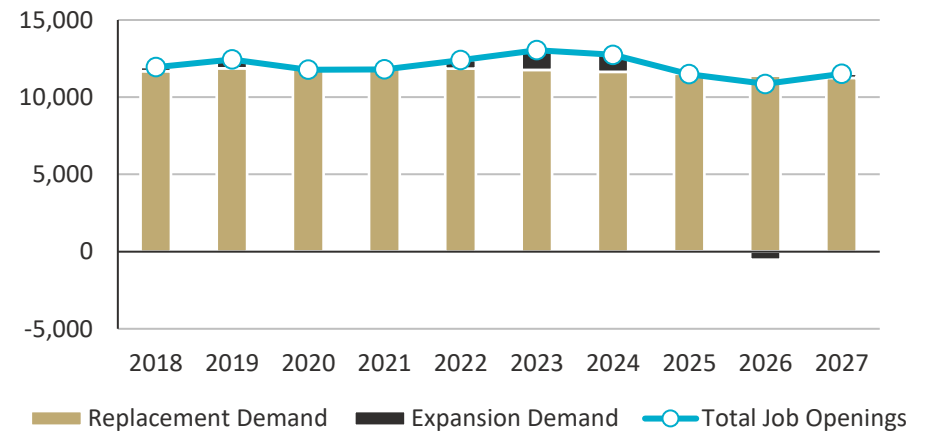


Employment Forecast

















Forecasted Change in NB Employment⁹
(Relative to 2018)



Forecasted NB Job Openings⁹



Forecasted NB Employment and Real GDP by Sector⁹

Sector	Forecasted % Change in Real GDP (2018-2027)	Forecasted % Change in Employment (2018-2027)	Forecasted Proportion of Total Employment in 2027	Forecasted Job Openings (2018-2027)
 Natural Resources	+6.8%	-4.9%	3.5%	3,987
 Utilities	+6.7%	-4.0%	0.9%	1,102
 Construction	+10.6%	+1.2%	6.9%	9,144
 Manufacturing	+10.7%	-4.5%	8.3%	9,420
 Retail and Wholesale Trade	+12.6%	+3.6%	16.3%	19,055
 Transportation and Warehousing	+10.0%	-1.4%	4.7%	6,061
 Information, Culture and Recreation	+13.4%	+5.7%	3.2%	4,034
 Finance, Insurance, Real Estate and Leasing	+11.2%	+1.6%	4.8%	5,700
 Professional, Scientific and Technical Services	+11.5%	+2.5%	4.4%	5,264
 Business, Building and Other Support Services	+14.8%	+5.5%	4.7%	6,113
 Educational Services	-6.6%	-7.4%	6.7%	5,962
 Healthcare and Social Assistance	+7.6%	+6.6%	17.3%	22,992
 Accommodation and Food Services	+14.0%	+6.8%	7.1%	7,409
 Other Services	+12.0%	+3.0%	4.4%	5,742
 Public Administration	+2.2%	+1.3%	6.6%	8,045
 All Sectors (Total)	+8.1%	+1.8%	100.0%	120,046

Links for Further Information

Government Sources

- NBjobs.ca
- Labour Market Information
- Sector Definitions - North American Industry Classification System, 2017 (NAICS)
- Classification of Occupations - National Occupational Classification, 2016 (NOC)

For Additional Information Contact:

New Brunswick Department of Post-Secondary Education,
Training and Labour
lmi@gnb.ca



Prepared by:



Data Sources

- ¹ Statistics Canada, Table 36-10-0402
- ² Statistics Canada, Table 36-10-0400
- ³ Statistics Canada, Table 36-10-0489
- ⁴ Statistics Canada, Table 17-10-0005
- ⁵ Statistics Canada, Table 14-10-0023
- ⁶ Statistics Canada, Table 14-10-0070

- ⁷ Statistics Canada, Table 14-10-0027
- ⁸ Statistics Canada, Table 14-10-0068
- ⁹ Stokes Economics, Customized New Brunswick Forecast
- ¹⁰ Statistics Canada, Table 14-10-0064
- ¹¹ Statistics Canada via the Community Data Program
- ¹² Statistics Canada, Table 14-10-0392