

New Brunswick Regional Profile
Central
June 2024



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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 Central region consists of three counties: York, Sunbury, and Queens. Combined, these three counties encompass a total land area of 14,469 square kilometres.

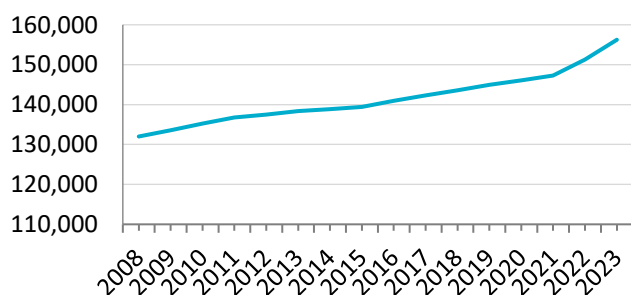
Outside of the City of Fredericton and the Town of Oromocto, Central New Brunswick's population primarily lives in rural areas. At the time of the 2021 Census, rural areas² accounted for 46.2% of the region's population.

Demographics

Population Trends³

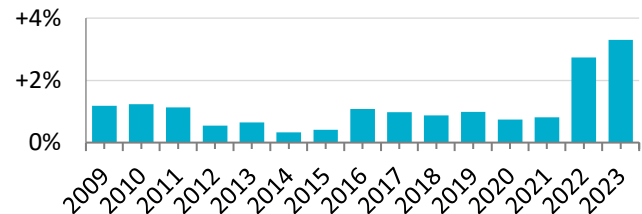
As of July 1, 2023, the population of New Brunswick's Central region was estimated to be 156,250 (approximately 18.7% of the province's total population). This total was up significantly from where it was in the past. Between 2008 and 2023, the region's population grew by 18.4% (from 132,010 to 156,250).

Population by Year – Central N.B.



This represented the twenty-fifth largest increase among Canada's seventy-six economic regions during this time. While the majority of this growth occurred in city of Fredericton, a number of other communities including Oromocto, Hanwell, and Devon, saw relatively significant growth as well.

Population Growth by Year – Central N.B.



Population Change by Region – N.B. – 2008 to 2023

	2008 to 2013	2013 to 2018	2018 to 2023	2008 to 2023
Northeast	-2.5%	-1.2%	+2.7%	-1.2%
Southeast	+4.9%	+4.6%	+15.3%	+26.6%
Southwest	+0.6%	+0.6%	+6.4%	+7.7%
Central	+4.8%	+3.7%	+8.8%	+18.4%
Northwest	-2.1%	-1.9%	+3.4%	-0.8%

Growth in the Central region has been particularly strong in recent years, with many of the area's rural communities seeing unusually strong growth in 2021, 2022 and 2023 (to go along with continued strong growth in Fredericton). A breakdown of the region's population can be found below, while a more detailed breakdown can be found in Appendix A.

Population by Community – Central N.B.

	2008	2013	2018	2023
Fredericton	53,829	58,445	62,202	69,406
Oromocto	8,651	9,350	9,452	9,307
Hanwell	4,469	4,737	4,790	5,002
New Maryland	4,331	4,235	4,197	4,582
Other	60,730	61,616	62,910	67,953

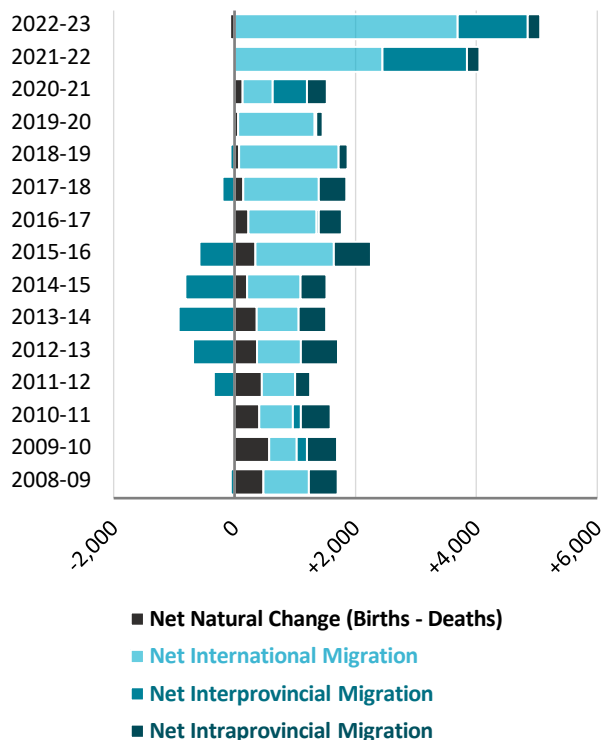
¹ Source(s): Statistics Canada, 2021 Census of Population (Tables 98-10-0002 and 98-10-0011).

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).

Recent population gains in the region have been primarily driven by a combination of international and interprovincial migration. Historically, natural population change has also contributed to growth in the region; however, in 2022 the number of deaths in the region exceeded the number of births for the first time.

Components of Population Change – Central N.B.



Migration by Age Group – Central N.B.

	Jul 2022 to Jul 2023	Previous 10 Years (Avg.)
International (Net)		
0 to 17 years	+1,075	+452
18 to 24 years	+759	+206
25 to 54 years	+1,742	+531
55 to 64 years	+71	-3
65 years and over	+42	-2
Interprovincial (Net)		
0 to 17 years	+189	-12
18 to 24 years	+270	-38
25 to 54 years	+354	-149
55 to 64 years	+204	+41
65 years and over	+142	+33
Intraprovincial (Net)		
0 to 17 years	-24	+0
18 to 24 years	+113	+209
25 to 54 years	+116	+148
55 to 64 years	+11	+8
65 years and over	-7	+9

As of July 2023, the Central region’s population had the forty-fifth highest median age (41.3 years) among Canada’s seventy-six economic regions. This median was slightly higher among the region’s female population (42.5 years) compared to its male population (40.2 years).

Components of Population Change – Central N.B.

	Jul 2022 to Jul 2023	Previous 10 Years (Avg.)
Natural Change	-71	191
Births	1,310	1,379
Deaths	1,381	1,188
Net International Migration	3,689	1,183
Immigration	1,842	1,089
Temporary Residents (Net)	1,948	210
Emigration (Net)	101	116
Net Interprovincial Migration	1,159	-125
Net Intraprovincial Migration⁴	209	374

Median Age by Region – N.B. – 2023



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

Language⁵

At the time of the 2021 Census, 92.7% of the Central New Brunswick population's first official language⁶ was English, while 6.5% of individuals' first official language was French.

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

	Total	%
English	132,335	92.7%
French	9,265	6.5%
English and French	795	0.6%
Neither English nor French	385	0.3%

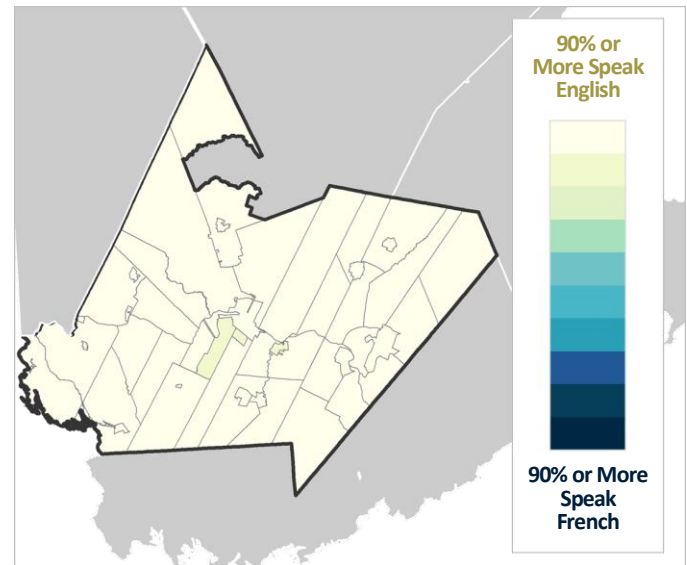
Approximately one-in-five (20.6%) individuals in the region were able to speak in both official languages.

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

	Total	%
English Only	112,380	78.7%
French Only	625	0.4%
Both English and French	29,345	20.6%
Neither English nor French	425	0.3%

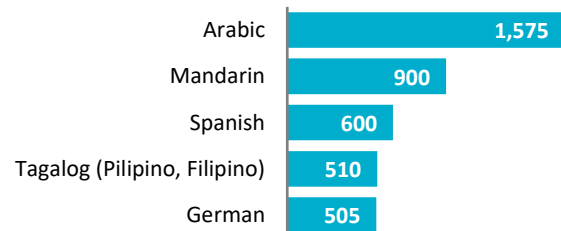
Language capabilities and preferences were fairly uniform across the region, with a slightly high concentration of bilingual individuals in or around the City of Fredericton.

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



Beyond the two official languages, some of the most common languages spoken in the Central region were Arabic, Mandarin, Spanish, Tagalog and German.

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



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, 64.8% of the region's population aged 25 to 64 had completed some form of post-secondary education; this percentage ranked twenty-sixth 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 Central New Brunswick that had completed a post-secondary education were less likely to have college credentials or an apprenticeship or trades certificates, but much more likely to have a university degree.

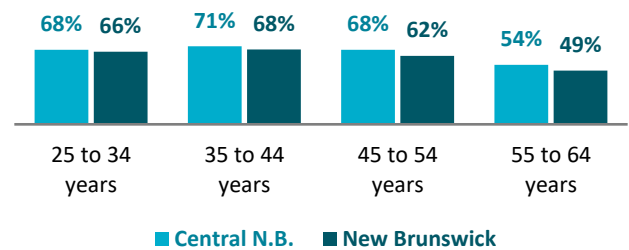
Highest Level of Education Among the Population Aged 25 to 64 Years – May 2021

	Central N.B.	New Brunswick
Less than High School	6.9%	11.0%
High School or Equivalent	28.3%	28.7%
Post-Secondary	64.8%	60.3%
Apprenticeship/Trades	7.2%	7.8%
Other Certificate/Diploma	24.8%	29.0%
Degree	32.8%	23.5%

Both in the Central 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	
	Central N.B.	N.B.	Central N.B.	N.B.
Men	63%	61%	57%	52%
Women	76%	73%	63%	58%
Total	69%	67%	60%	55%

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

	25 to 44 Years	45 to 64 Years	25 to 64 Years
Fredericton	76%	69%	73%
Oromocto	59%	54%	57%
Hanwell	77%	70%	73%
New Maryland	81%	81%	81%
Other	62%	52%	56%

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

Labour Force

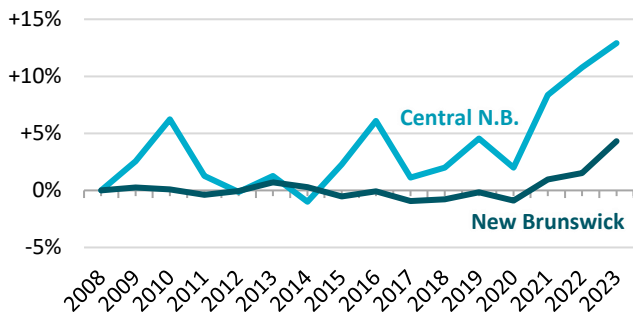
Overview⁹

Labour Force Characteristics – 2023

	Central N.B.	New Brunswick
Population Aged 15+	126,500	683,400
Not in Labour Force	47,000	269,800
Labour Force	79,600	413,600
Employment	75,500	386,500
Unemployment	4,100	27,100
Participation Rate	62.9%	60.5%
Employment Rate	59.7%	56.6%
Unemployment Rate	5.2%	6.6%

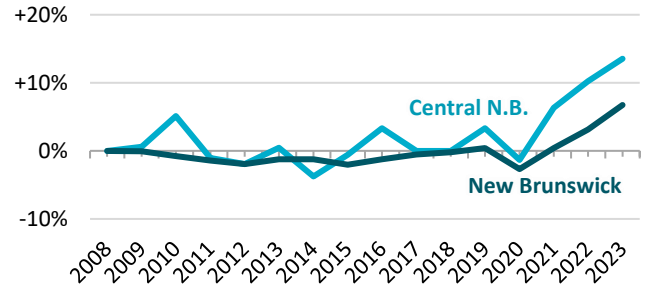
Throughout 2023, there were an average of 79,600 individuals participating in the labour force (i.e., employed or actively looking for work) in the region. Over the past several years, the region has seen its labour force grow significantly. This growth has been driven primarily by an influx of international and interprovincial migrants.

Labour Force Growth Relative to 2008



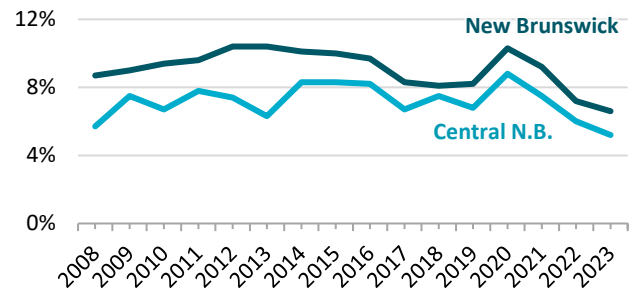
In 2023, 62.9% of the region’s population aged 15 years and over were participating in the labour force, compared to 60.5% at a provincial level, and 65.6% nationally. Among the population aged 25 to 54 years, 87.7% of individuals in the region were participating in the labour force, compared to 88.0% at a provincial level, and 88.8% nationally.

Employment Growth Relative to 2008



Population aging has had a significant effect on the unemployment rate. The growing number of retirements over the past few decades has resulted in increased job opportunities for many of those who remain in the labour force, leading to reduced unemployment levels. Between 2013 and 2023, the Central region saw its unemployment rate fall from 6.3% to 5.2%.

Unemployment Rate



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

Industry¹⁰

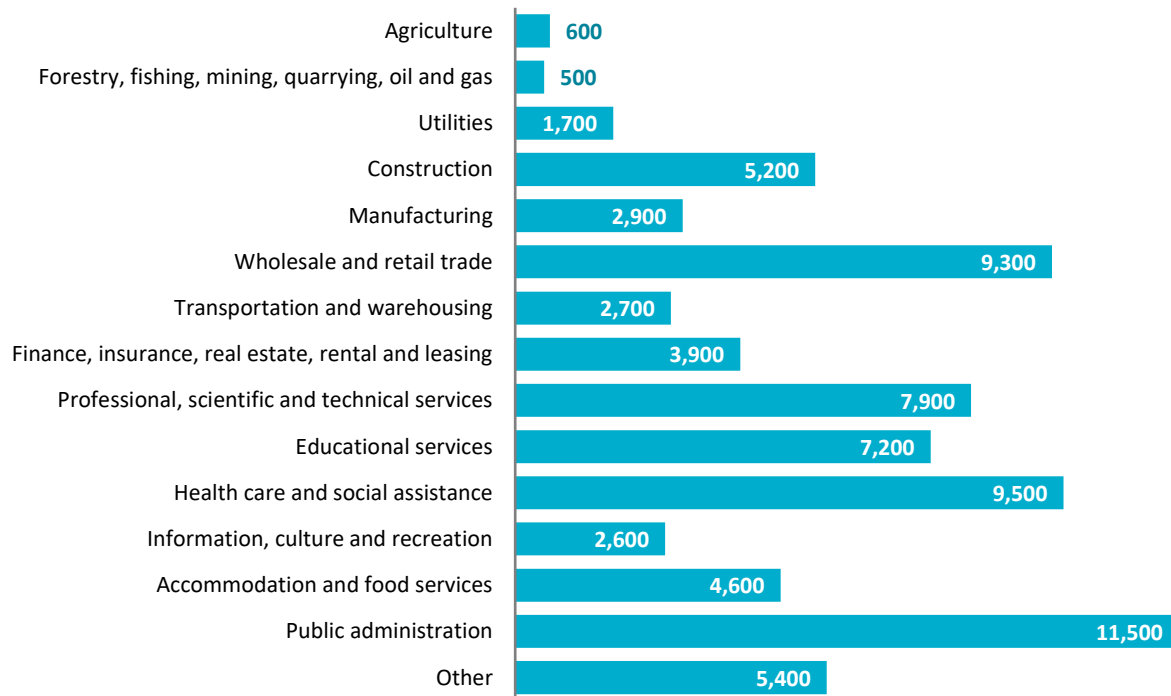
Some of the industries that accounted for a significantly larger share of overall employment in the region compared to the country as a whole included:

- Public administration
- Post-secondary education
- Utilities
- Forestry and logging

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:

- Mining, quarrying, oil and gas
- Manufacturing
- Transportation and warehousing
- Finance and insurance

Employment by Sector - Central New Brunswick - 2023

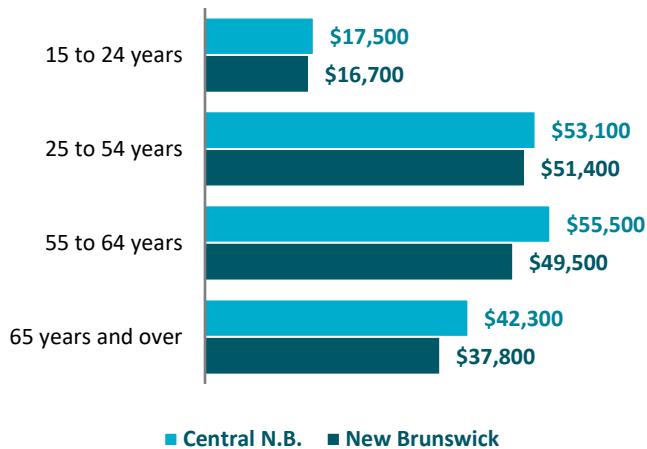


¹⁰ Source: Statistics Canada, Labour Force Survey (Table 14-10-0392).

Income¹¹

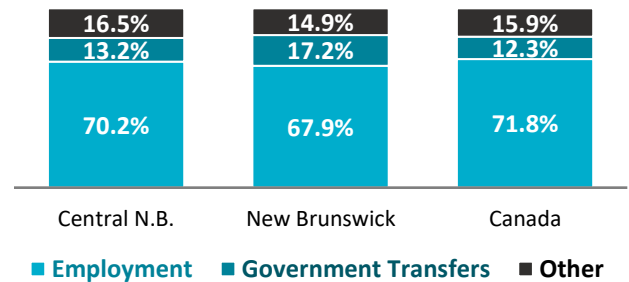
In 2019, individuals aged 15 years and over in Central New Brunswick had an average income level of \$47,000. This was above the province-wide average of \$44,000, but below the national average of \$52,300.

Average Total Income by Age Group – 2019

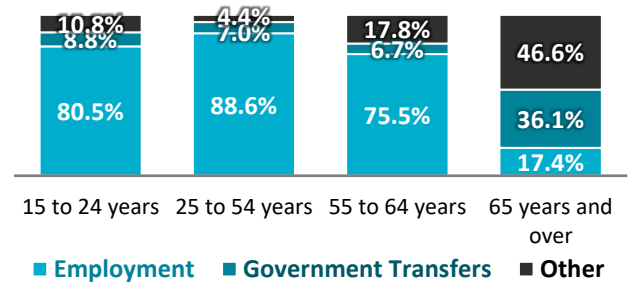


In 2019, government transfers accounted for 13.2% of total aggregate income in the region, compared to 17.2% province-wide, and 12.3% nationally. Differences across regions in terms of the percentage of total income that government transfers accounted for were primarily driven by the various regions' 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 – 2019

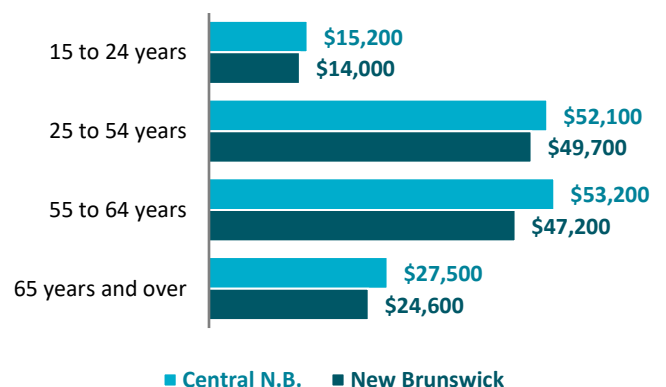


Sources of Income by Age Group – Central N.B. – 2019



Among Central New Brunswickers with employment income, the average amount earned was \$45,100. This was above 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 \$52,100, \$49,700 and \$58,400, respectively.

Average Employment Income by Age Group – 2019



¹¹ Source: Statistics Canada, 2021 Census of Population (Table 98-10-0073).

Appendix: Population by Community¹²

Population by Community – Central New Brunswick

	Population					% Change		
	2008	2013	2018	2022	2023	1-Year	5-Year	15-Year
Fredericton	53,829	58,445	62,202	66,528	69,406	+4.3%	+11.6%	+28.9%
Oromocto	8,651	9,350	9,452	9,256	9,307	+0.6%	-1.5%	+7.6%
Hanwell	4,469	4,737	4,790	4,930	5,002	+1.5%	+4.4%	+11.9%
New Maryland	4,331	4,235	4,197	4,386	4,582	+4.5%	+9.2%	+5.8%
Minto	2,573	2,406	2,306	2,275	2,331	+2.5%	+1.1%	-9.4%
McAdam	1,348	1,243	1,193	1,198	1,237	+3.3%	+3.7%	-8.2%
Chipman	1,260	1,202	1,143	1,229	1,259	+2.4%	+10.1%	-0.1%
Sitansisk (First Nations)	820	950	1,078	1,141	1,077	-5.6%	-0.1%	+31.3%
Nackawic	1,013	1,017	966	1,013	1,059	+4.5%	+9.6%	+4.5%
Gagetown	699	720	739	822	842	+2.4%	+13.9%	+20.5%
Fredericton Junction	733	733	727	768	778	+1.3%	+7.0%	+6.1%
Tracy	620	613	616	604	611	+1.2%	-0.8%	-1.5%
Cambridge-Narrows	698	596	624	747	765	+2.4%	+22.6%	+9.6%
Bilijk (First Nations)	483	484	530	547	568	+3.8%	+7.2%	+17.6%
Stanley	430	440	411	450	447	-0.7%	+8.8%	+4.0%
Harvey	361	368	384	422	434	+2.8%	+13.0%	+20.2%
Canterbury	378	369	331	337	350	+3.9%	+5.7%	-7.4%
Oromocto (First Nations)	294	289	295	307	312	+1.6%	+5.8%	+6.1%
Millville	306	297	279	292	301	+3.1%	+7.9%	-1.6%
Other ¹³	48,344	49,441	50,882	53,634	55,190	+2.9%	+8.5%	+14.2%

¹² Source(s): Statistics Canada, Annual Demographic Estimates (Table 17-10-0155).

¹³ "Other" includes communities that were unincorporated as of 2016, along with communities with a population of less than 200.