

New Brunswick Regional Profile  
**Northeast**  
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.

## Introduction<sup>1</sup>

New Brunswick's Northeast region consists of three counties: Northumberland, Restigouche, and Gloucester. Combined, these three counties encompass a total land area of 26,145 square kilometres.

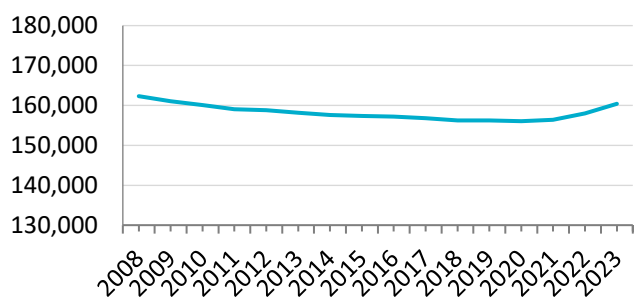
Outside of the small cities of Bathurst, Campbellton and Miramichi, Northeast New Brunswick is a largely rural region. At the time of the 2021 Census, rural areas<sup>2</sup> accounted for 67.0% of the region's population.

## Demographics

### Population Trends<sup>3</sup>

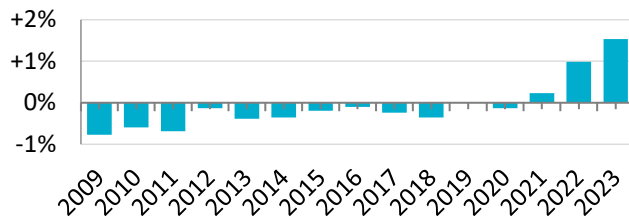
As of July 1, 2023, the population of New Brunswick's Northeast region was estimated to be 160,388 (approximately 19.2% of the province's total population). This total was down slightly from where it was in the past. Between 2008 and 2023, the region's population shrank by 1.2% (from 162,319 to 160,388).

#### Population by Year – Northeast N.B.



This represented the seventh largest decline among Canada's seventy-six economic regions during this time. This decline was most pronounced in Restigouche County.

#### Population Growth by Year – Northeast N.B.



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

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

While the region's population has declined significantly in the long-term, in more recent years, it has begun to stabilize. 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 – Northeast N.B.

Community	2008	2013	2018	2023
Miramichi	18,070	17,849	17,684	18,565
Tracadie	15,986	16,296	16,439	16,533
Bathurst	12,847	12,168	12,050	12,731
Campbellton	7,485	7,080	7,017	7,169
Other	107,931	104,796	103,037	105,390

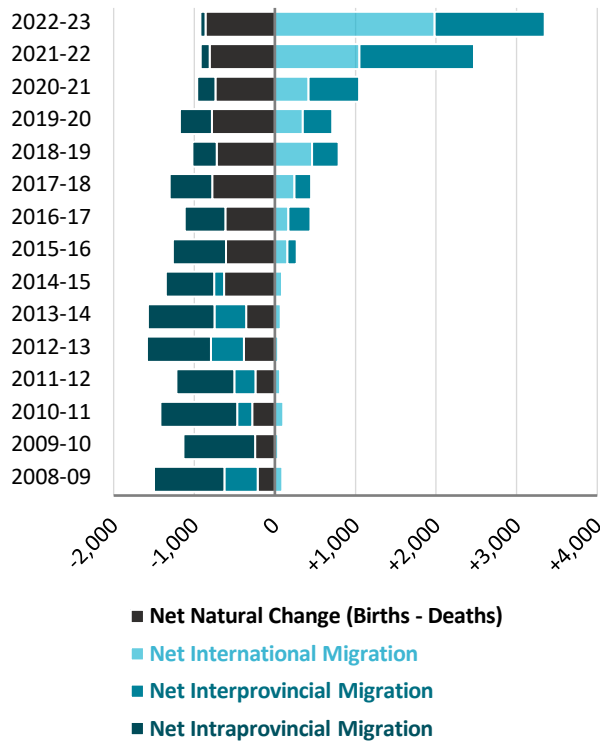
<sup>1</sup> Source(s): Statistics Canada, 2021 Census of Population (Tables 98-10-0002 and 98-10-0011).

<sup>2</sup> 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.

<sup>3</sup> Source(s): Statistics Canada, Annual Demographic Estimates (Tables 17-10-0150, 17-10-0151 and 17-10-0155).

Long-term population losses in the region have been driven in large part by consistently high rates of out-migration among youth. As a result, the number of births in the region has remained relatively low, which has further accelerated population decline and population aging in the region. Furthermore, due to its relatively old population, the region sees a significant number of deaths each year.

### Components of Population Change – Northeast N.B.



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	Jul 2022 to Jul 2023	Previous 10 Years (Avg.)
<b>Natural Change</b>	<b>-861</b>	<b>-642</b>
Births	1,026	1,050
Deaths	1,887	1,692
<b>Net International Migration</b>	<b>1,983</b>	<b>305</b>
Immigration	682	194
Temporary Residents (Net)	1,307	127
Emigration (Net)	6	16
<b>Net Interprovincial Migration</b>	<b>1,364</b>	<b>241</b>
<b>Net Intraprovincial Migration<sup>4</sup></b>	<b>-63</b>	<b>-494</b>

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

While the number of individuals moving to the Northeast has increased in recent years, the region continues to see a significant number of young individuals leave to other parts of the province.

### Migration by Age Group – Northeast N.B.

	Jul 2022 to Jul 2023	Previous 10 Years (Avg.)
<b>International (Net)</b>		
0 to 17 years	+379	+69
18 to 24 years	+538	+92
25 to 54 years	+1,019	+140
55 to 64 years	+33	+2
65 years and over	+14	+1
<b>Interprovincial (Net)</b>		
0 to 17 years	+393	+110
18 to 24 years	+52	-127
25 to 54 years	+520	+100
55 to 64 years	+256	+100
65 years and over	+143	+58
<b>Intraprovincial (Net)</b>		
0 to 17 years	+98	-5
18 to 24 years	-100	-210
25 to 54 years	-37	-194
55 to 64 years	+21	-14
65 years and over	-45	-72

As of July 2023, the Northeast's population had the fifth highest median age (52.6 years) among Canada's seventy-six economic regions. This median was slightly higher among the region's female population (53.4 years) compared to its male population (51.7 years).

### Median Age by Region – N.B. – 2023



## Language<sup>5</sup>

At the time of the 2021 Census, 38.3% of the Northeast New Brunswick population's first official language<sup>6</sup> was English, while 61.1% of individuals' first official language was French.

### First Official Language – Northeast N.B. – May 2021

	Total	%
English	57,795	38.3%
French	92,340	61.1%
English and French	865	0.6%
Neither English nor French	90	0.1%

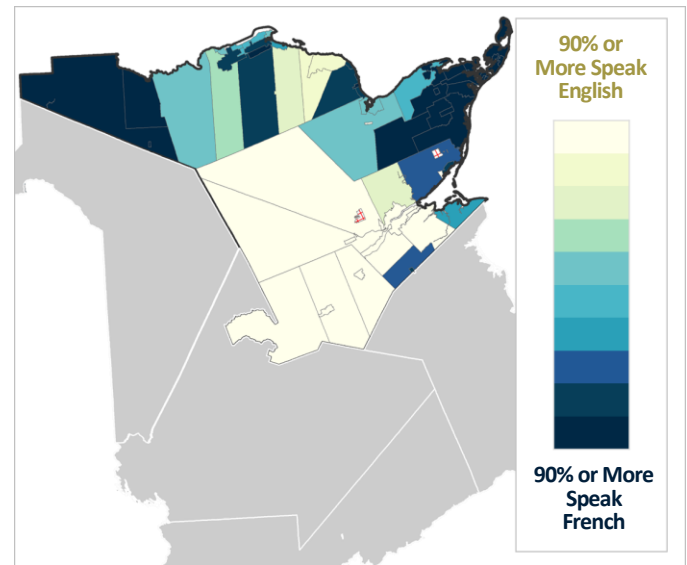
A significant number of individuals in the region were able to speak in both official languages (43.9% of the population).

### Knowledge of Official Languages – Northeast N.B. – May 2021

	Total	%
English Only	45,745	30.3%
French Only	38,890	25.7%
Both English and French	66,340	43.9%
Neither English nor French	115	0.1%

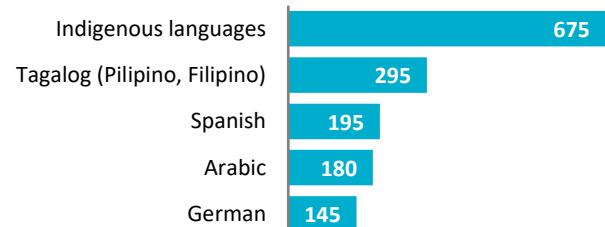
Language capabilities and preferences varied significantly across the region, with the majority of residents in the most southern parts of the region speaking primarily English, and the majority of residents in more northern parts of the region speaking primarily French. These northern communities were also where the majority of the region's bilingual population was found.

### First Official Language by Community – Northeast N.B. – May 2021



Beyond the two official languages, some of the most common languages spoken in the Northeast were Indigenous languages along with Tagalog, Spanish, Arabic and German.

### Most Common Mother Tongues<sup>7</sup> (Excluding English and French) – Northeast N.B. – May 2021



<sup>5</sup> Source: Statistics Canada, 2021 Census of Population (Tables 98-10-0170 and 98-10-0180).

<sup>6</sup> First official language: The official language (English or French) in which a person is generally more proficient.

<sup>7</sup> 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.

## Education<sup>8</sup>

At the time of the 2021 Census, only 54.9% of the region's population aged 25 to 64 had completed some form of post-secondary education; this percentage ranked fifty-eighth among Canada's seventy-six economic regions and was well below the province-wide average of 60.3%.

Compared to the province as a whole, individuals in the Northeast that had completed a post-secondary education were more likely to have non-university credentials (college, apprenticeship, etc.) and less likely to have a degree.

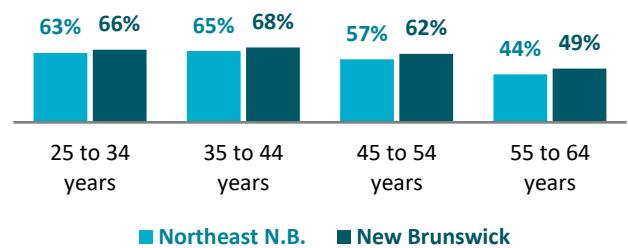
### Highest Level of Education Among the Population Aged 25 to 64 Years – May 2021

	Northeast N.B.	New Brunswick
Less than High School	18.4%	11.0%
High School or Equivalent	26.7%	28.7%
Post-Secondary	54.9%	60.3%
Apprenticeship/Trades	9.2%	7.8%
Other Certificate/Diploma	31.5%	29.0%
Degree	14.3%	23.5%

Both in the Northeast 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	
	Northeast N.B.	N.B.	Northeast N.B.	N.B.
Men	56%	61%	46%	52%
Women	72%	73%	53%	58%
<b>Total</b>	<b>64%</b>	<b>67%</b>	<b>49%</b>	<b>55%</b>

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

	25 to 44 Years	45 to 64 Years	25 to 64 Years
Miramichi	68%	58%	62%
Tracadie	61%	44%	50%
Bathurst	63%	52%	56%
Campbellton	64%	53%	58%
Other	64%	48%	54%

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

## Labour Force

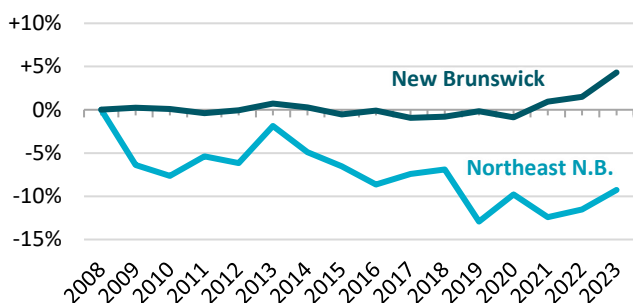
### Overview<sup>9</sup>

#### Labour Force Characteristics – 2023

	Northeast N.B.	New Brunswick
Population Aged 15+	133,700	683,400
Not in Labour Force	61,400	269,800
Labour Force	72,300	413,600
Employment	64,400	386,500
Unemployment	8,000	27,100
Participation Rate	54.1%	60.5%
Employment Rate	48.2%	56.6%
Unemployment Rate	11.1%	6.6%

Throughout 2023, there were an average of 72,300 individuals participating in the labour force (i.e., employed or actively looking for work) in the region. In the long-term, the region has seen its labour force shrink significantly. Despite these long-term trends however, the region saw both labour force (+4.3%) and employment (+6.7%) growth in 2023. This growth was driven primarily by an influx of international and interprovincial migrants.

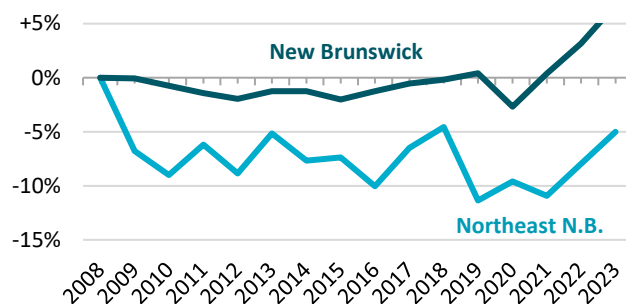
#### Labour Force Growth Relative to 2008



In 2023, only 54.1% 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. This seemingly low participation rate was in part a reflection of the region’s relatively old population (since older individuals are less likely to participate in

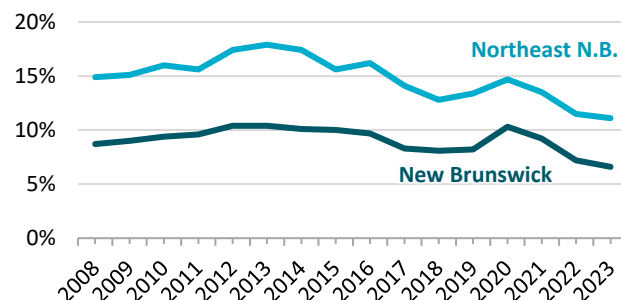
the labour force). When age is accounted for, the Northeast is only slightly closer to being on par with other parts of country – among the population aged 25 to 54 years, 84.0% of individuals in the region were participating in the labour force, compared to 88.0% at a provincial level, and 88.8% nationally. Another major factor that contributes to the region’s relatively low rate of labour force participation is the seasonal nature of many of its prominent industries.

#### Employment Growth Relative to 2008



These same influences can be seen when examining trends in the region’s unemployment rate. While the growing number of retirements over the past few decades has resulted in increased job opportunities and, in turn, reduced unemployment levels, the region continues to have one of the highest unemployment rates in the country. Between 2013 and 2023, the Northeast region saw its unemployment rate fall from 17.9% to 11.1%.

#### Unemployment Rate



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

## Industry<sup>10</sup>

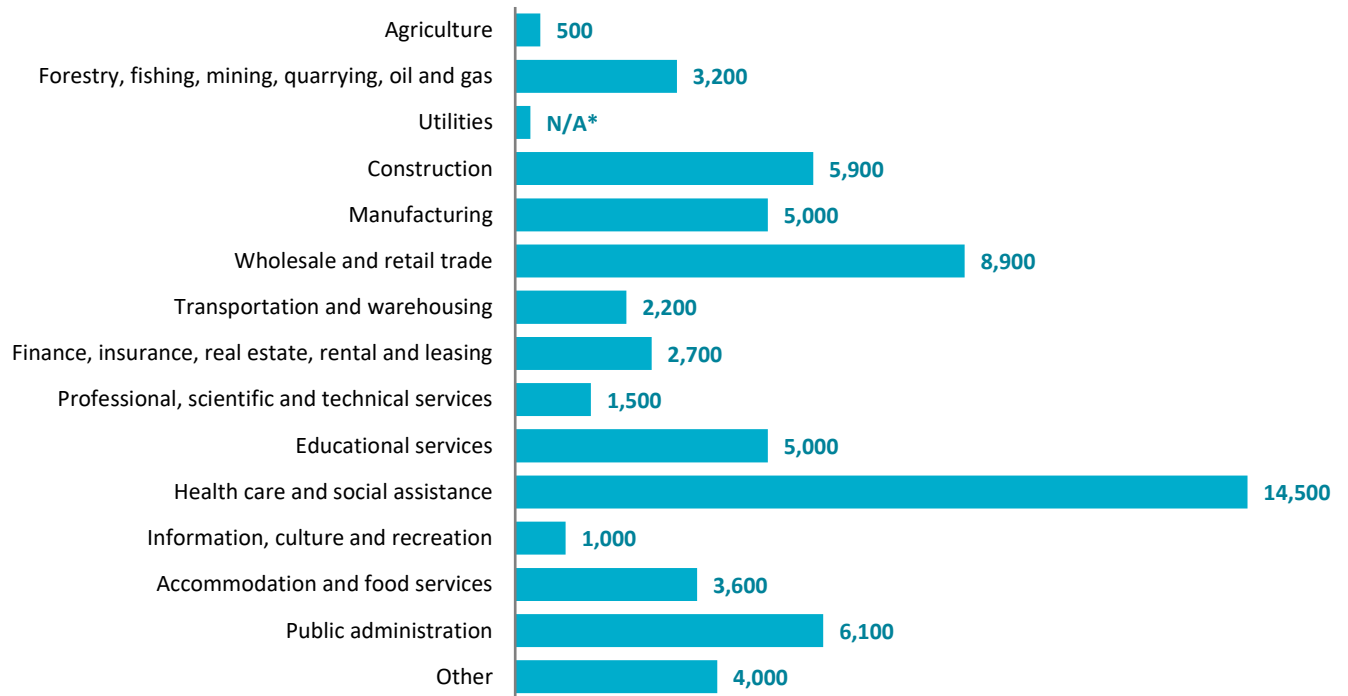
Some of the industries that accounted for a significantly larger share of overall employment in the region compared to the country as a whole included:

- Fishing, aquaculture, and seafood product preparation and packaging
- Forestry and logging
- Wood and paper product manufacturing
- Health care and social assistance
- Public administration

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
- Wholesale trade
- Finance, insurance, real estate, rental and leasing
- Professional, scientific and technical services (e.g. legal services, IT companies, etc.)
- Information, culture and recreation (publishing, telecommunications, amusement parks, etc.)

### Employment by Sector - Northeast New Brunswick - 2023



\*Suppressed to meet the confidentiality requirements of the Statistics Act

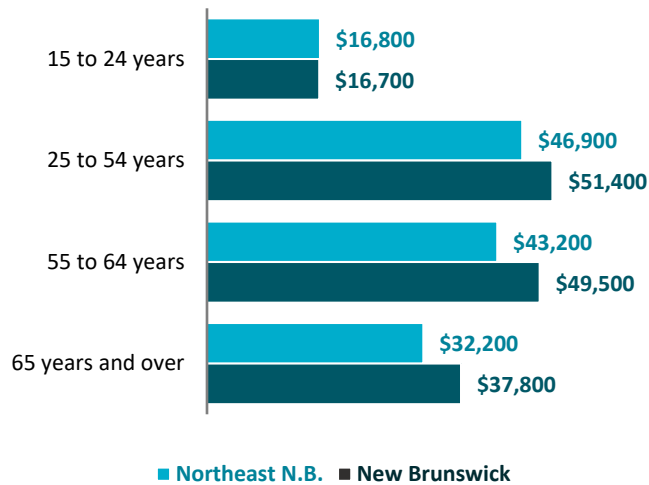
<sup>10</sup> Source: Statistics Canada, Labour Force Survey (Table 14-10-0392).



## Income<sup>11</sup>

In 2019, individuals aged 15 years and over in Northeast New Brunswick had an average income level of \$39,000, the lowest among the province's five regions, and well below both the province-wide (\$44,000) and national (\$52,300) averages.

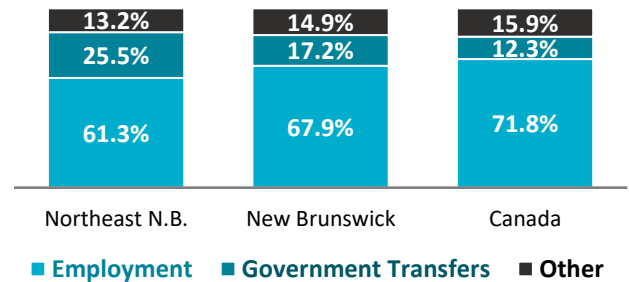
### Average Total Income by Age Group – 2019



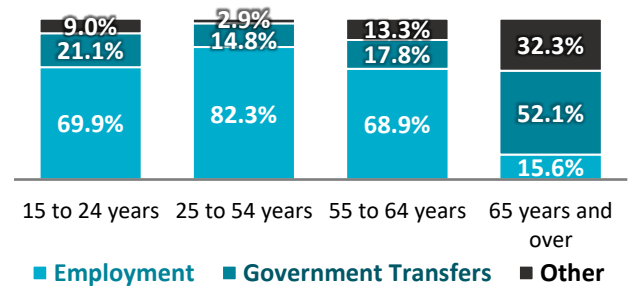
Furthermore, individuals in the Northeast had a relatively high dependence on government transfers. In 2019, government transfers accounted for 25.5% of total aggregate income in the region, compared to 17.2% province-wide, and 12.3% nationally. This gap was driven primarily by two main factors:

- A significant number of Old Age Security (OAS), Guaranteed Income Supplement (GIS) and Canadian Pension Plan (CPP) recipients in the region due its relatively older population.
- A significant number of Employment Insurance (EI) beneficiaries.

### Sources of Income – 2019

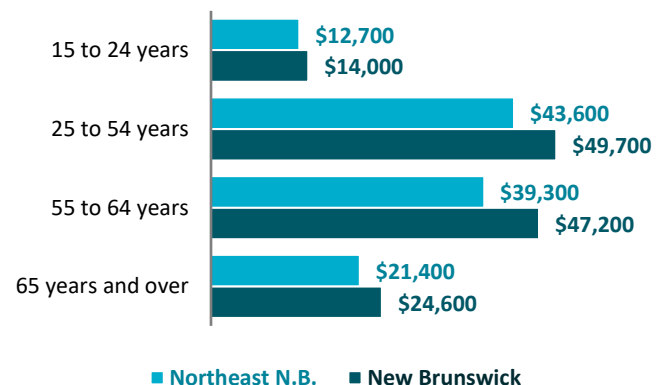


### Sources of Income by Age Group – Northeast N.B. – 2019



Among Northeast New Brunswickers with employment income, the average amount earned was \$36,500. This was the lowest among the province's five regions and was well below both the province-wide (\$42,200) and national (\$50,600) averages. Among the core working-age population (aged 25 to 54 years), these averages were \$43,600, \$49,700 and \$58,400, respectively.

### Average Employment Income by Age Group – 2019



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

## Appendix: Population by Community<sup>12</sup>

### Population by Community – Northeast New Brunswick

	Population					% Change		
	2008	2013	2018	2022	2023	1-Year	5-Year	15-Year
Miramichi	18,070	17,849	17,684	18,152	18,565	+2.3%	+5.0%	+2.7%
Tracadie	15,986	16,296	16,439	16,415	16,533	+0.7%	+0.6%	+3.4%
Bathurst	12,847	12,168	12,050	12,378	12,731	+2.9%	+5.7%	-0.9%
Campbellton	7,485	7,080	7,017	7,167	7,169	+0.0%	+2.2%	-4.2%
Caraquet	4,098	4,291	4,309	4,486	4,637	+3.4%	+7.6%	+13.2%
Beresford	4,401	4,344	4,391	4,392	4,350	-1.0%	-0.9%	-1.2%
Atholville	3,914	3,719	3,525	3,345	3,386	+1.2%	-3.9%	-13.5%
Dalhousie	3,612	3,342	3,202	3,268	3,293	+0.8%	+2.8%	-8.8%
Shippagan	2,700	2,629	2,647	2,759	2,832	+2.6%	+7.0%	+4.9%
Upper Miramichi	2,414	2,318	2,184	2,282	2,661	+16.6%	+21.8%	+10.2%
Saint-Quentin	2,179	2,127	2,168	2,161	2,259	+4.5%	+4.2%	+3.7%
Kedgwick	2,159	2,034	2,013	2,029	2,050	+1.0%	+1.8%	-5.0%
Petit-Rocher	1,983	1,923	1,951	1,974	2,027	+2.7%	+3.9%	+2.2%
Eel River Crossing	2,034	2,050	1,924	1,886	1,916	+1.6%	-0.4%	-5.8%
Neguac	1,665	1,658	1,750	1,745	1,759	+0.8%	+0.5%	+5.6%
Balmoral	1,761	1,701	1,663	1,625	1,635	+0.6%	-1.7%	-7.2%
Charlo	1,372	1,313	1,334	1,363	1,391	+2.1%	+4.3%	+1.4%
Lamèque	1,422	1,374	1,309	1,316	1,389	+5.5%	+6.1%	-2.3%
Belledune	1,627	1,510	1,373	1,349	1,378	+2.1%	+0.4%	-15.3%
Bas-Caraquet	1,430	1,342	1,342	1,354	1,332	-1.6%	-0.7%	-6.9%
Esgenoôpetitj (First Nations)	1,124	1,152	1,232	1,227	1,277	+4.1%	+3.7%	+13.6%
Rogersville	1,189	1,167	1,203	1,233	1,233	0.0%	+2.5%	+3.7%
Bertrand	1,160	1,149	1,174	1,172	1,199	+2.3%	+2.1%	+3.4%
Nigadoo	942	944	987	1,072	1,121	+4.6%	+13.6%	+19.0%
Tide Head	1,061	989	942	976	967	-0.9%	+2.7%	-8.9%
Blackville	966	989	950	938	951	+1.4%	+0.1%	-1.6%
Pointe-Verte	966	945	860	899	907	+0.9%	+5.5%	-6.1%
Sainte-Marie-Saint-Raphaël	987	955	863	838	848	+1.2%	-1.7%	-14.1%
Saint-Isidore	787	760	815	829	834	+0.6%	+2.3%	+6.0%
Doaktown	865	802	796	822	817	-0.6%	+2.6%	-5.5%
Grande-Anse	763	799	859	801	811	+1.2%	-5.6%	+6.3%
Le Goulet	897	813	786	767	777	+1.3%	-1.1%	-13.4%
Paquetville	668	688	728	745	731	-1.9%	+0.4%	+9.4%
Saint-Léolin	702	669	636	634	643	+1.4%	+1.1%	-8.4%
Maisonnette	564	566	524	536	562	+4.9%	+7.3%	-0.4%
Eel Ground 2 (First Nations)	486	481	548	572	555	-3.0%	+1.3%	+14.2%
Red Bank 4 (First Nations)	379	347	355	414	435	+5.1%	+22.5%	+14.8%
Eel River 3 (First Nations)	326	307	366	342	354	+3.5%	-3.3%	+8.6%
Other <sup>13</sup>	54,328	52,599	51,328	51,702	52,073	+0.7%	+1.5%	-4.2%

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

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