

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

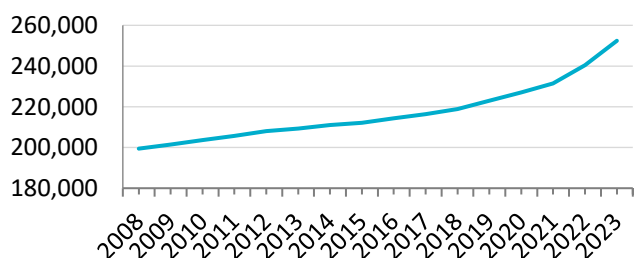
The majority of the Southeast region's population live in the Greater Moncton Area (which consists of the cities of Moncton and Dieppe, the town of Riverview, and a number of smaller communities). Outside of the Greater Moncton Area, some of the notable communities in the region include Shediac, Sackville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

Demographics

Population Trends³

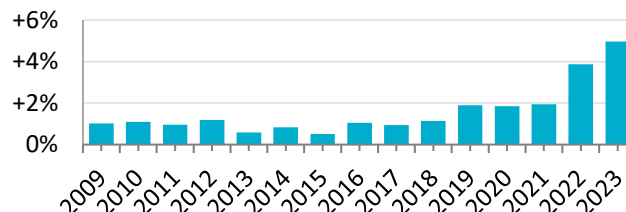
As of July 1, 2023, the population of New Brunswick's Southeast region was estimated to be 252,408 (approximately 30.2% of the province's total population). This total was up significantly up where it was in the past. Between 2008 and 2023, the region's population grew by 26.6 (from 199,431 to 252,408).

Population by Year – Southeast N.B.



This represented the ninth largest increase among Canada's seventy-six economic regions during this time. While a significant portion of this growth occurred in the cities of Moncton and Dieppe, most communities in the region saw relatively large population increases as well.

Population Growth by Year – Southeast 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 Southeast has been particularly strong in recent years, with the region quickly becoming one of the fastest growing in Canada. 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 – Southeast N.B.

	2008	2013	2018	2023
Moncton	66,634	71,403	75,707	91,085
Dieppe	21,067	25,256	26,844	32,177
Riverview	18,541	19,506	20,292	21,712
Shediac	5,793	6,339	7,084	8,724
Other	87,396	86,778	88,898	98,710

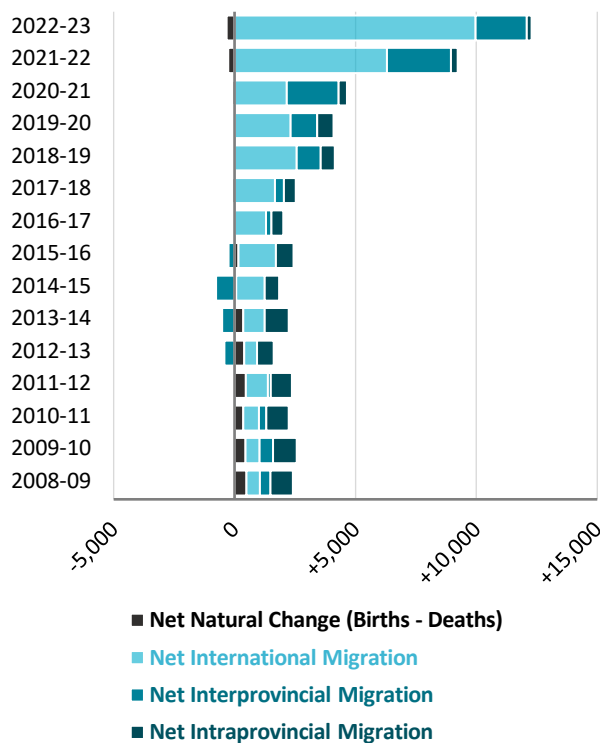
¹ Source(s): Statistics Canada, 2021 Census of Population (Tables 98-10-0002 and 98-10-0011).

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 recent years, the number of deaths in the region has exceeded the number of births (with this trend likely to continue going forward).

Components of Population Change – Southeast N.B.



Migration by Age Group – Southeast N.B.

	Jul 2022 to Jul 2023	Previous 10 Years (Avg.)
International (Net)		
0 to 17 years	+2,661	+599
18 to 24 years	+1,644	+434
25 to 54 years	+5,532	+981
55 to 64 years	+80	+17
65 years and over	+46	+10
Interprovincial (Net)		
0 to 17 years	+284	+171
18 to 24 years	+401	-93
25 to 54 years	+861	+234
55 to 64 years	+383	+155
65 years and over	+193	+88
Intraprovincial (Net)		
0 to 17 years	-33	+40
18 to 24 years	+97	+192
25 to 54 years	+90	+250
55 to 64 years	-8	+40
65 years and over	+50	+67

As of July 2023, the Southeast’s population had the thirty-third highest median age (43.0 years) among Canada’s seventy-six economic regions. This median was slightly higher among the region’s female population (43.9 years) compared to its male population (42.1 years).

Components of Population Change – Southeast N.B.

	Jul 2022 to Jul 2023	Previous 10 Years (Avg.)
Natural Change	-323	51
Births	1,930	1,917
Deaths	2,253	1,867
Net International Migration	9,963	2,042
Immigration	5,663	1,576
Temporary Residents (Net)	4,338	507
Emigration (Net)	38	40
Net Interprovincial Migration	2,122	554
Net Intraprovincial Migration⁴	196	588

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, 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%

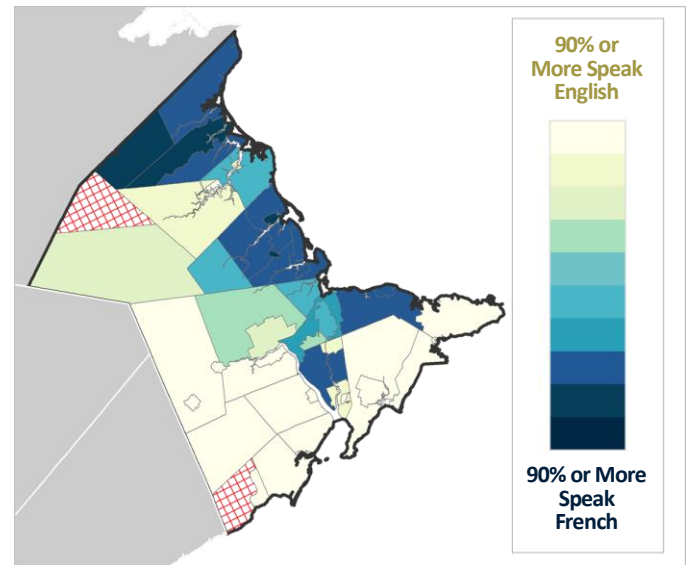
Approximately half (49.5%) of the region's population was able to speak in both official languages. This represented the fifth highest proportion among Canada's seventy-six economic regions, and the highest proportion outside of Quebec.

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%

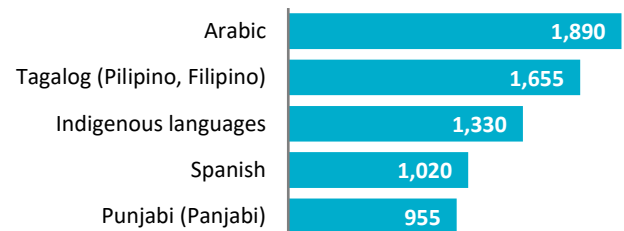
Language capabilities and preferences varied significantly across the region, with residents in areas further south and/or further from the coast most being more likely to primarily speak English, and the majority of residents in areas further north and/or closer to the coast being more likely to speak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



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.

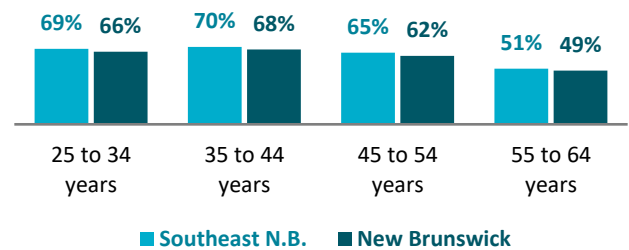
Highest Level of Education Among the Population Aged 25 to 64 Years – May 2021

	Southeast N.B.	New Brunswick
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

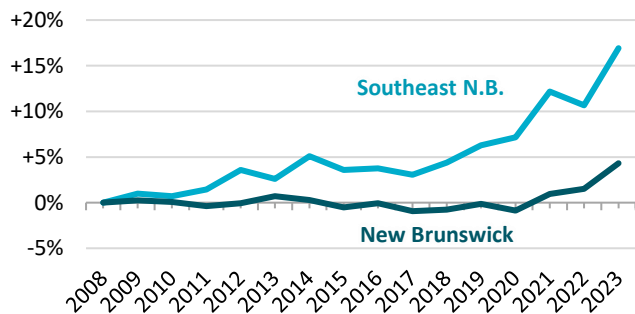
Overview⁹

Labour Force Characteristics – 2023

	Southeast N.B.	New Brunswick
Population Aged 15+	203,300	683,400
Not in Labour Force	72,700	269,800
Labour Force	130,600	413,600
Employment	122,800	386,500
Unemployment	7,800	27,100
Participation Rate	64.2%	60.5%
Employment Rate	60.4%	56.6%
Unemployment Rate	6.0%	6.6%

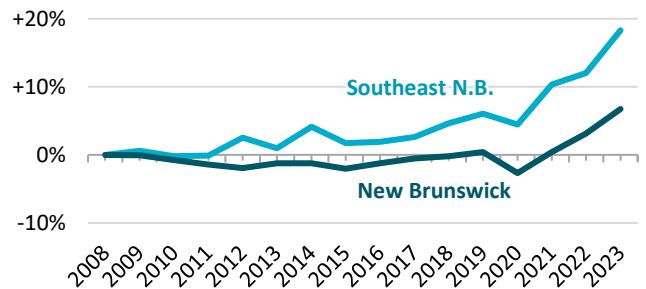
Throughout 2023, there were an average of 130,600 individuals participating in the labour force (i.e., employed or actively looking for work) in the region. In the long-term, the region has seen its labour force grow significantly. This growth has been driven primarily by an influx of international and interprovincial migrants.

Labour Force Growth Relative to 2008



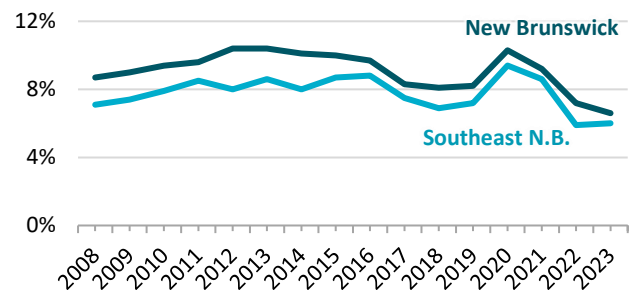
In 2023, 64.2% of the region’s population aged 15 years and over were participating in the labour force, compared to 60.5% at a provincial level, and 65.6% nationally. Among the population aged 25 to 54 years, 90.8% of individuals in the region were participating in the labour force, compared to 88.0% 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 Southeast region saw its unemployment rate fall from 8.6% to 6.0%.

Unemployment Rate



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

Industry¹⁰

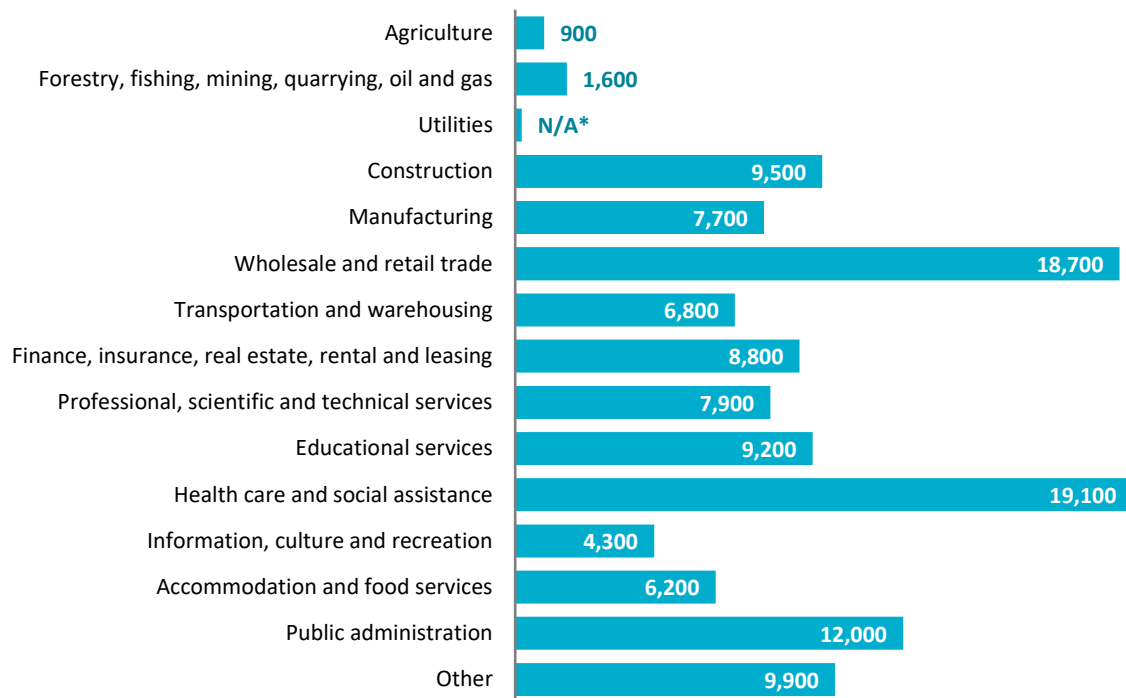
Some of the industries that accounted for a significantly larger share of overall employment in the region compared to the country as a whole included:

- Public administration
- 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 - 2023



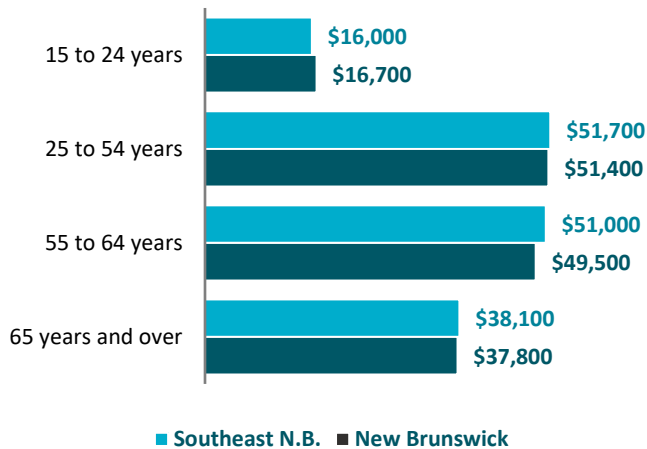
*Suppressed to meet the confidentiality requirements of the Statistics Act

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

Income¹¹

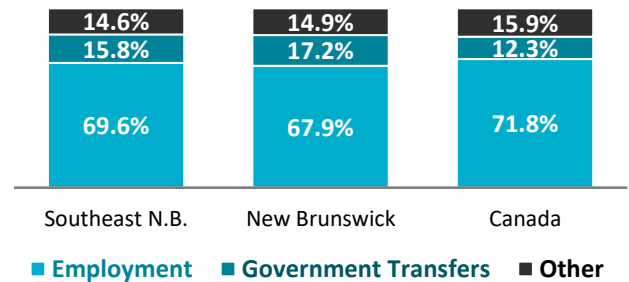
In 2019, individuals aged 15 years and over in Southeast New Brunswick had an average income level of \$44,500. This was on par with the province-wide average of \$44,000, but below the national average of \$52,300.

Average Total Income by Age Group – 2019

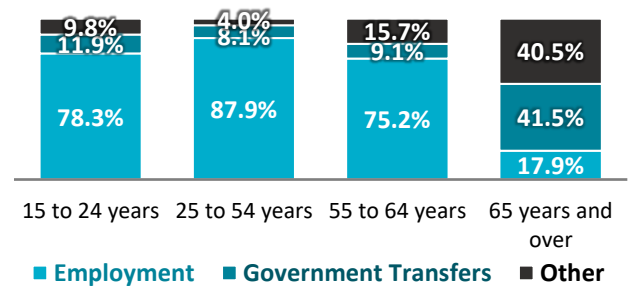


In 2019, government transfers accounted for 15.8% of total aggregate income in the region, compared to 17.2% province-wide, and 12.3% nationally. Differences across regions in terms of the percentage of total income that government transfers accounted for were primarily driven by the various regions' 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

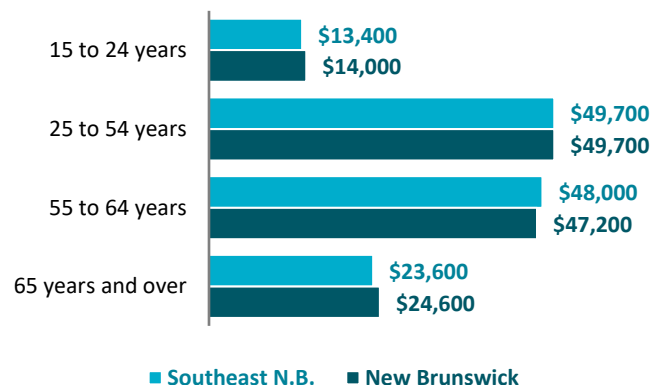


Sources of Income by Age Group – Southeast N.B. – 2019



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.

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 – Southeast New Brunswick

	Population					% Change		
	2008	2013	2018	2022	2023	1-Year	5-Year	15-Year
Moncton	66,634	71,403	75,707	85,070	91,085	+7.1%	+20.3%	+36.7%
Dieppe	21,067	25,256	26,844	30,320	32,177	+6.1%	+19.9%	+52.7%
Riverview	18,541	19,506	20,292	21,284	21,712	+2.0%	+7.0%	+17.1%
Shediac	5,793	6,339	7,084	8,104	8,724	+7.7%	+23.2%	+50.6%
Beaubassin-est	6,458	6,329	6,655	7,324	7,827	+6.9%	+17.6%	+21.2%
Sackville	5,666	5,505	5,759	6,357	6,504	+2.3%	+12.9%	+14.8%
Memramcook	4,842	4,930	4,946	5,269	5,450	+3.4%	+10.2%	+12.6%
Cocagne	2,591	2,595	2,709	2,888	2,902	+0.5%	+7.1%	+12.0%
Cap-Pelé	2,295	2,373	2,480	2,671	2,833	+6.1%	+14.2%	+23.4%
Boucoute	2,426	2,403	2,428	2,583	2,613	+1.2%	+7.6%	+7.7%
Salisbury	2,181	2,268	2,327	2,527	2,564	+1.5%	+10.2%	+17.6%
Elsipogtog (First Nations)	1,971	2,018	2,029	2,124	2,084	-1.9%	+2.7%	+5.7%
Saint-Antoine	1,665	1,758	1,790	1,813	1,836	+1.3%	+2.6%	+10.3%
Petitcodiac	1,392	1,427	1,446	1,561	1,619	+3.7%	+12.0%	+16.3%
Richibucto	1,296	1,266	1,293	1,542	1,585	+2.8%	+22.6%	+22.3%
Hillsborough	1,341	1,316	1,298	1,422	1,400	-1.5%	+7.9%	+4.4%
Dorchester	1,176	1,179	1,034	976	1,035	+6.0%	+0.1%	-12.0%
Saint-Louis de Kent	951	877	932	1,015	1,010	-0.5%	+8.4%	+6.2%
Rexton	843	822	833	938	980	+4.5%	+17.6%	+16.3%
Port Elgin	422	407	375	393	421	+7.1%	+12.3%	-0.2%
Riverside-Albert	336	368	349	346	342	-1.2%	-2.0%	+1.8%
Alma	275	226	245	289	288	-0.3%	+17.6%	+4.7%
Other ¹³	49,269	48,711	49,970	53,634	55,417	+3.3%	+10.9%	+12.5%

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.