

# SOUTHWEST NEW BRUNSWICK



## POPULATION JULY 2023

184 700

RURAL NON-RURAL

40.4%  59.6% 

## MEDIAN AGE

44.8 Years

NB: 45.4 years; Canada: 40.6 years  
23<sup>rd</sup> Highest Among 76 Regions Across Canada

## POPULATION CHANGE

2022-2023 2008-2022

+2.5%   +5.0%  
(+0.4%/year)

## SOURCES OF CHANGE 2022-23

BIRTHS DEATHS  
1,505  1,969 


NB MOVERS REST OF CANADA

-166 (NET)  +1,576 (NET) 

"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

 +3,544 (NET) = 2,090 Immigrants + 1,454 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 FRENCH

96.5%  2.9% 

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

## LANGUAGE CAPABILITIES 2021

EN ONLY FR ONLY EN & FR

85.2% 0.1% 14.4%

0.3% reported neither English nor French

## POST-SECONDARY 2021

60.8%

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


## LABOUR FORCE 2023

92,400

5-YEAR CHANGE UNEMP. RATE

+2.2%  5.6% 

## PARTICIPATION RATE

 88.0% Among the Population Aged 25 to 54 Years  
NB: 88.0%; Canada: 88.8%

## AVERAGE INCOME 2019

\$54,400

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