

New Brunswick Regional Profile
Southwest
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 Southwest region consists of three counties: Saint John, Kings and Charlotte. Combined, these three counties encompass a total land area of 8,362 square kilometres.

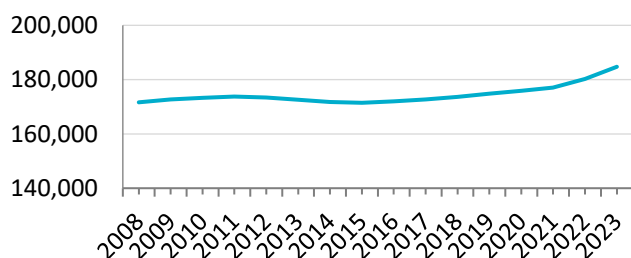
The majority of the Southwest region's population live in the Greater Saint John Area (which consists of the City of Saint John, the towns of Quispamsis and Rothesay, and a number of smaller communities). Outside of the Greater Saint John Area, some of the notable communities in the region include Sussex, and Saint Andrews. At the time of the 2021 Census, rural areas² accounted for 40.4% of the region's population.

Demographics

Population Trends³

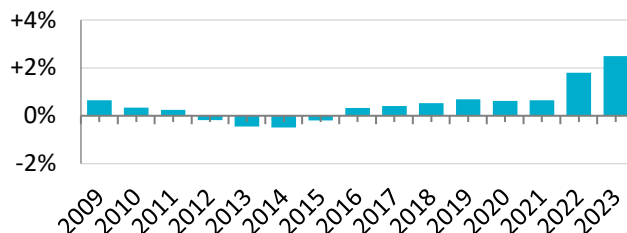
As of July 1, 2023, the population of New Brunswick's Southwest region was estimated to be 184,730 (approximately 22.1% of the province's total population). This total was up slightly from where it was in the past. Between 2008 and 2023, the region's population grew by 7.7% (from 171,586 to 184,730).

Population – Southwest N.B.



This represented the forty-ninth largest increase among Canada's seventy-six economic regions during this time. This growth was spread throughout the region.

Population Growth by Year – Southwest N.B. – 2009 to 2023



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%	-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 Southwest has picked up slightly in recent years, particularly in 2023. 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 – Southwest N.B.

Community	2008	2013	2018	2023
Saint John	69,820	69,563	70,110	75,015
Quispamsis	16,680	18,373	18,689	19,874
Rothesay	11,970	11,785	12,021	12,521
Grand Bay-Westfield	5,096	5,166	5,002	5,174
Other	68,020	67,739	67,805	72,146

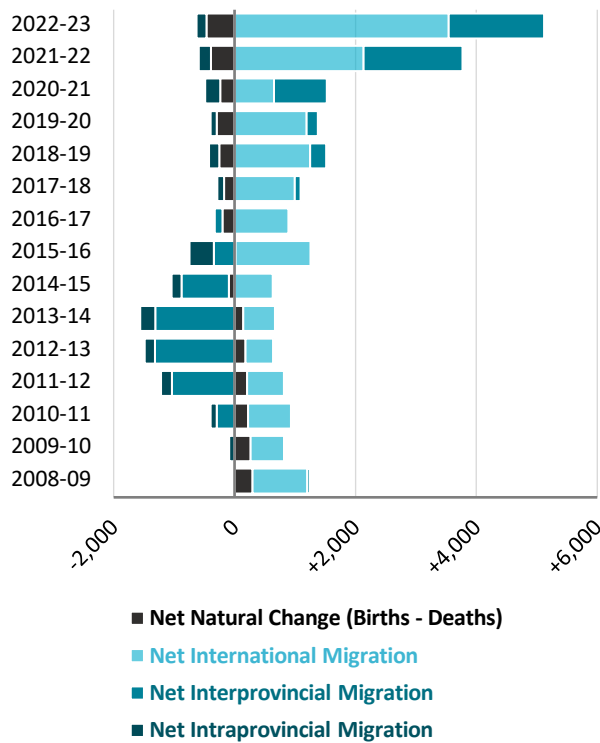
¹ Source(s): Statistics Canada, 2021 Census of Population (Tables 98-10-0002 and 98-10-0011).

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, since 2018, the number of deaths in the region has exceeded the number of births (with this gap expected to widen going forward).

Components of Population Change – Southwest N.B.



Migration by Age Group – Southwest N.B.

	Jul 2022 to Jul 2023	Previous 10 Years (Avg.)
International (Net)		
0 to 17 years	+987	+375
18 to 24 years	+362	+134
25 to 54 years	+2,152	+471
55 to 64 years	+18	+10
65 years and over	+25	+6
Interprovincial (Net)		
0 to 17 years	+457	+54
18 to 24 years	+69	-191
25 to 54 years	+513	-79
55 to 64 years	+324	+78
65 years and over	+213	+55
Intraprovincial (Net)		
0 to 17 years	-18	-14
18 to 24 years	-20	-64
25 to 54 years	-107	-88
55 to 64 years	-20	-22
65 years and over	-1	+8

As of July 2023, the Southwest’s population had the twenty-third highest median age (44.8 years) among Canada’s seventy-six economic regions. This median was slightly higher among the region’s female population (46.0 years) compared to its male population (43.5 years).

Components of Population Change – Southwest N.B.

	Jul 2022 to Jul 2023	Previous 10 Years (Avg.)
Natural Change	-464	-130
Births	1,505	1,587
Deaths	1,969	1,717
International (Net)	3,544	996
Immigration	2,090	905
Temporary Residents (Net)	1,526	141
Emigration (Net)	72	51
Interprovincial (Net)	1,576	-83
Intraprovincial (Net)⁴	-166	-181

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, 96.5% of the Southwest New Brunswick population's first official language⁶ was English, while 2.9% of individuals' first official language was French.

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

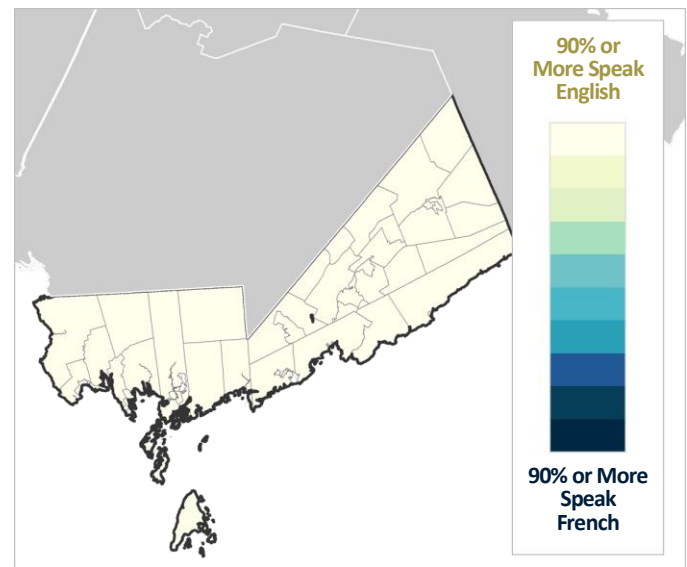
	Total	%
English	165,930	96.5%
French	5,020	2.9%
English and French	465	0.3%
Neither English nor French	495	0.3%

Approximately one-in-seven (14.4%) individuals in the region were able to speak in both official languages. This represented the lowest proportion among New Brunswick's five economic regions. Language capabilities and preferences were fairly uniform across the region.

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

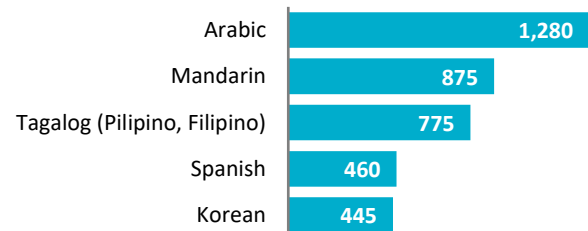
	Total	%
English Only	146,515	85.2%
French Only	180	0.1%
Both English and French	24,675	14.4%
Neither English nor French	545	0.3%

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



Beyond the two official languages, some of the most common languages spoken in the Southwest were Arabic, Mandarin, Tagalog, Spanish and Korean.

Most Common Mother Tongues⁷ (Excluding English and French) – Southwest 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, 60.8% of the region's population aged 25 to 64 had completed some form of post-secondary education; this percentage ranked forty-first among Canada's seventy-six economic regions and was slightly above the province-wide average of 60.3%.

The Southwest was more or less on par with the province in terms of the types of credentials individuals chose to pursue (apprenticeship vs. college vs. university); however, the region did have a noticeably lower proportion of its population that had not graduated high school (8.2% within the region compared to 11.0% province-wide).

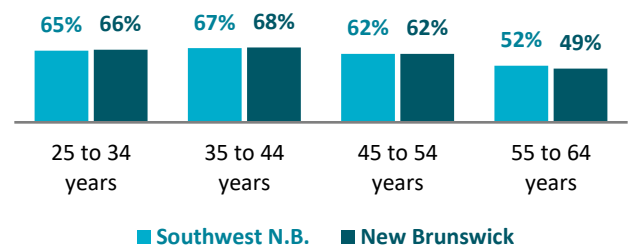
Highest Level of Education Among the Population Aged 25 to 64 Years – May 2021

	Southwest N.B.	New Brunswick
Less than High School	8.2%	11.0%
High School or Equivalent	31.0%	28.7%
Post-Secondary	60.8%	60.3%
Apprenticeship/Trades	7.9%	7.8%
Other Certificate/Diploma	28.9%	29.0%
Degree	23.9%	23.5%

Both in the Southwest 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	
	Southwest N.B.	N.B.	Southwest N.B.	N.B.
Men	62%	61%	56%	52%
Women	71%	73%	57%	58%
Total	66%	67%	56%	55%

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

	25 to 44 Years	45 to 64 Years	25 to 64 Years
Saint John	63%	53%	58%
Quispamsis	82%	76%	79%
Rothsay	80%	73%	76%
St. Stephen	59%	51%	54%
Other	63%	52%	57%

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

Labour Force

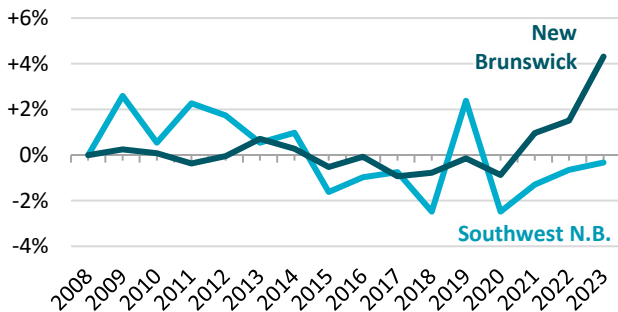
Overview⁹

Labour Force Characteristics – 2023

	Southwest N.B.	New Brunswick
Population Aged 15+	153,500	683,400
Not in Labour Force	61,100	269,800
Labour Force	92,400	413,600
Employment	87,200	386,500
Unemployment	5,200	27,100
Participation Rate	60.2%	60.5%
Employment Rate	56.8%	56.6%
Unemployment Rate	5.6%	6.6%

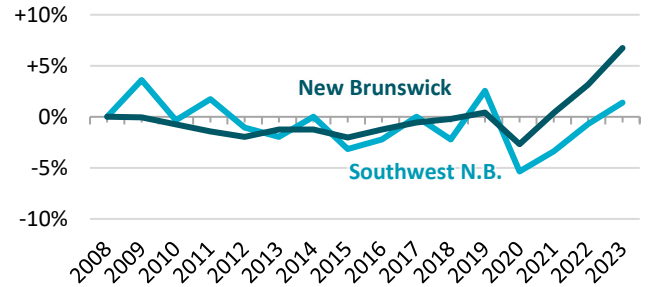
Throughout 2023, there were an average of 92,400 individuals participating in the labour force (i.e., employed or actively looking for work) in the region. In the long-term, the region has seen very little labour force growth, in part due to the significant number of retirements that have occurred in recent years.

Labour Force Growth Relative to 2008



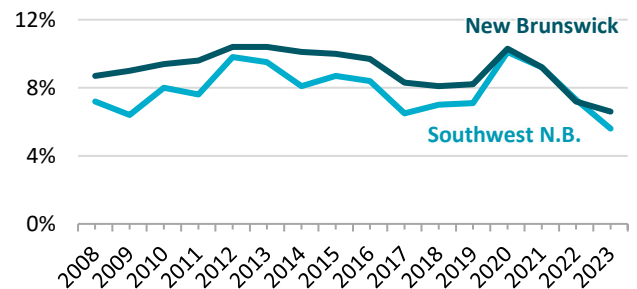
In 2023, 60.2% of the region’s population aged 15 years and over were participating in the labour force, compared to 60.5% at a provincial level, and 65.6% nationally. Among the population aged 25 to 54 years, 88.0% of individuals in the region were participating in the labour force, compared to 88.0% 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 Southwest region saw its unemployment rate fall from 9.5% to 5.6%.

Unemployment Rate



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

Industry¹⁰

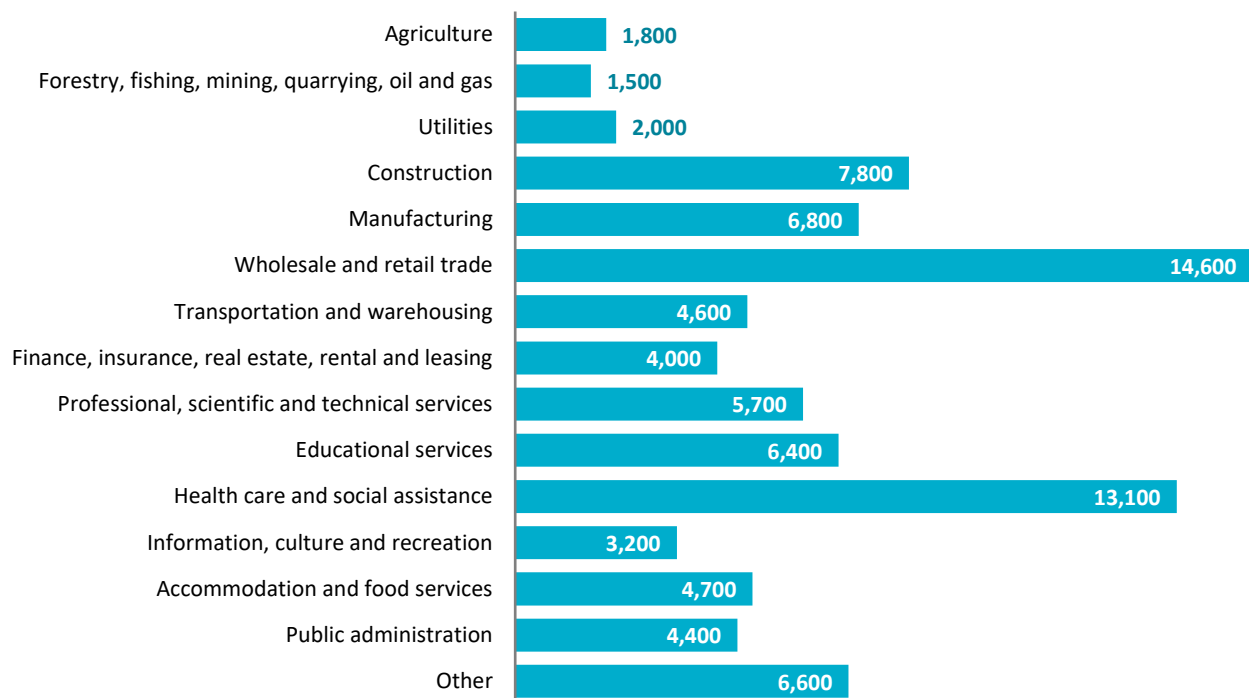
Some of the industries that accounted for a significantly larger share of overall employment in the region compared to the country as a whole included:

- Fishing, aquaculture, and seafood product preparation and packaging
- Utilities
- Wood and paper product manufacturing
- Petroleum product manufacturing
- 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:

- Finance
- Information, culture and recreation
- Professional, scientific and technical services (e.g. specialized design services, scientific research. etc.)

Employment by Sector - Southwest New Brunswick - 2023

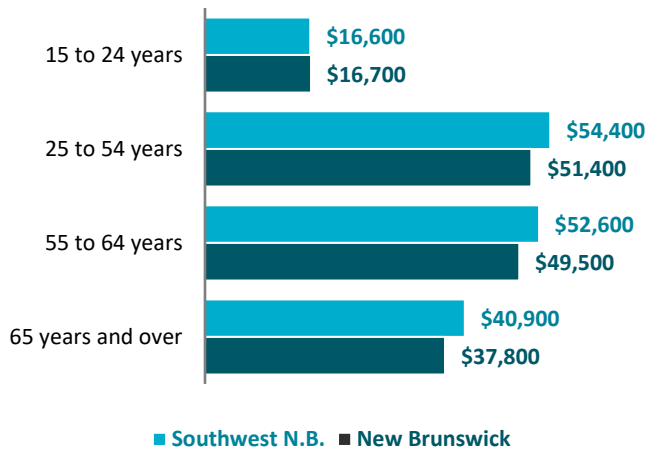


¹⁰ Source: Statistics Canada, Labour Force Survey (Table 14-10-0392).

Income¹¹

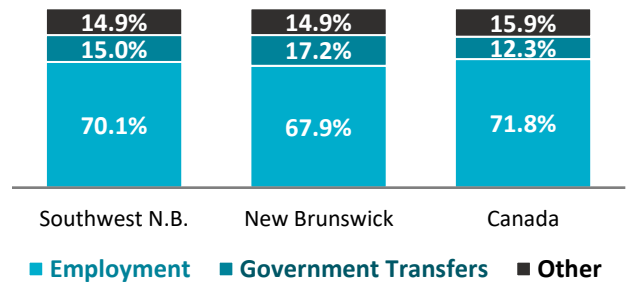
In 2019, individuals aged 15 years and over in Southwest New Brunswick had an average income level of \$47,000. This was above the province-wide average of \$44,000, but below the national average of \$52,300.

Average Total Income by Age Group – 2019

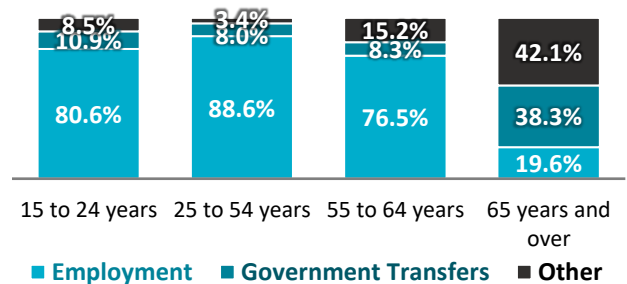


In 2019, government transfers accounted for 15.0% of total aggregate income in the region, compared to 17.2% province-wide, and 12.3% nationally. Differences across regions in terms of the percentage of total income that government transfers accounted for were primarily driven by the various regions' 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

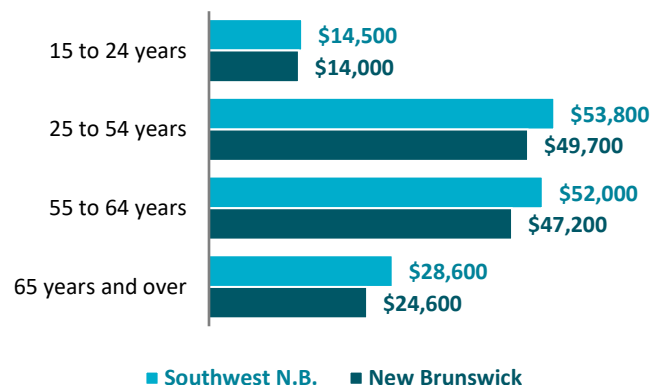


Sources of Income by Age Group – Southwest N.B. – 2019



Among Southwest New Brunswickers with employment income, the average amount earned was \$46,200. 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 \$53,800, \$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 – Southwest New Brunswick

	Population					% Change		
	2008	2013	2018	2022	2023	1-Year	5-Year	15-Year
Saint John	69,820	69,563	70,110	72,662	75,015	+3.2%	+7.0%	+7.4%
Quispamsis	16,680	18,373	18,689	19,494	19,874	+1.9%	+6.3%	+19.1%
Rothsay	11,970	11,785	12,021	12,283	12,521	+1.9%	+4.2%	+4.6%
Grand Bay-Westfield	5,096	5,166	5,002	5,128	5,174	+0.9%	+3.4%	+1.5%
St. Stephen	4,786	4,636	4,599	4,747	4,894	+3.1%	+6.4%	+2.3%
Sussex	4,336	4,388	4,375	4,621	4,711	+1.9%	+7.7%	+8.6%
Hampton	4,182	4,308	4,389	4,559	4,612	+1.2%	+5.1%	+10.3%
Grand Manan	2,452	2,404	2,476	2,636	2,695	+2.2%	+8.8%	+9.9%
Saint Andrews	1,856	1,850	1,887	2,108	2,158	+2.4%	+14.4%	+16.3%
St. George	1,493	1,526	1,525	1,676	1,704	+1.7%	+11.7%	+14.1%
Norton	1,323	1,342	1,414	1,488	1,508	+1.3%	+6.6%	+14.0%
Sussex Corner	1,479	1,534	1,474	1,475	1,479	+0.3%	+0.3%	0.0%
Campobello Island	1,021	905	899	975	961	-1.4%	+6.9%	-5.9%
Blacks Harbour	964	946	913	912	943	+3.4%	+3.3%	-2.2%
St. Martins	361	299	301	346	349	+0.9%	+15.9%	-3.3%
Other ¹³	43,767	43,601	43,553	45,130	46,132	+2.2%	+5.9%	+5.4%

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.