# Western New Brunswick

## Economic snapshot
## Updated 2023

# Western New Brunswick Region
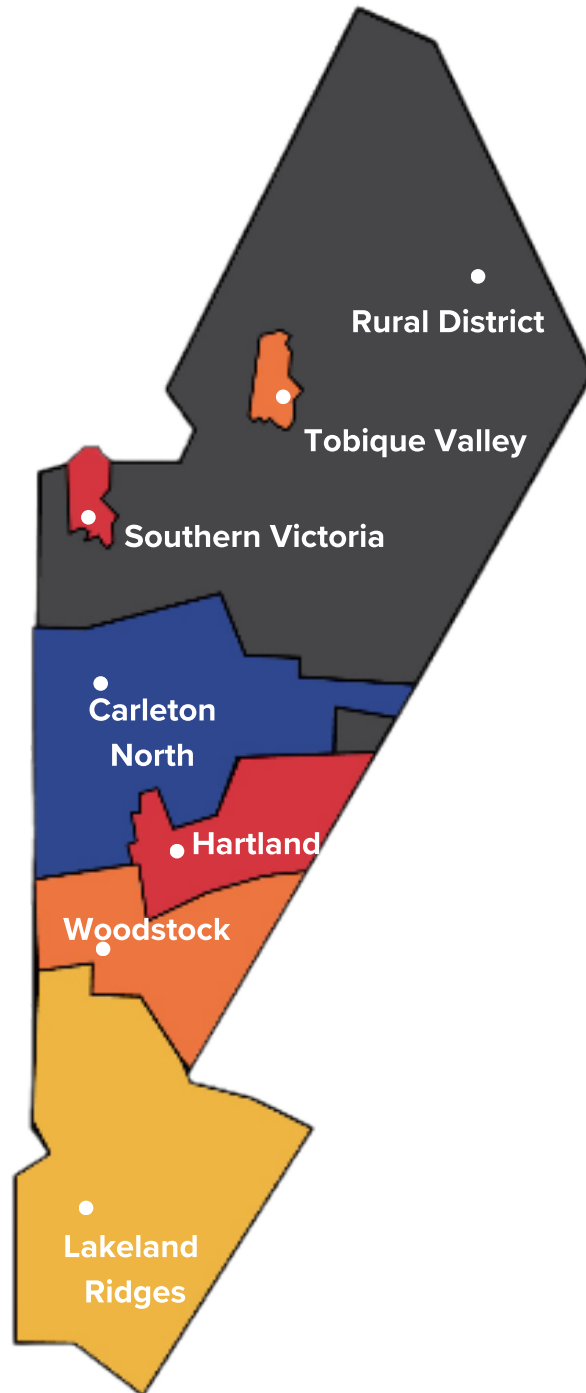
Rural District

Tobique Valley

Southern Victoria

Carleton North

Hartland

Woodstock
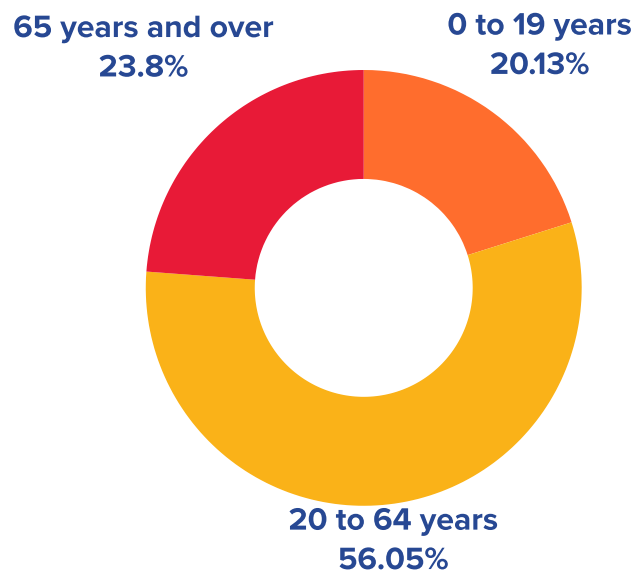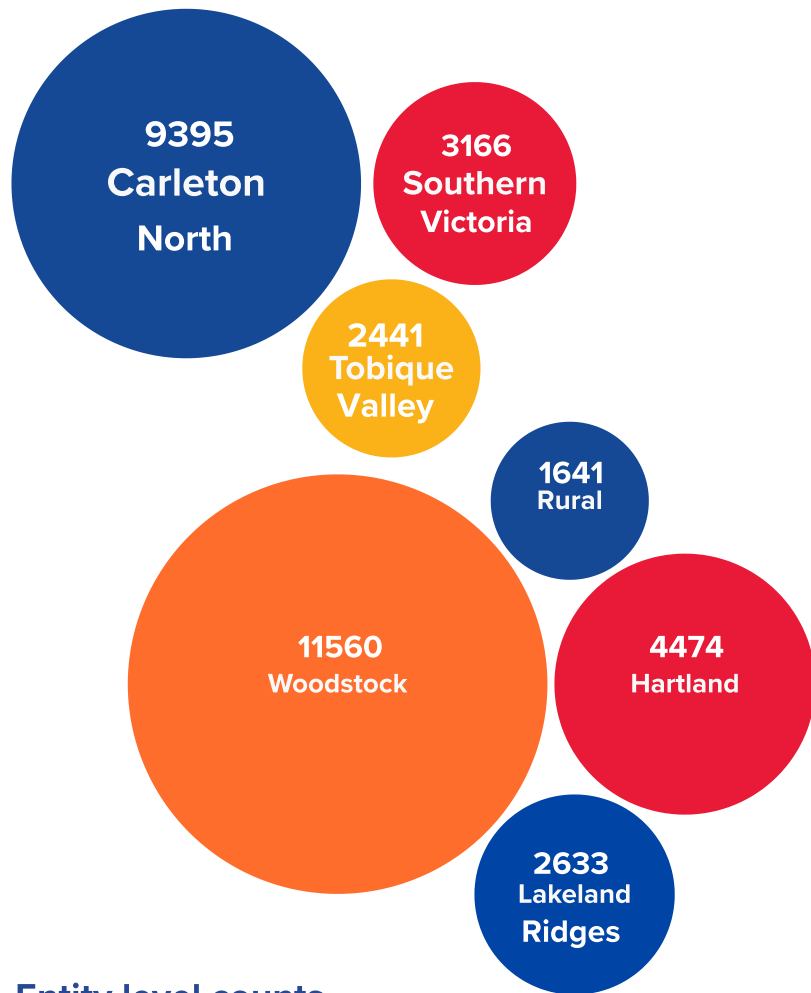
Lakeland Ridges
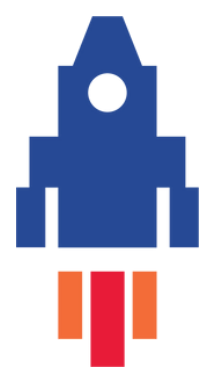
# Table of Contents

# DEMOGRAPHICS

## Total Population

The total population of the Western New Brunswick Region was estimated at **34,009** in 2023 (RSC, 2023). The region is broken down into six entities and a rural district.

## Age Composition

The region has **56.05%** of its population in the 20 to 64 age category. This indicates over half the population is in age range to be a part of the labour force and actively contributing to the economy (Statistics Canada, 2023).

**9395 Carleton North**

**3166 Southern Victoria**

**2441 Tobique Valley**

**1641 Rural**

**11560 Woodstock**

**4474 Hartland**

**2633 Lakeland Ridges**

**65 years and over 23.8%**

**0 to 19 years 20.13%**

**20 to 64 years 56.05%**

## Entity level counts

The District of Carleton North and Woodstock are the most populated entities, representing **59.98%** of the region's total population. The Rural District and Tobique Valley are the areas with the smallest population counts (Statistics Canada, 2023).

# Demographics

## Mother tongue

A majority of the population has an official language as their mother tongue. **94.31%** speak English, **2.25%** speak French and **3.44%** of the population speak an unofficial language as their mother tongue (Statistics Canada, 2023).

**French 2.25%**

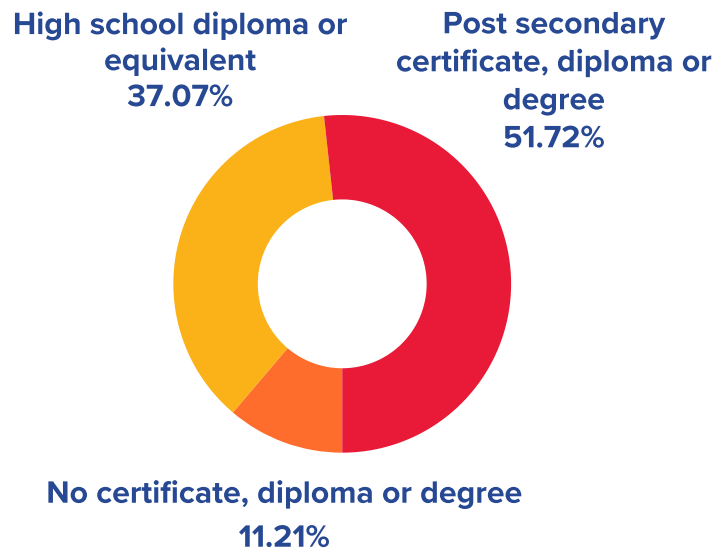**Unofficial Language 3.44%**

**English 94.31%**
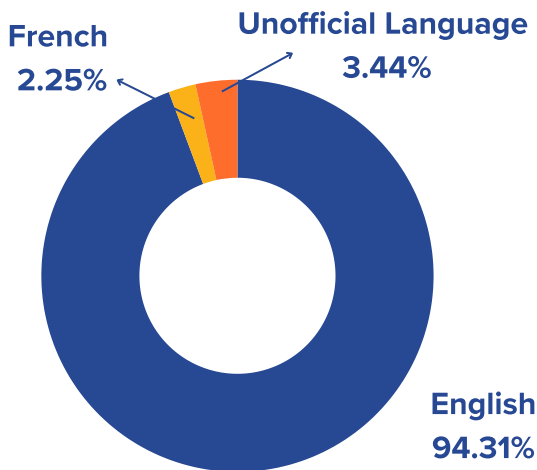
## Unofficial Languages

When taking a look at the most spoken unofficial languages in one of the most populated centers in the region, Woodstock, several mother tongues emerge. Punjabi, Tagalog, Spanish and Arabic are the most commonly spoken (Statistics Canada, 2023).

Serbian

Spanish

German

Punjabi

Tagalog

Romanian

Arabic

Dutch
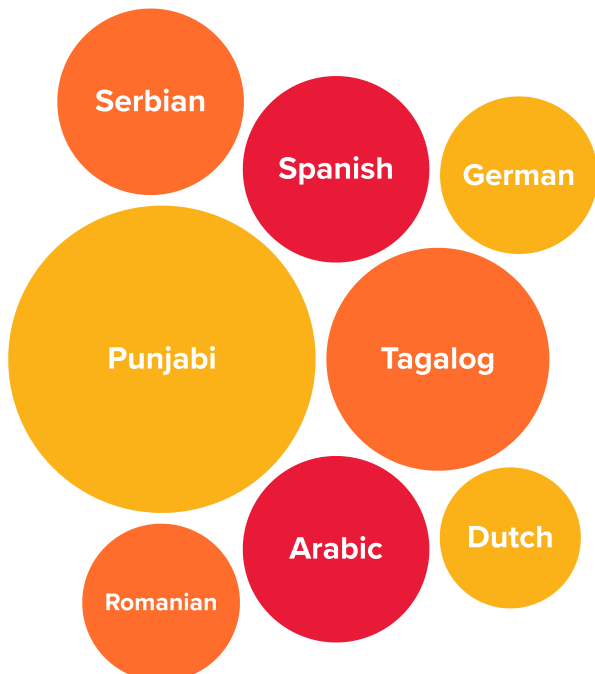
## Education

In 2021, it was reported that **51.72%** of the region's population between the ages of 25 and 64 had received some form of post secondary education (Statistics Canada, 2023).

**High school diploma or equivalent 37.07%**

**Post secondary certificate, diploma or degree 51.72%**

**No certificate, diploma or degree 11.21%**

## Post-secondary Education

Of the population with post-secondary education: **32.4%** have a bachelor's degree or higher, **51.2%** have a college, CEGEP, or other non-university certificate, and **16.4%** have an apprenticeship or trades diploma (Statistics Canada, 2023).

**Apprenticeship or trades diploma 16.4%**

**Degree 32.4%**

**Other certificate 51.2%**

4
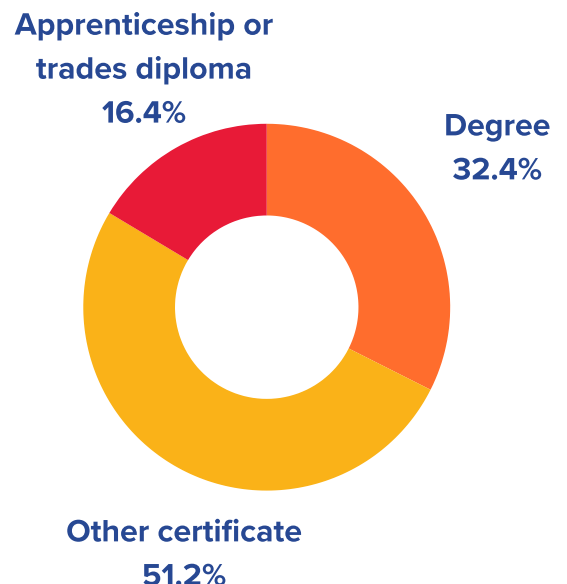
# IMMIGRATION

**Immigrant breakdown**

In the 2021 Census, **84.68%** of the population reported being third generation, **7.76%** reported being second generation, and **7.56%** reported being first generation. This data is also reflected in individuals' citizenship statuses with **96.45%** of the population reporting having Canadian citizenship and the remaining **3.6%** not having citizenship status (Statistics Canada, 2023).

## Generational breakdown

Third Gen
84.68%

Second Gen
7.76%
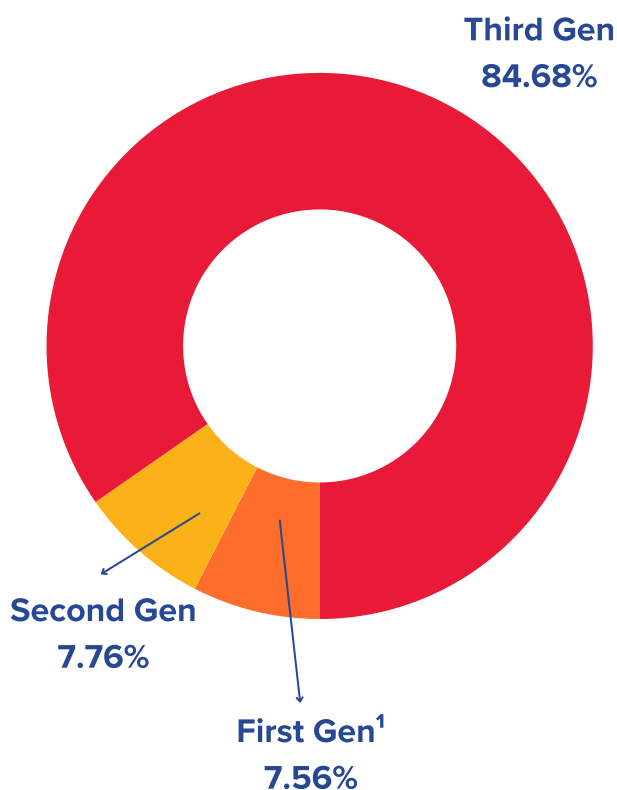
First Gen[1]
7.56%

## Citizenship status breakdown

Non-Canadian Citizens
3.6%

Canadian Citizens
96.4%
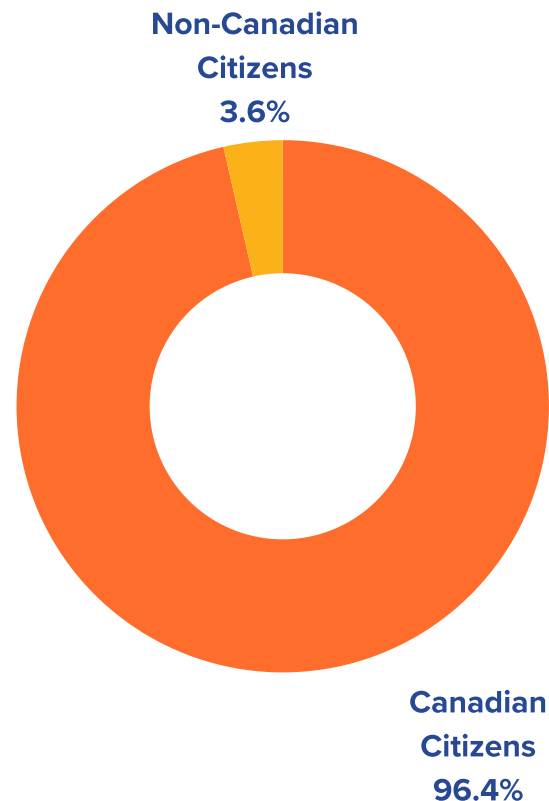
[1]First Generation: includes persons who were born outside Canada. For the most part, these are people who are now, or once were, immigrants to Canada.

# LABOUR FORCE

## Employment Rates

Western New Brunswick had aproximately **59%** of it's population in the labour force and **41%** not in the labour force.

Employment rates were taken from the Woodstock town census division. The employment rate for the area was **55.00%,** just below the province wide rate of **55.9%** and well below the national employment rate of **60.5%**.

The participation rate was estimated at **60.80%** and The unemployment rate was estimated at **9.20%** (Statistics Canada, 2023).

**59% of Western New Brunswick actively participates in the labour force**

| | Participation Rate | Employment Rate | Unemployment Rate |
|---|---|---|---|
| | **60.8%** | **55.0%** | **9.2%** |
| Woodstock (town) census division (2021) | | | |
| Provincial Rate (2021) | **61.5%** | **55.9%** | **9.2%** |
| National Rate (2021) | **65.4%** | **60.5%** | **7.5%** |
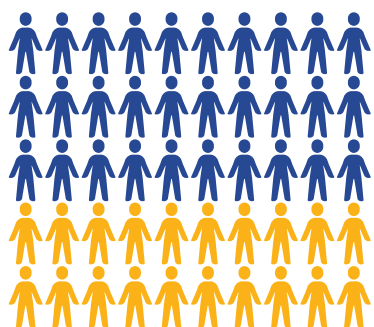
# INCOME

**Western New Brunswick's Tax Base**

The reported residential tax base provides an idea of each entities economic situation. Woodstock has the highest reported tax base of **$805,752,545** while the rural district has the lowest reported tax base of **$131,530,192** (Government of New Brunswick, 2021).

The only information accessible concerning Western New Brunswick's tax base included Northampton as one of the entities. However, it should be noted that Entity 75 is no longer an entity in itself.

## Tax Base

| Entity | Tax Base |
|---|---|
| Woodstock (73) | $805,752,545 |
| District of Carleton North (76) | $671,039,791 |
| Lakeland Ridges (72) | $253,483,493 |
| Hartland (74) | $244,009,440 |
| Northampton (75) | $200,453,400 |
| Southern Victoria (77) | $198,294,888 |
| District of Tobique Valley (78) | $138,942,415 |
| Rural District | $131,530,192 |
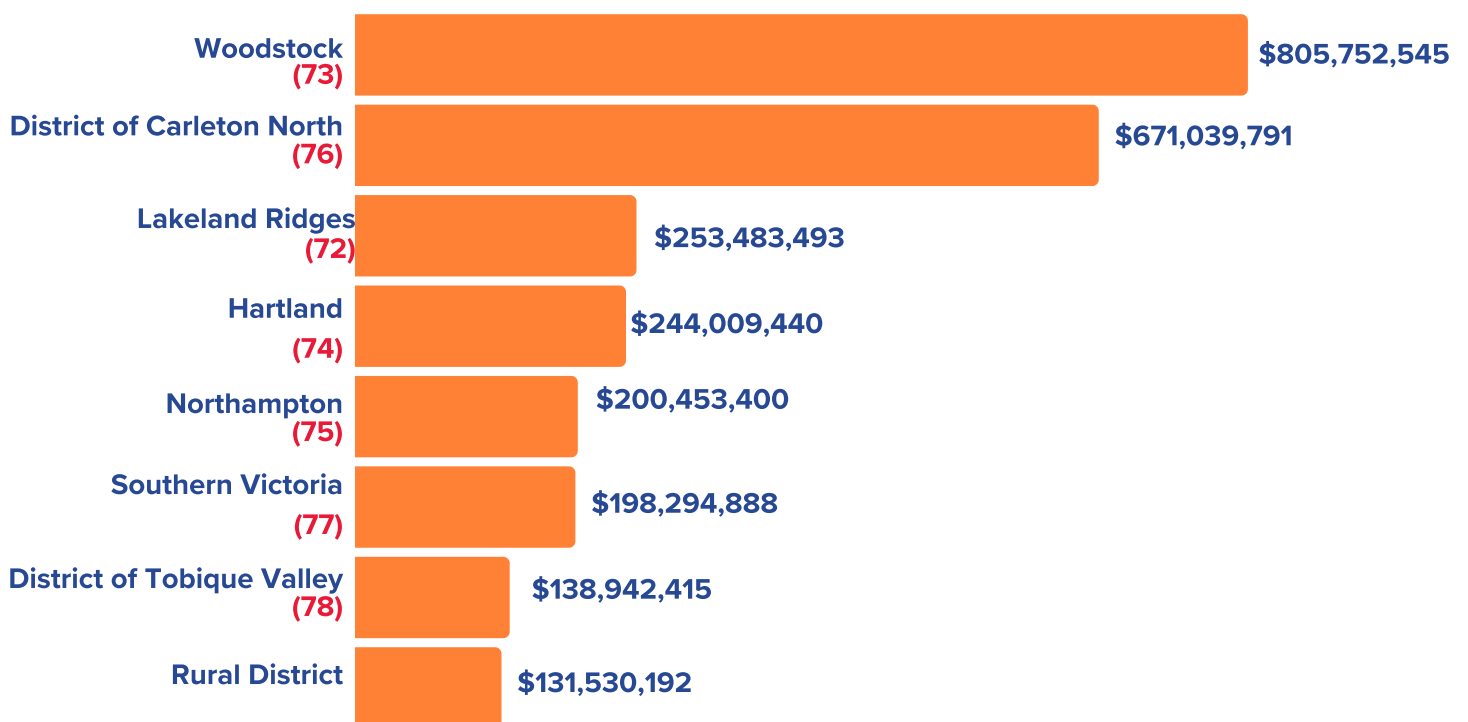
# Income

## Western NB's Income

The lower-middle-income group is represented in the $10,000 to $49,999 range, and this group contains **80.8%** of the reported population. The upper-midd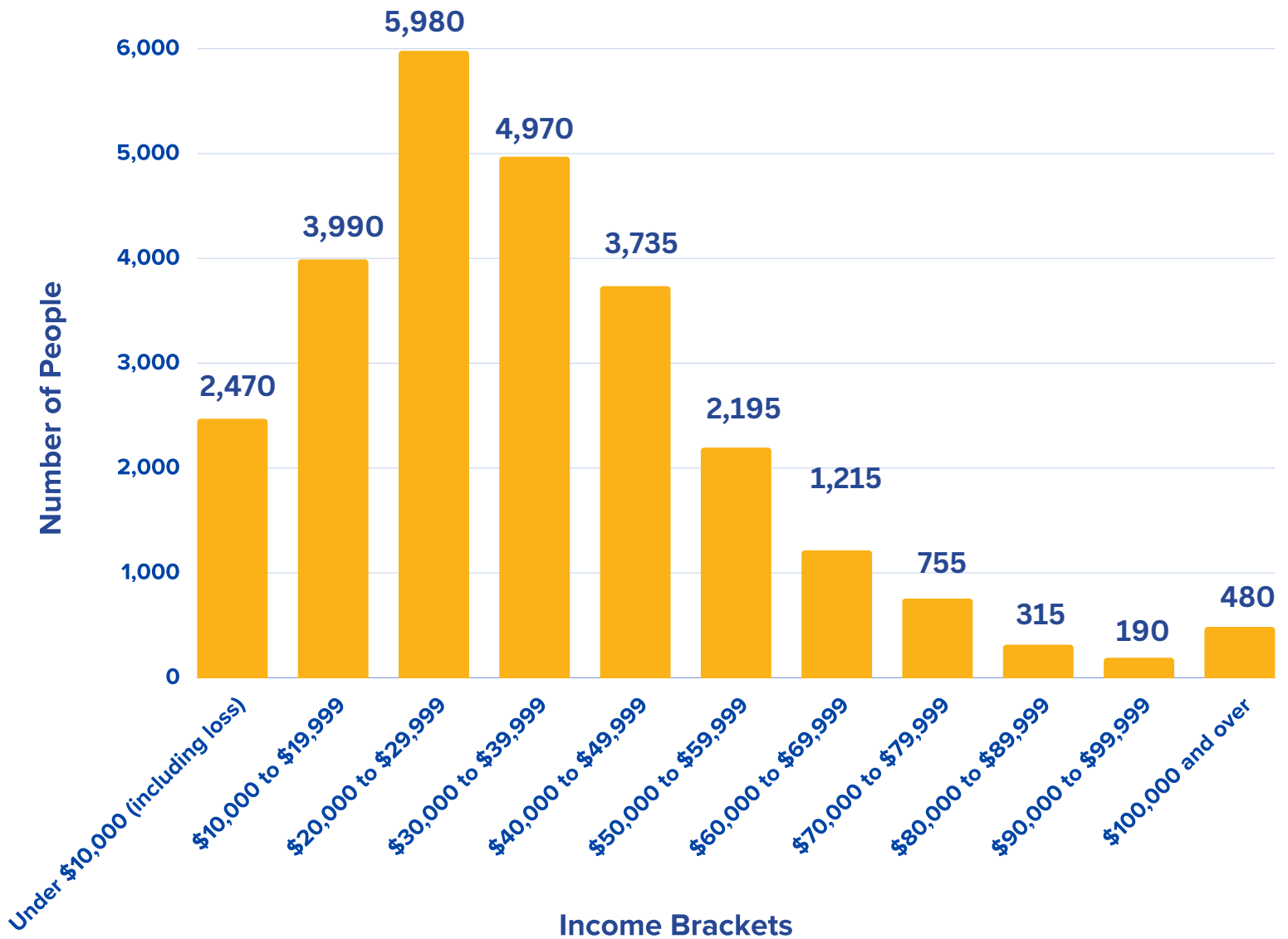le-income group makes $50,000 to over $100,000 a year, and this group contains **19%** of the sample (Statistics Canada, 2023).

## Annual Household Income

Number of People (y-axis)

Income Brackets (x-axis)

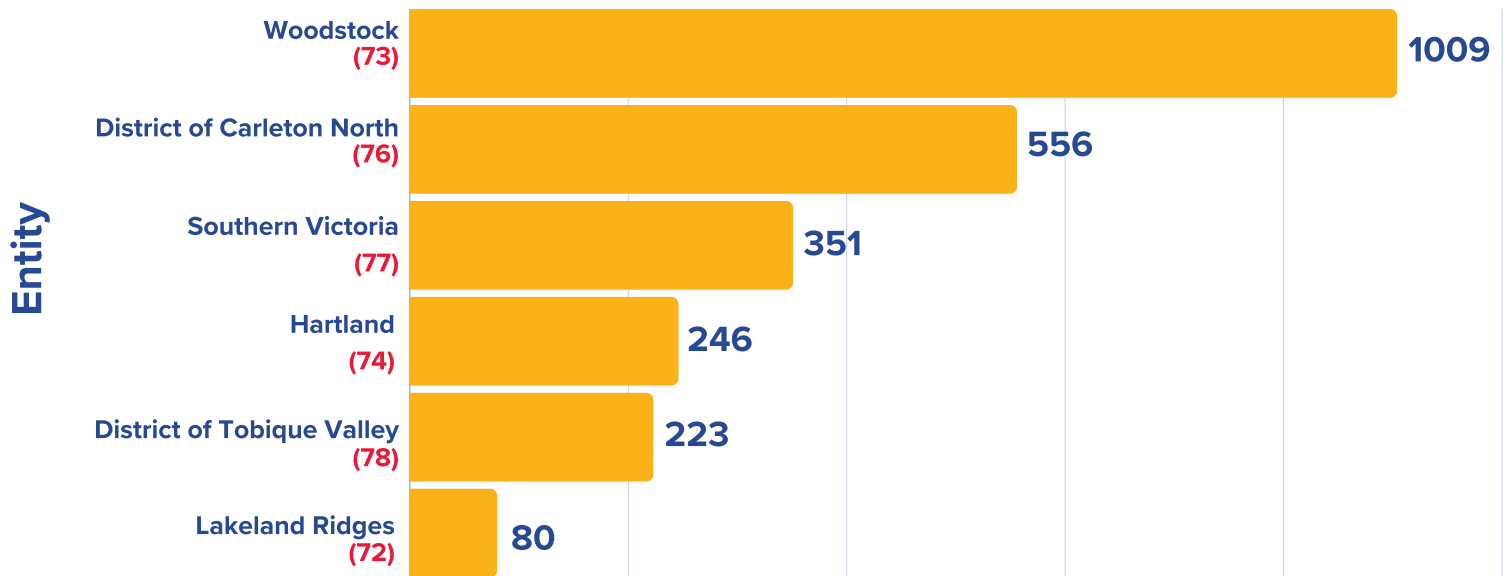| Income Bracket | Number of People |
| --- | --- |
| Under $10,000 (including loss) | 2,470 |
| $10,000 to $19,999 | 3,990 |
| $20,000 to $29,999 | 5,980 |
| $30,000 to $39,999 | 4,970 |
| $40,000 to $49,999 | 3,735 |
| $50,000 to $59,999 | 2,195 |
| $60,000 to $69,999 | 1,215 |
| $70,000 to $79,999 | 755 |
| $80,000 to $89,999 | 315 |
| $90,000 to $99,999 | 190 |
| $100,000 and over | 480 |

## Income

The highest reported income group contains individuals making ≥ $100,000 a year, and this bracket contains **1.9%** of the total population. On the other hand, the lowest income group contains individuals making under $10,000 a year, and this category contains **9.3%** of the reported sample (Statistics Canada, 2023).

# BUSINESS & INDUSTRY

## Estimated Businesses, with employees in the Western NB

### Businesses, with employees

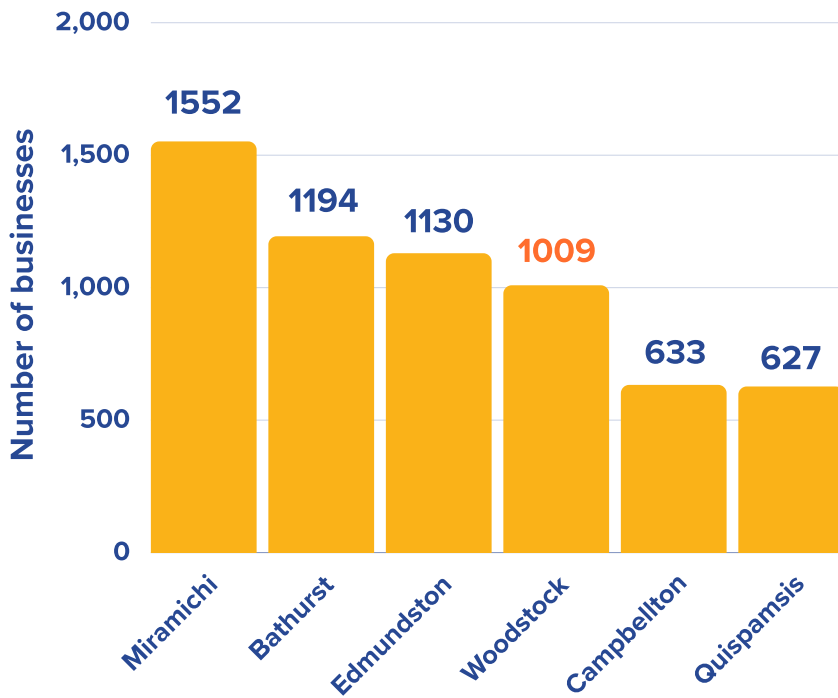| Entity | Estimated Business Counts |
|--------|--------------------------|
| Woodstock (73) | 1009 |
| District of Carleton North (76) | 556 |
| Southern Victoria (77) | 351 |
| Hartland (74) | 246 |
| District of Tobique Valley (78) | 223 |
| Lakeland Ridges (72) | 80 |

**Estimated Business Counts**

**Business Breakdowns**

In total, there are approximately **2,465** estimated businesses with employees in Western New Brunswick ( D&B Hoovers, 2023). This number reflects businesses with private ownership, non-profits, non-corporates, and partnerships. Out of this number of estimated businesses, around **86.2%** operate with 10 employees or less, and **13.8%** of businesses operate with more than 10 employees (D&B Hoovers, 2023). **Therefore, the majority of the businesses in the region are small businesses.**
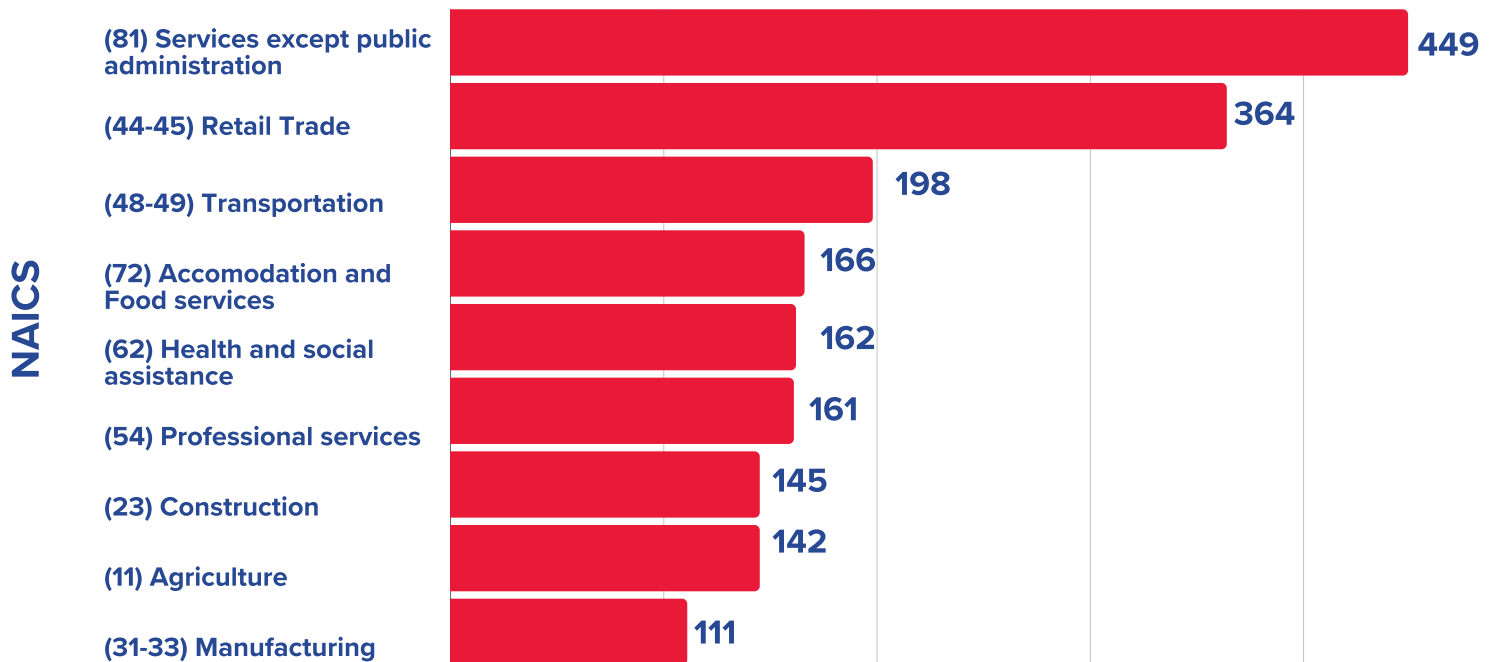
# Business & Industry

## Number of businesses

| City | Number of businesses |
|------|----------------------|
| Miramichi | 1552 |
| Bathurst | 1194 |
| Edmundston | 1130 |
| Woodstock | 1009 |
| Campbellton | 633 |
| Quispamsis | 627 |

**Businesses in the province**

When comparing Woodstock with other medium to small cities and towns in the province, it ranks in fourth place. The cities and towns listed have a population raging from 18000 to 8000 (D&B Hoovers, 2023) & (Government of New Brunswick, 2021).

## Western Region Estimated Business Counts with employees, by Top 10 NAICS

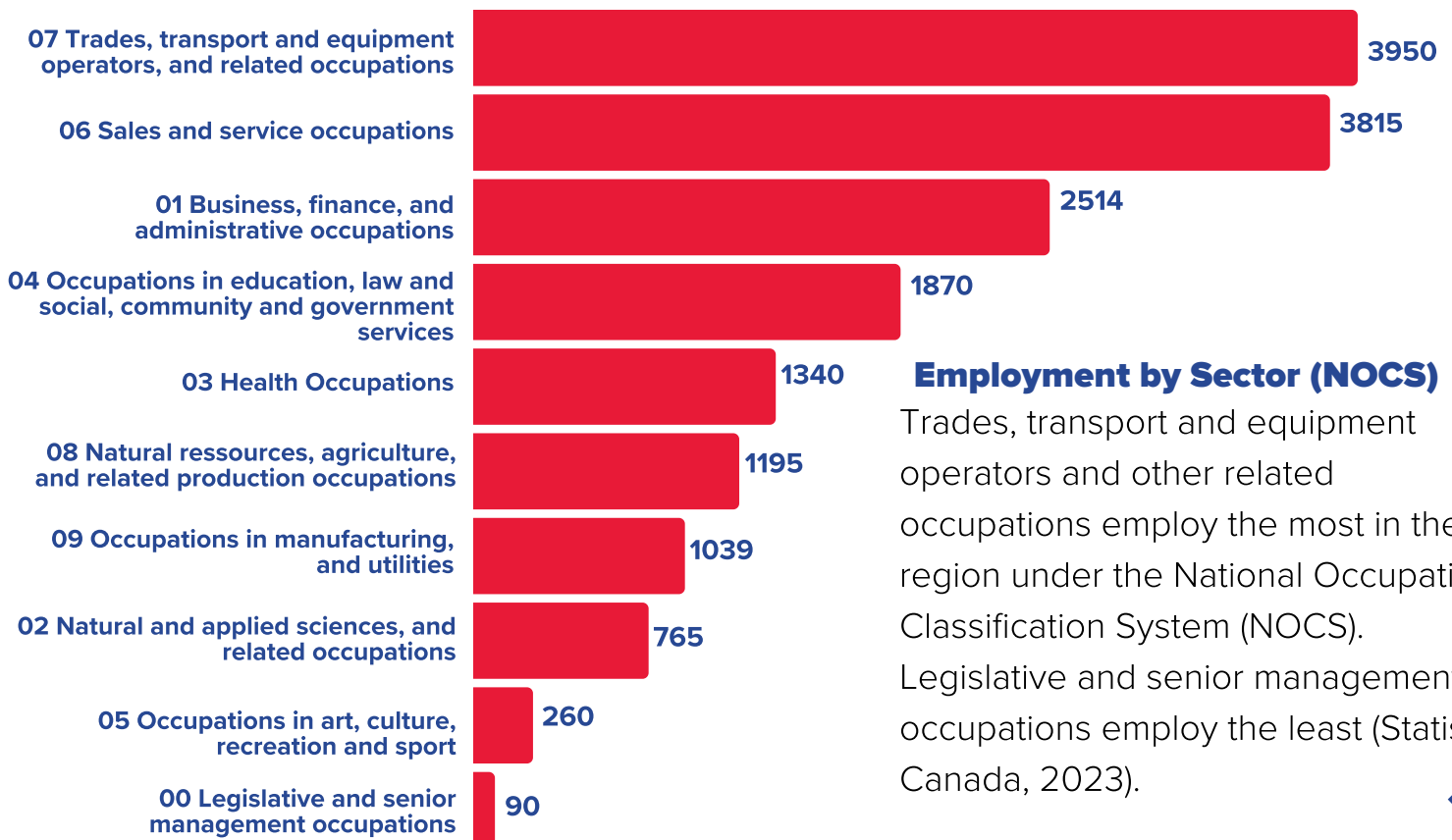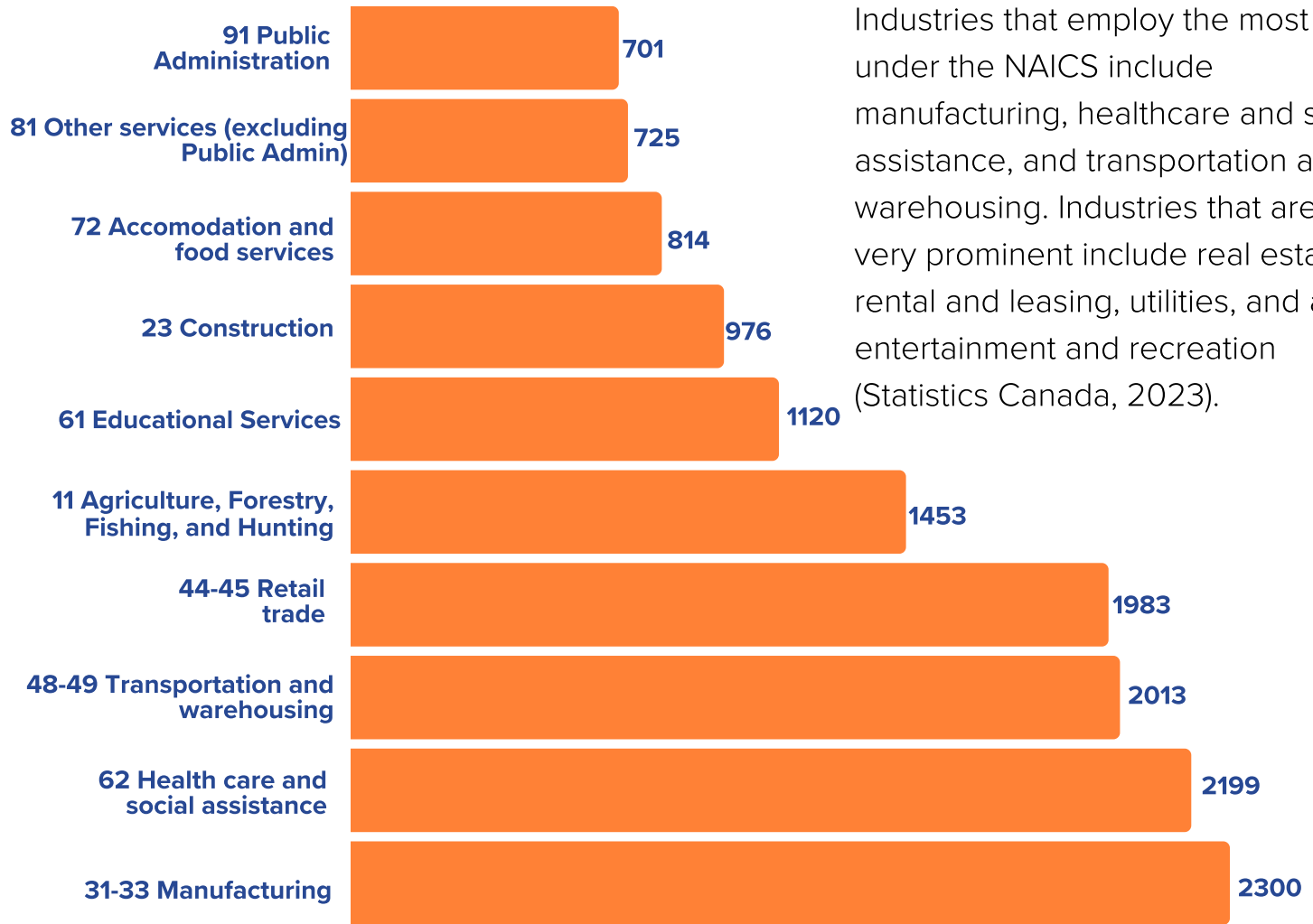| NAICS | Businesses, with employees |
|-------|----------------------------|
| (81) Services except public administration | 449 |
| (44-45) Retail Trade | 364 |
| (48-49) Transportation | 198 |
| (72) Accomodation and Food services | 166 |
| (62) Health and social assistance | 162 |
| (54) Professional services | 161 |
| (23) Construction | 145 |
| (11) Agriculture | 142 |
| (31-33) Manufacturing | 111 |

**Western NB's Industries**

In the region, the largest industries categorized in the North American Industry Classification System (NAICS) by the estimated business counts are Other services except public administration (81), Retail trade (44-45), and transportation and warehousing (48-49) (D&B Hoovers, 2023).

10

# Business & Industry

**Major employers by Sector (NAICS)**
Industries that employ the most under the NAICS include manufacturing, healthcare and social assistance, and transportation and warehousing. Industries that aren't very prominent include real estate, rental and leasing, utilities, and arts, entertainment and recreation (Statistics Canada, 2023).
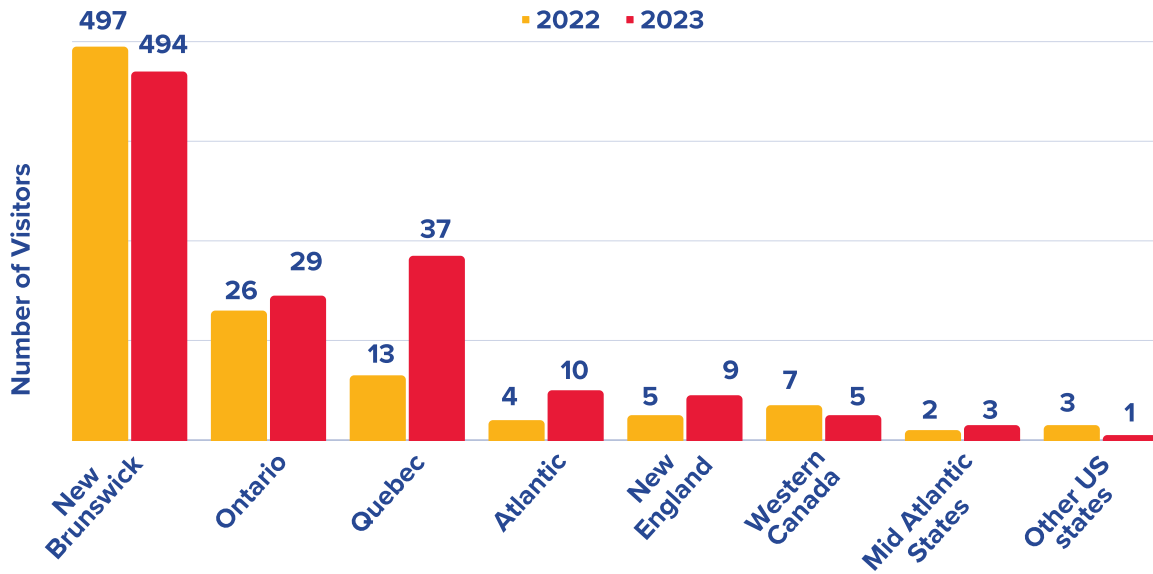
| Sector | Employees |
|--------|-----------|
| 91 Public Administration | 701 |
| 81 Other services (excluding Public Admin) | 725 |
| 72 Accomodation and food services | 814 |
| 23 Construction | 976 |
| 61 Educational Services | 1120 |
| 11 Agriculture, Forestry, Fishing, and Hunting | 1453 |
| 44-45 Retail trade | 1983 |
| 48-49 Transportation and warehousing | 2013 |
| 62 Health care and social assistance | 2199 |
| 31-33 Manufacturing | 2300 |

**Employment by Sector (NOCS)**
Trades, transport and equipment operators and other related occupations employ the most in the region under the National Occupation Classification System (NOCS). Legislative and senior management occupations employ the least (Statistics Canada, 2023).

| Occupation | Employees |
|------------|-----------|
| 07 Trades, transport and equipment operators, and related occupations | 3950 |
| 06 Sales and service occupations | 3815 |
| 01 Business, finance, and administrative occupations | 2514 |
| 04 Occupations in education, law and social, community and government services | 1870 |
| 03 Health Occupations | 1340 |
| 08 Natural ressources, agriculture, and related production occupations | 1195 |
| 09 Occupations in manufacturing, and utilities | 1039 |
| 02 Natural and applied sciences, and related occupations | 765 |
| 05 Occupations in art, culture, recreation and sport | 260 |
| 00 Legislative and senior management occupations | 90 |

11

# Tourism

## Visitors to North Lake Provincial Park



**Legend:** 2022, 2023

| Region | 2022 | 2023 |
|---|---|---|
| New Brunswick | 497 | 494 |
| Ontario | 26 | 29 |
| Quebec | 13 | 37 |
| Atlantic | 4 | 10 |
| New England | 5 | 9 |
| Western Canada | 7 | 5 |
| Mid Atlantic States | 2 | 3 |
| Other US states | 3 | 1 |

**Number of Visitors**

### Tourism in Western NB

The North Lake Provincial park has experienced more attraction with an **5.57%** increase in number of visitors from 2022 (**557** visitors) to 2023 (**588** visitors). Most of the visitors came from within NB, with a reported **497** guests in 2022 and **494** in 2023. There was also a large increase in number of guests arriving from Ontario and Quebec.

The region is expecting to grow their tourism industry as new attractions and promotion of the region is developing. This can be used as evidence for potential business development in the region.



| Month | Number of Visitors |
|---|---|
| June | 1970 |
| July | 4628 |
| August | 3722 |
| September | 1741 |
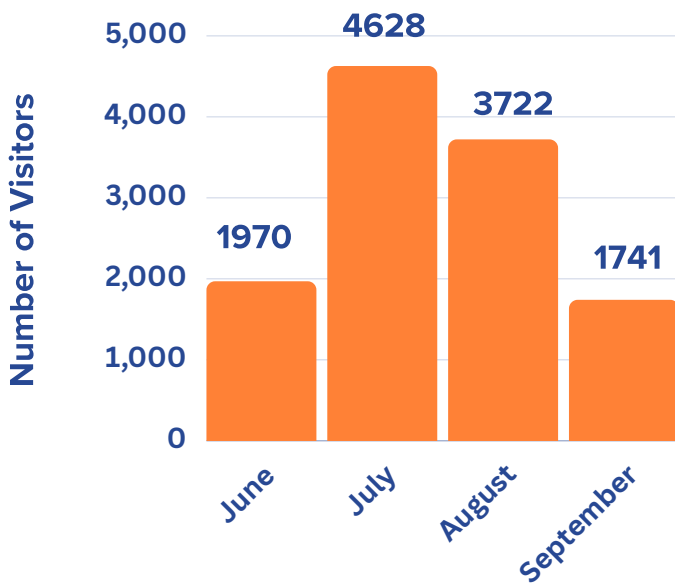
### Visitor Counts

July, 2023 had the highest recorded number of visitors who signed the guest book inside the Hartland Visitor Info Center with **4,628** people signing the guest book. In August, 2023, **70** buses went out, which is the highest number of buses that went out in the summer.

## 40+
**Places to stay in the region**
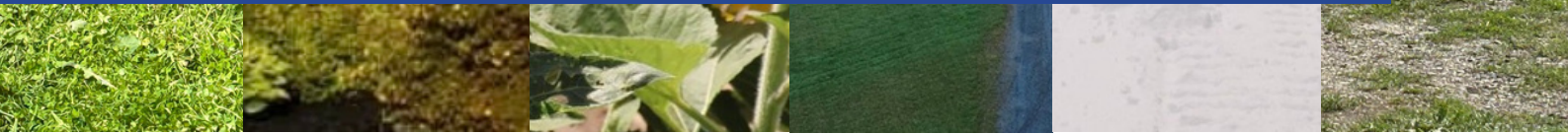(hotels, B&Bs, and cottages)

## 6+
**Festivals and events**

## 40+
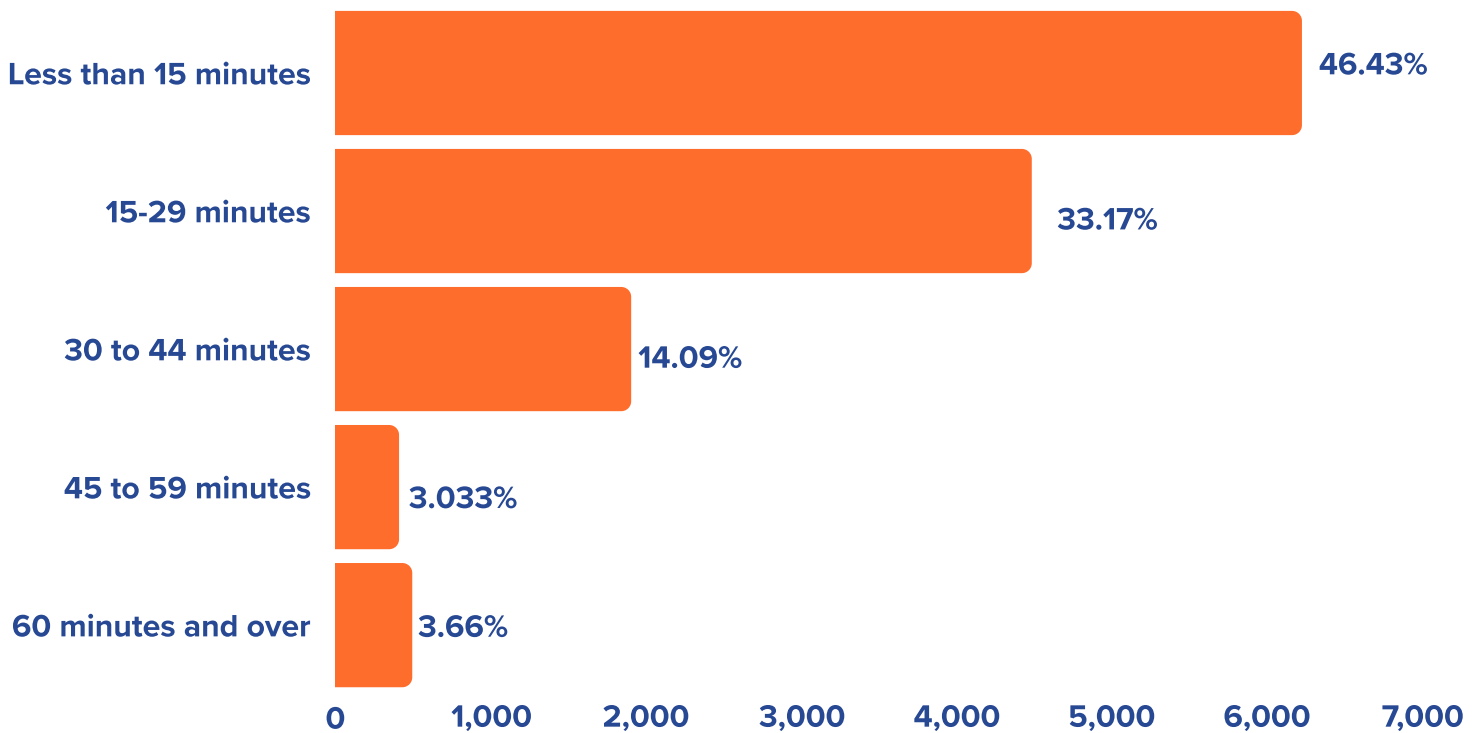**Points of interest**
(museums, parks, and activities)

**12**

# Living in the Western NB

## Commuting

**Commute duration for employed labour force over the age of 15**

| Commute duration | Percentage |
|---|---|
| Less than 15 minutes | 46.43% |
| 15-29 minutes | 33.17% |
| 30 to 44 minutes | 14.09% |
| 45 to 59 minutes | 3.033% |
| 60 minutes and over | 3.66% |

(x-axis: 0, 1,000, 2,000, 3,000, 4,000, 5,000, 6,000, 7,000)

**Commute Duration**

**79.21%** of commute times in the region are under 30 minutes which is promising and suggests that many work within the region and are not traveling long distances for work. This is important to note as many individuals commute on a regular basis to go to work, access healthcare, or other facilities in other entities. This allows for the opportunity for entities to share resources (Statistics Canada, 2023).

# Commuting



Other Method
1.96%

Walked
3.18%

Car, Van or Truck
94.86%
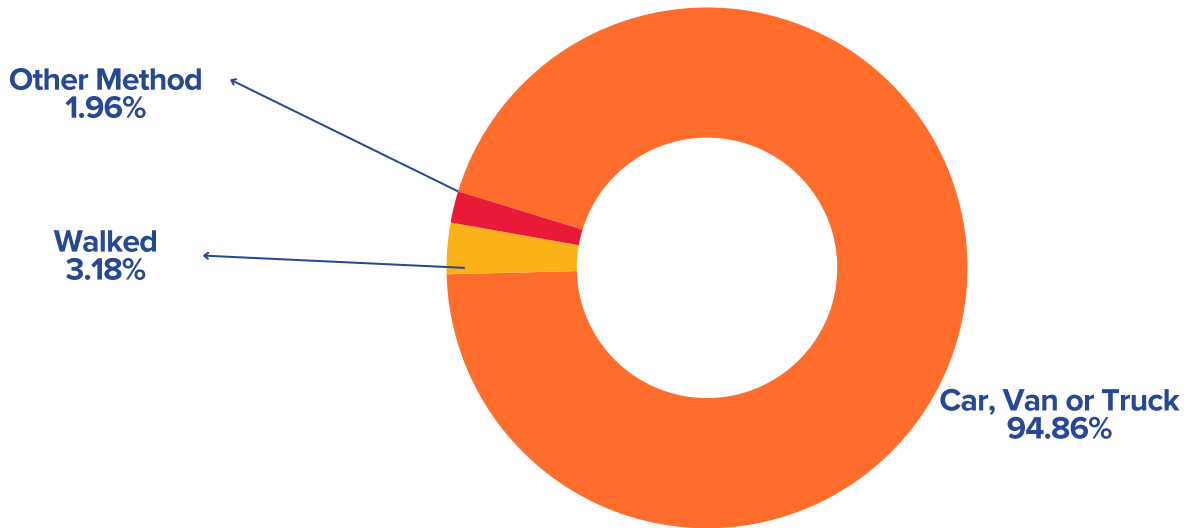
## Commuting Methods

The region relies primarily on personal vehicles to commute to and from work. In 2021, **94.86%** of the working population used car, van or truck to get to work. Low numbers were reported for walking and using other methods. Western New Brunswick does not have any form of public transit and none of the population reported traveling to work by bike (Statistics Canada, 2023). From an economic and environmental perspective, building a public transit system or safe bike routes could be a major improvement for the region.

# Health

The region has one hospital located in Hartland. There are 12 health clinics, six (6) dental clinics, and over three (3) specialized health services across the region. Health clinics refer to walk-in clinics, and health centres that offer primary care services. Some of the specialized health services include rehabilitation services.

In Florenceville-Bristol, Woodstock, and Wakefield area **92.0%** of the population have a primary care provider (NBHC, 2020).
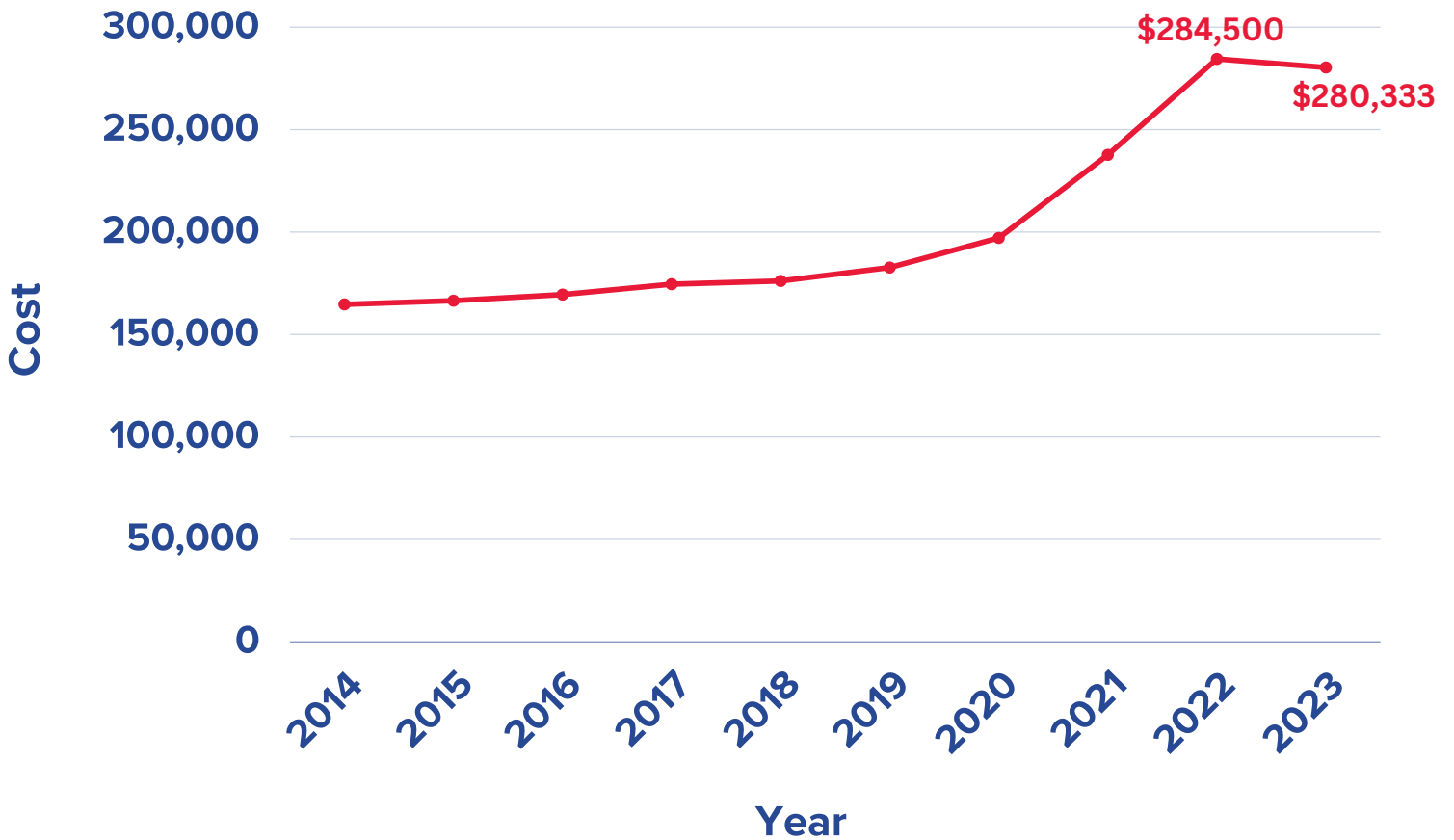


Hospitals
1

Dental Clinics
6

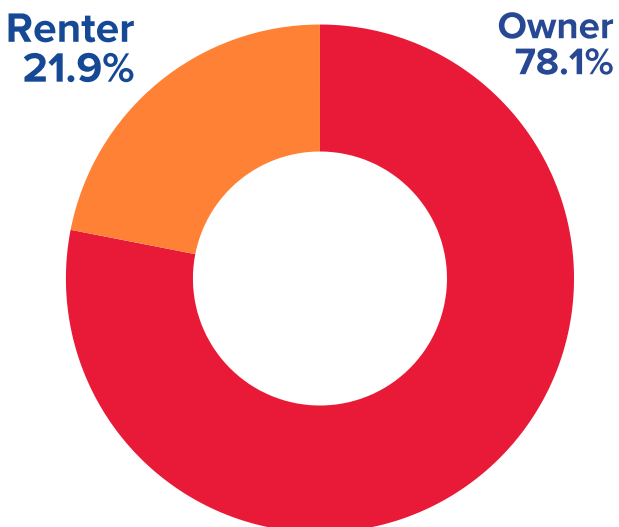Specialized health services
5

Health Clinics
12
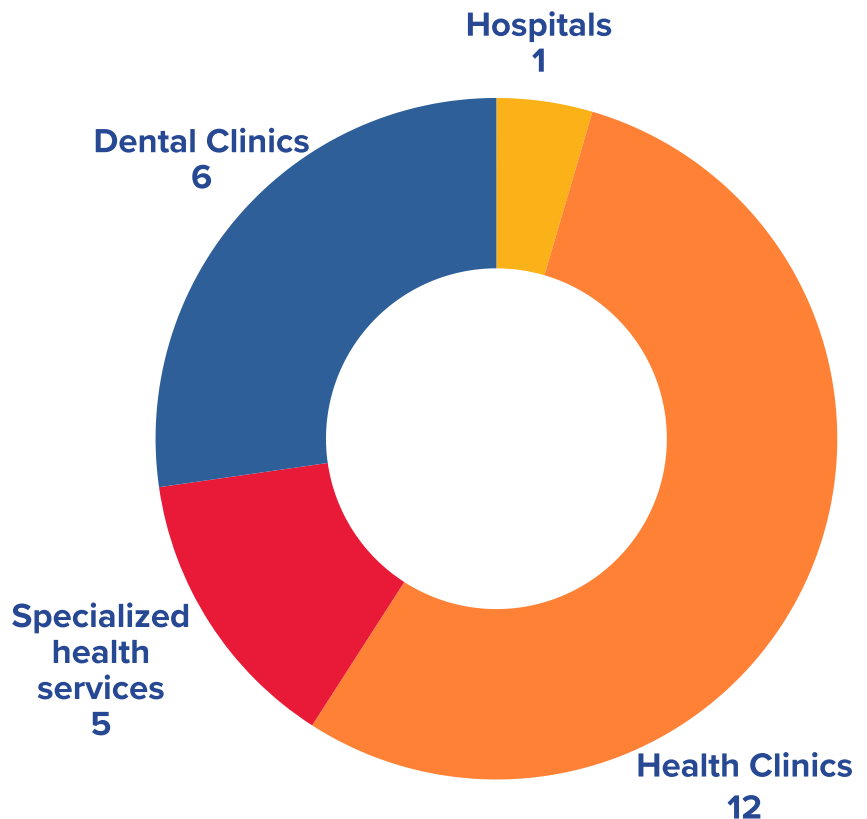
# Housing

## Housing

The housing market price faced a dramatic increase of **19.71%**, growing from $237,666 in 2021 to $284,500 in 2022. In 2023 as of October, the market price decreased by **1.46%** reaching $280,333 (Realtor, 2023).

### Housing Market Price



## Private households by tenure



**Renter 21.9%**

**Owner 78.1%**

### Renters and Owners

In the 2021 census, it was reported that **78.1%** of people owned houses while the remaining **21.9%** rented (Statistics Canada, 2023).

# Education

Education opportunities starting from childcare centres and progressing through post-secondary institutions are available throughout the Western New Brunswick Region. The region comprises of **38** K-12 institutions, and over **30** childcare centres. Additionally, the region is home to the New Brunswick Community College (NBCC) in Woodstock. NBCC offers programs in business administration, health, information technology, social sciences and trades.

## 30+
**Childcare Centres**

## 17
**K-12 Institutions**

## 1
**Post-secondary learning institution**

# Community organizations

The region has over **35 organizations** that focus on causes such as animal protection, literacy, sports and recreation, and inspire art and culture. This is an opportunity for people in the Western Region to build social capital.

The region is home to the Multicultural Association of Carleton County (MACC). This ethnocultural organization has served the region for 20 years as a rural Immigrant Service Organization (ISO).

MACC provides many services to immigrants in the Western Region, including settlement services, community connections, English as a second language courses, school programs, and pre-employment services. The organization plays a key role in welcoming people from all corners of the world.

## 35+
**Community-based organizations**
(including 2 ethnocultural organizations)

# Acknowledgements

Thank you to all individuals and organizations for their invaluable contributions and support to making this research possible. Gathering expertise and guidance from various stakeholders played an essential role in shaping the project.

First and foremost, we would like to extend our deepest appreciation to our supervisor and mentor, Andrew Lockhart. Andrew provided unwavering guidance, expertise, and encouragement throughout the course of the project. Andrew's insight and constructive feedback shaped the direction and scope of this work.

Secondly, we would like to thank all members of the Ignite team for supporting us through our project. The team gave important feedback and suggestions as our project developed that allowed us to best complete our research. In particular, we would like to thank Adrian Witt and Julie Williams, the Western New Brunswick team, for their guidance and expertise throughout the course of our project.

Additionally, we would also like to thank the following organizations for meeting with us:
- Multicultural Association of Carleton County (MACC)
- Western New Brunswick Tourism
- Housing and Resiliency

## Sources

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