

COMMUNITY RESEARCH ENGAGEMENT GROWTH DEVELOPMENT



**NEW BRUNSWICK THEN AND NOW: SOCIO-ECONOMIC
PROFILE 1961 TO 2011**

BY Dr. Natalie Folster and Dr. Yves Bourgeois



New Brunswick then and now

Socio-Economic profile 1961 to 2011

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0. Introduction

The 1962-63 Royal Commission on Finance and Municipal Taxation in New Brunswick (“The Byrne Commission”) sought to recalibrate the provision of public services and the capacity to deliver them. Achieving prosperity in a have-not province was a key part of its end game. The Byrne Report posited quality services as an underpinning to economic growth.

Heavy taxation is one way to discourage new industry. Another way almost as effective is the provision of a low level of public services, both general and local. The calibre of executives and other employees which the province can attract and retain will be substantially influenced, in many instances decisively, by the quality of the schools, the health and welfare services, the physical appearance of the municipality, and by its cultural and recreational facilities.

Those words echo in today’s amenity-based approaches to economic development. Moreover, the Commission’s impetus to address the province’s socio-economic challenges of the early 1960s sound eerily familiar to those of today:

Looking ahead five to ten years, there is no more profitable investment which the province can make then the raising of the general level of education and the technical skills of its youth. (...) The general level of wages in New Brunswick is considerably lower than in the central and western provinces. But low wages combined with low productivity repels rather than attracts new industry (III.10).

This paper is a teaser. It is not an in-depth analysis of the socio-economic differences within New Brunswick or with the rest of Canada. Given that the Byrne @ 50 Symposium aims to commemorate the Commission’s work 50 years ago and to discuss local governance challenges today, this paper aims to provide an overview of socio-economic indicators as they have evolved over the decades. It is meant to feed discussions at the Symposium and those that follow.

1. Population changes

New Brunswick’s declining share of Canada’s population has been a lengthy process. It had been in steady decline between 1901 (6.2%) through 1961 (3.3%) (table 1.1). By 2011 New Brunswick’s share of the national population had fallen to 2.2%. Manufacturing and related job creation had attracted New Brunswickers to Central Canada and New England states for the better part of the 20th century. The province also saw declining shares of international migrants. While Canada’s share of population born outside Canada grew steadily from 15.6% in 1961 to 20.6% in 2011, New Brunswick’s share of international immigrants hovers steadily at approximately 4% (table 1.2).

Particularly worrisome from a public services provision perspective is the ageing of its population. With high youth out-migration, retiring baby boomers and repatriated retirees, a larger share of the population are consuming healthcare services and a smaller share of the population is working and paying taxes to

support public programs. In 1961, New Brunswick was a youthful province. The population had a median age of 22 years – four years younger than the Canadian average (table 1.3). In the 1960's, the median age began to climb, eclipsing the rest of Canada by 2001. By 2011, the median age of the province had increased 20 years, to 43.7 years, three years above (40.6) the national average.

Table 1.1 Population of Canada and New Brunswick by county 1901 – 2011¹

	1901	1911	1921	1931	1941	1951	1961	1971	1981	1991	2001	2011
CANADA	5,371,315	7,206,643	8,787,949	10,376,786	11,506,655	14,009,429	18,238,247	21,568,000	24,820,000	28,031,000	30,007,090	33,476,688
N BRUNSWICK	331,120	351,889	387,876	408,219	457,401	515,697	597,936	634,560	696,405	723,900	729,997	751,171
Albert	10,925	9,691	8,607	7,679	8,421	9,910	12,485	16,307	23,632	25,640	26,749	28,846
Carleton	21,621	21,446	21,100	20,796	21,711	22,269	23,507	24,428	24,659	26,030	27,184	27,019
Charlotte	22,415	21,147	21,435	21,337	22,728	25,136	23,285	24,551	26,571	26,610	27,366	26,549
Gloucester	27,936	32,662	38,684	41,914	49,913	57,489	66,343	74,752	86,156	88,100	82,929	77,792
Kent	23,958	24,376	23,916	23,478	25,817	26,767	26,687	24,901	30,799	31,695	31,383	30,833
Kings	21,655	20,594	20,399	19,807	21,573	22,467	25,908	33,285	51,114	62,120	64,208	69,665
Madawaska	12,311	16,678	20,138	24,527	28,176	34,329	38,983	34,976	36,432	36,555	35,611	33,422
N'thumberland	28,543	31,194	33,985	34,124	38,485	42,994	50,035	51,561	54,134	52,985	50,817	48,355
Queens	11,177	10,897	11,679	11,219	12,775	13,206	11,640	12,486	12,485	12,520	11,862	11,086
Restigouche	10,586	15,687	22,839	29,859	33,075	36,212	40,973	41,289	40,593	38,760	36,134	32,594
St. John	51,759	53,572	60,486	61,613	68,827	74,497	89,251	92,162	86,148	81,460	76,407	76,550
Sunbury	5,729	6,219	6,162	6,999	8,296	9,322	22,796	21,268	21,012	23,575	25,776	27,143
Victoria	8,825	11,544	12,800	14,907	16,671	18,541	19,712	19,796	20,815	20,785	21,172	19,921
Westmorland	42,060	44,621	53,387	57,506	64,486	80,012	93,679	98,669	107,640	114,745	124,688	144,745
York	31,620	31,561	32,259	32,454	36,447	42,546	52,672	64,126	74,213	82,325	87,212	97,238

Table 1.2 Population by immigrant status in percentages²

	1961		1971		1981		1991		2001		2011	
	NB	Canada	NB	Canada	NB	Canada	NB	Canada	NB	Canada	NB	Canada
Canadian-born	96.1	84.4	96.3		95.0	83.1	96.7		97.6	80.9	95.7	78.3
Immigrant to Canada (<i>non-Cdn-born</i>)	3.9	15.6	3.7		5.0	16.9	3.3	16.1	3.1	18.4	3.9	20.6
Non-permanent residents									0.3	0.7	0.4	1.1

Table 1.3 Median Age of the Population 1921 – 2011, New Brunswick and Canada as a whole³

	1901	1911	1921	1931	1941	1951	1961	1971	1981	1991	2001	2011
New Brunswick	-	-	22.2	22.2	24.0	24.2	22.3	23.9	28.1	33.2	38.6	43.7
CANADA	-	-	23.9	24.7	27.0	27.7	26.3	26.2	29.6	33.5	37.6	40.6

The aging of the population can be attributed to four factors. Two explain the ageing population in both New Brunswick and Canada: a steep decline in fertility rates since the post-war baby boom and an increase in average life expectancy (in Canada from 71 years in 1961 to 81 years in 2011). Two others explain New Brunswick's faster median age increase: low immigration to the province and a heavy outmigration. Over the past fifty years, New Brunswick has experienced a net outmigration of 75,485 people, with the decade between 1961 and 1971 seeing over half of this exodus (table 1.4).

¹ Census of Canada 1961, Population by counties and census divisions, and percentage increase by census periods, 1901-1961; censuses 1971 to 2011; For Canada 1971 – 1991: Statistics Canada Summary Table: *Population and growth components 1851 – 2001 censuses* (accessed September 17, 2013).

² Census of Canada 1961, Vol.1 (7) Table III. Numerical and percentage distribution of the population by province for each birthplace and by birthplace for each province, for Canada, 1961; Census of Canada 2011. In 2011, fewer than 30,000 of all 751,171 New Brunswickers were immigrants to Canada (28,465 according to the National Household Survey 2011).

³ Source: Statistics Canada. [Focus on Geography Series, 2011 Census: Province of New Brunswick](#), Table 8 New Brunswick and Canada – Median age of the population, 1921 to 2011 censuses.

Within New Brunswick, at the Census sub-division (CSD) level, the population of almost every county was growing through 1961. Then, by 1981, demographic growth had either halted or reversed in all CSDs except those containing the province's three largest cities: Moncton (Albert and Westmorland), Fredericton (York) and Saint John (Kings) (table 1.1).

Table 1.4 Net outmigration from New Brunswick 1931 – 2011⁴

YEARS	POP AT START OF DECADE	NATURAL INCREASE	POP AT END OF DECADE	ACTUAL POP INCREASE	NET MIGRATION
1931 - 1941	408,219	59,359	457,401	49,182	- 10,177
1941 - 1951	457,401	99,904	515,697	58,296	-41,608
1951 - 1961	515,697	119,461	597,936	82,239	-37,222
1961 - 1971	597,936	88,462	634,560	36,624	-51,841
1971 - 1981	634,560	61,981	696,405	61,845	-136
1981 - 1991	696,405	46,443	723,900	27,495	-18,948
1991 - 2001	723,900	23,199	729,997	6,097	-17,102
2001 - 2011	729,997	8632	751,171	21,174	12,542
TOTAL NET OUTMIGRATION FROM NEW BRUNSWICK 1931 – 2011 : 164,492					

Table 1.5 Distribution of population by rural and urban in percentages⁵

YEAR	NEW BRUNSWICK		CANADA	
	Rural (%)	Urban (%)	Rural (%)	Urban (%)
1901	76.9	23.1	65.2	34.8
1911	73.3	26.7	58.3	41.7
1921	69.0	31.0	54.7	45.3
1931	68.9	31.1	50.3	49.7
1941	69.1	30.9	49.1	50.9
1951	67.8	32.2	46.4	53.6
1961	50.9	49.1	28.9	71.1
1971	43.0	57.0	24.0	76.0
1981	49.0	51.0	24.0	76.0
1991	52.0	48.0	23.0	77.0
2001	50.0	50.0	20.0	80.0
2011	48.0	53.0	19.1	81.0

New Brunswick is oft described as a rural province, with table 1.5 showing half of its population living in urban areas (53% in 2011 compared to 81% in all of Canada), defined as communities of more than 1000 residents. Surprisingly, more (57%) New Brunswickers were living in urban areas in 1971, before the trend reversed again in 1991. Were New Brunswickers leaving urban factories for rural pitchforks, axes and fishing nets? No. Table 3.3 illustrates that employment in resource-based sectors had long started to decline, and continued to do so despite this upsurge in rural population share. Employment in service sectors such as healthcare, education and professional services were among the fastest growing. In other words, so-called de-urbanization owed likely more to residential choices, with a generational shift from resource-dependent jobs to post-industrial service jobs. Many live in rural areas but now work in nearby towns and cities. Those who left for industrial jobs a generation and two ago were just as likely to leave the region altogether (table 1.4)

⁴ Sources: 1961 Census of Canada, Vol.1 Part II (1-26) Table 2. Factors in the growth of population of counties and census divisions 1951 – 1961; Historical Statistics Series A339-349 Changes in the population through natural increase and migration, by province, by intercensal intervals 1931 – 1976; calculations of natural increase and net migration between 1971 – 2011 made from CANSIM Table 051-0004 Components of population growth, Canada, provinces and territories annual (persons) – New Brunswick 1971/1972 – 2011/2012.

⁵ Source 1961 Census Vol.1 Part 1 (2-24) Table 1 Numerical and percentage distribution of population by rural and urban for Canada and the provinces 1901 – 1961, Statistics Canada, Summary Table: *Population, urban and rural, by province and territory 1851 – 2011* (accessed September 17, 2013). Note: Urban is defined as living in communities with 1000 or more residents. Note also: short term reversal in decline in rural population in NB between 1976 – 1991 perhaps indicative of suburban sprawl into unincorporated areas surrounding cities and towns.

If we adopt Statistics Canada more useful methodology of metropolitan-influenced zones (MIZs), based on population density and thresholds of workers commuting to nearby towns and cities, New Brunswick's share of population living in the province's eight largest cities alone jumps to 61.1% in 2011, and would be closer to two thirds considering those living outside CAs and CMAs but working there. 48% of the province lives in the Fredericton census area (CA), Saint John or Moncton Census metropolitan areas (CMA). Suggesting that half of New Brunswick is rural is an exaggeration from a functional, place-of-work and place-of-consumption perspective, although not from a place-of-local-service. This is not devaluing the significance of rural New Brunswick. Rather, it is arguing that it is much more useful to distinguish and appreciate the challenges faced by smaller communities remote from larger centres and amenities (ex. airport, post-secondary institutions) in promoting economic growth. The fiscal base and capacity to deliver local public goods and services will vary greatly across *rural* New Brunswick.

2. Education

Not surprisingly, the population of New Brunswick is more highly educated today than it was fifty years ago (table 2.1). In 1961, 1.8 percent of New Brunswickers had a university degree. In 2011, 15% of the population was university-educated. Another 32 percent of the population holds a college diploma or is certified in a trade, double the percentage who held this qualification in 1981, and slightly higher than the Canadian average. In addition, the percentage of New Brunswickers who left school without a high school diploma has shrunk significantly over the past 50 years.

Table 2.1 Educational Attainment: Total pop aged 15 years + by highest level of education (%)⁶

	1961		1971		1981		1991		2001		2011	
	NB	CAN	NB	CAN	NB	CAN	NB	CAN	NB	CAN	NB	CAN
≤ 8 years of education					27.9	20.0	20.0	14.2	14.5	9.7	9.4	6.3
Some high school					28.8	27.0	23.5	22.9	17.5	17.5	16.0	13.2
High school diploma or equivalent					13.7	16.4	20.5	20.9	20.0	19.3	20.0	19.8
Some post-secondary /no certificate					7.2	9.6	7.6	8.9	7.5	9.2	7.7	8.0
College or trade certificate or diploma					16.4	18.0	20.5	21.9	29.0	28.3	32.0	31.2
University degree	1.8	2.9	3.4	4.8	6.03	8.0	7.7	11.2	11.5	16.0	15.0	21.5
Bachelor's degree							5.5	7.8	9.0	10.9	11.0	14.7
Bachelor's degree +							2.2	3.4	3.0	5.1	4.0	6.8

Nonetheless, New Brunswick continues to lag behind the rest of Canada in educational attainment. The number of New Brunswickers without a high school diploma remains slightly higher than the Canadian average, although this is possibly a function of the province's higher median age and outmigration. While the percentage of New Brunswickers with a university degree has risen dramatically since 1961, it has not kept pace with the increase across the country. The gap between the Canadian average and the number of New Brunswickers who have earned a degree has widened steadily from a 1.1 percent disparity in 1961, to a gap of 6.5 percent in 2011. It is also estimated that more than half the adult population in New

⁶ Calculations for 1991 – 2011 made from Statistics Canada, CANSIM Table 282-004 - Labour Force Survey estimates (LFS), by educational attainment, sex and age group (retrieved online September 20, 2013); figures for 1961 – 1981 calculated from Census of Canada 1961, 1971, and 1981. 1961 Census of Canada Cat.92-550 (vol.1- part 2) Bulletin 1.2-10, Table 72 Population 5 years of age and over attending and not attending school by highest grade attended and sex, for provinces and territories, 1961; 1971 Census of Canada Cat.92-720 (vol.2 – part 2) Bulletin 1.2-8 Table 36 Population aged 5 and over by level of schooling and sex, for Canada and the provinces and territories, 1971; Census 1981 Cat.93-928 Table 11 Population 15 years and over, showing highest level of schooling, for census divisions, 1981.

Note: these figures include 15 – 18 year-olds, the majority of whom are still in high school, but expected to graduate. As an indication of the size of this group, there were 45,845 15-19 year-olds in New Brunswick at the time of the 2011 census; 53,514 at the time of the 1961 census. These figures also include those aged 18 and up who have not yet completed their post-secondary education.

Percentage of NBers/Canadians aged 15 and over with a university degree 1961 and 1971 calculated as follows: Number of NBers/Canadians with a university degree (attending school + not attending school) ÷ NBers/Canadians aged 15 and over x 100. Due to the way data was collected prior to 1981, it is not possible to compare other types of education in 1961 and 1971.

Brunswick has literacy skills below the level that allows them to function adequately at home, at work and in their communities.⁷

The impact of the introduction of French immersion in the English-language school system in New Brunswick in 1973 is visible in the jump in French-English bilingualism among 0-19 year-olds and 20-45 year olds post-1973 (table 2.2). The first cohort of French immersion graduates are now 46 years old. Not surprisingly, the highest rates of bilingualism are among people currently under the age of 44, and among the francophone population as a whole. Twenty-one and 20.6 percent of Anglophones aged 0-19 years and 20-45 years respectively report that they are functionally bilingual in both of New Brunswick’s official languages. However, overall, only 14.9 percent of Anglophone New Brunswickers speak both French and English, as compared to 71% of Francophones. Approximately half of New Brunswick francophone children aged 0 to 19 speak both French and English. This increases to 82 percent bilingualism among francophone adults in the 20 to 44 age group.⁸

It is not yet clear what impact the cancellation of French immersion for children in kindergarten – grade two in New Brunswick in 2008 will have on bilingual rates in the province. However, the rate of reported French-English bilingualism has fallen in New Brunswick and the rest of Canada over the past ten years, except in Quebec.

Table 2.2 Functional French–English bilingualism in NB and all of Canada 1961 – 2011 (in percent)⁹

	1961		1971		1981		1991		2001		2011	
	NB	CAN	NB	CAN	NB	CAN	NB	CAN	NB	CAN	NB	CAN
Bilingual Eng/Fr (Total)	19.0	12.2	21.5	13.4	26.5	15.3	29.5	16.3	34.2	17.7	32.7	17.5
Bilingual (mother tongue Eng)											14.9	8.9
Bilingual (mother tongue French)											71.0	44.4
Bilingual (mother tongue other)											14.4	11.7

⁷ Province of New Brunswick, Department of Post-Secondary Education, Training and Labour (2009) *Working Together for Adult Literacy: A Literacy Strategy for New Brunswick*, pg 5.

⁸ Statistics Canada. [Focus on Geography Series, 2011 Census: Province of New Brunswick](#), Table 17 New Brunswick Rate of English-French bilingualism by mother tongue and age groups, 2011 Census.

⁹ Statistics Canada. [Study: The evolution of English-French bilingualism in Canada from 1961 to 2011](#), *The Daily*, May 28, 2013; Jean-Francois Lepage and Jean-Pierre Corbeil. “[The Evolution of English-French bilingualism in Canada from 1961 – 2011](#),” *Statistics Canada Insights on Canadian Society*, Catalogue no. 75-006-x, May 2013, pg.10; Statistics Canada. [Focus on Geography Series, 2011 Census: Province of New Brunswick](#), Table 17 New Brunswick Rate of English-French bilingualism by mother tongue and age groups, 2011 Census. Definition of bilingualism: reported themselves able to conduct a conversation in French or English.

3. Labour

In 1961, New Brunswick had a labour force numbering 179,702.¹⁰ By 2011 this had increased to 389,200. In 1961, women made up 25.1 percent of the labour force. By 2011, they accounted for half. Since 1981 at least, part-time workers have consistently accounted for about 15.5 percent of the employed workforce, and women have comprised between 70 and 90 percent of these workers.¹¹

Table 3.1 Selected labour force characteristics, NB and whole of Canada 1951 - 2011¹²

	1951		1961		1971		1981		1991		2001		2011	
	NB	CAN	NB	CAN	NB	CAN	NB	CAN	NB	CAN	NB	CAN	NB	CAN
Size of labour force			179,702		223,530		291,400		338,200		372,000		389,200	
Total employment, all industries			169,154		204,753		257,700		295,200		331,000		352,000	
Unemployment rate (%)	2.8	1.7	5.9	3.9	8.4	7.8	11.6	7.6	12.7	10.3	11.0	7.2	9.5	7.4
Women as % of employed labour force			25.1		32.2		39.0		44.6		47.5		49.6	
PT employment as % of total employment			n/a				14.5		16.7		15		16.3	

Table 3.2 Unemployment rate, New Brunswick and whole of Canada 1951 – 2011 (%)¹³

1951		1961		1971		1981		1991		2001		2011	
NB	CAN	NB	CAN	NB	CAN	NB	CAN	NB	CAN	NB	CAN	NB	CAN
2.8	1.7	5.9	3.9	8.4	7.8	11.6	7.6	12.7	10.3	11.0	7.2	9.5	7.4

Unemployment rates have been consistently higher in New Brunswick than the rest of Canada since 1951. “Going down the road” to look for work in Ontario and points west or south has a long history in Atlantic Canada. In the thirty years between 1931 and 1961, net migration from New Brunswick totalled 89,007. More research is required to determine who is leaving New Brunswick, why, and where they are going, but is likely that these out-migrants are primarily working-age people who have left to find employment elsewhere. How many are young people who have completed their education at publically-funded institutions in New Brunswick or elsewhere in Atlantic Canada and how many from other provinces is New Brunswick drawing in?

¹⁰ Definition of labour force: Number of civilian, non-institutionalized persons 15 years of age and over who, during the reference week, were employed or unemployed. Estimates in thousands, rounded to the nearest hundred.

¹¹ Statistics Canada. Census of Canada 1971, Cat 99-712 vol.1(2)Bulletin 5.2-1, Table 12 Unemployment rates, for Canada and the provinces census years 1951-1971; Census of Canada 2001, 2011; Figures for 1981, 1991, 2001, and 2011 from CANSIM Table 282-008 Labour Force Survey estimates, by North American Industry Classification System (NAICS), sex and age group, New Brunswick 1981 - 2011. Part-time employment defined as persons who usually work less that 30hrs a week at their main or only job.

¹² Statistics Canada. Census of Canada 1971, Cat 99-712 vol.1(2)Bulletin 5.2-1, Table 12 Unemployment rates, for Canada and the provinces census years 1951-1971; Census of Canada 2001, 2011; Figures for 1981, 1991, 2001, and 2011 from CANSIM Table 282-008 Labour Force Survey estimates, by North American Industry Classification System (NAICS), sex and age group, New Brunswick 1981 - 2011. Definition of labour force: Number of civilian, non-institutionalized persons 15 years of age and over who, during the reference week, were employed or unemployed. Estimates in thousands, rounded to the nearest hundred. Part-time employment defined as persons who usually work less that 30hrs a week at their main or only job. Women comprise 70 – 90% of those in part-time employment in New Brunswick in the years 1981-2011.

¹³ Statistics Canada. Census of Canada 1971, Cat 99-712 vol.1(2)Bulletin 5.2-1, Table 12 Unemployment rates, for Canada and the provinces census years 1951-1971; Census of Canada 2001, 2011; Figures for 1981, 1991, 2001, and 2011 from CANSIM Table 282-008 Labour Force Survey estimates, by North American Industry Classification System (NAICS), sex and age group, New Brunswick 1981 - 2011.

Table 3.3 Sectors of employment in NB, 1951 – 2011, by number of people and percentage¹⁴

	1951	1961		1971		1981		1991		2001		2011	
Total labour force	168,762	179,702 ¹⁵		223,530		291,400		338,200		372,000		389,200	
Total employed		169,154		204,753		257,700		295,200		331,000		352,000	
Sector	<i>n</i>	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Goods-producing sectors		68,543	38.43	72,095	32.25	89,100	30.58	90,800	26.85	94,400	25.38	91,900	23.61
Agriculture	26,733	12,502	7.01	6,670	2.98	6,800	2.33	6,900	2.04	6,600	1.77	6,100	1.57
Forestry, fishing, mining, quarrying, oil and gas	21,714	15,763	8.84	12,425	5.56	14,900	5.11	15,400	4.55	14,500	3.90	12,500	3.21
Forestry	20,520	10,480	5.88	6,710	3.00	x		5,400	1.60	7,300	1.96	4,400	1.13
Fishing and trapping		3,655	2.05	2,535	1.13	x		5,200	1.54	3,500	0.94	3,400	0.87
Mining, quarry, oil and gas extraction	1,194	1,628	0.91	3,180	1.42	x		4,800	1.42	3,800	1.02	4,700	1.21
Utilities		1,808	1.01	2,225	1.00	4,400	1.51	4,900	1.45	4,900	1.32	4,400	1.13
Construction	8,730	10,939	6.13	15,365	6.87	21,200	7.28	25,200	7.45	24,400	6.56	32,900	8.45
Manufacturing ¹⁶	29,283	27,531	15.44	35,410	15.84	41,800	14.35	38,400	11.35	43,900	11.80	35,800	9.20
Service sectors		105,911	59.38	133,915	59.91	194,800	66.85	238,400	70.49	268,200	72.10	288,600	74.15
Trade	23,434	29,219	16.38	34,445	15.41	50,000	17.16	57,200	16.91	59,300	15.94	57,300	14.72
Transportation and warehousing		16,072	9.01	15,815	7.08	17,000	5.83	18,300	5.41	20,300	5.46	18,800	4.83
Finance, insurance, real estate and leasing	2,686	3,875	2.17	5,975	2.67	12,100	4.15	13,600	4.02	13,500	3.63	17,500	4.50
Professional, scientific and technical services		1,193 ¹⁷	0.67	3,190	1.43	5,500	1.89	9,000	2.66	13,800	3.71	16,900	4.34
Business, building and other support services						4,400	1.51	7,300	2.16	17,200	4.62	18,500	4.75
Education	5,194	8,600	4.82	14,855	6.65	19,400	6.66	22,400	6.62	23,700	6.37	26,400	6.78
Health care ¹⁸	5,647	9,515	5.34	13,520	6.05	23,800	8.17	36,700	10.85	42,300	11.37	51,600	13.26
Information, culture, and recreation ¹⁹		7,163	4.01	8,795	3.93	9,100	3.12	11,300	3.34	13,100	3.52	13,300	3.42
Accommodations and food services		4,026	2.26	7,160	3.20	14,600	5.01	19,500	5.77	25,200	6.77	24,500	6.30
Other services ²⁰	10,301	8,783	4.92	8,280	3.70	15,900	5.46	18,700	5.53	16,600	4.46	16,100	4.14
Public administration	8,212	17,465	9.79	21,880	9.79	22,900	7.86	24,500	7.24	23,200	6.24	27,500	7.07
Unclassified industries	2,956	3,841	2.15	17,595	7.87	7,400	2.54	9,000	2.66	9,400	2.53	8,700	2.24
Unemployed	2.8%	10,548	5.9	18,777	8.4	33,700	11.6	43,000	12.7	41,000	11.0	37,200	9.5

As mentioned in section 1, New Brunswick has long seen a decline in the share of the workforce devoted to resource sectors. This owes partly to challenges in those industries (ex. in the wood industry, shrinking demand for pulp and increased global competition), and partly to technology automating many agricultural, fishing, forestry and mining-related tasks. Meanwhile, employment in service sectors such as

¹⁴ For period 1981 – 2011 - Statistics Canada, CANSIM Table 282-0008 Labour force survey estimates (LFS), by North American Classification System (NAICS), sex and age group, New Brunswick; for 1961 and 1971 – Census of Canada 1971, Cat.94-740 vol.III - Part 4 (Bulletin 3.4-3), Table 2 Labour Force 15 Years and Over, by Detailed Industry and Sex, for Canada, Regions and Provinces (Place of residence), 1971; Census of Canada 1961, Labour Force 15 Years and Over, by Industry and Sex, for Canada, the provinces and territories, 1961.

¹⁵ This figure is for the whole labour force, including new jobseekers. The “Experienced labour force” totals 178,355, and the figures for each sector in 1961 are for this group.

¹⁶ For 1961 and 1971, figures for the publishing industry in have been removed from the “Manufacturing” category and added to the “Information, culture and recreation” category.

¹⁷ Figures for 1961 and 1971 align with the 1961/71 category “Services to business/Services to business management.”

¹⁸ Note that from 1981 on, this category includes social services like child day care and community food services.

¹⁹ Figures for 1961 and 1971 include the categories “Communications,” “Religious Organizations,” “Motion Picture and Recreational Services,” “Publishing only,” and Publishing and printing.” In 1961 “Printing and publishing” employed 917 people in New Brunswick; 1971 “Publishing” and “publishing and printing” = 1015.

²⁰ Figures for 1961 and 1971 include the category “Personal Services” minus “Hotels, restaurants and bars” plus “Miscellaneous services.”

healthcare, education and professional services have grown rapidly. In some ways, New Brunswick is shifting from a pre-industrial staple-based economy to a post-industrial service-oriented industry, without any large spike in manufacturing jobs since they have largely attracted New Brunswickers outside the province altogether (table 1.4)

Table 3.4. Sectors of employment in NB 1981 – 2011, by number and percentage²¹

Sector of employment	1981			1991			2001			2011		
Total labour force²²	291,400			338,200			372,000			389,200		
Total employed	257,700			295,200			331,000			352,000		
	Labour force (n)	Employed (n)	% of workforce employed in sector	Labour force (n)	Employed (n)	% of workforce employed in sector	Labour force (n)	Employed (n)	% of workforce employed in sector	Labour force (n)	Employed (n)	% of workforce employed in sector
Goods-producing sectors	89,100	76,700	26.32	90,800	76,500	22.62	94,400	78,500	21.10	91,900	79,800	20.50
Agriculture	6,800	5,700	1.96	6,900	5,900	1.75	6,600	5,700	1.53	6,100	5,100	1.31
Forestry, fishing, mining, quarrying, oil and gas	14,900	12,700	4.36	15,400	12,900	3.81	14,500	11,600	3.12	12,500	10,300	2.65
Forestry	x	n/a		5,400	3,800	1.12	7,300	5,600	1.51	4,400	3,400	0.87
Fishing & trapping	x	n/a		5,200	4,700	1.40	3,500	2,400	0.65	3,400	2,600	0.67
...Mining, quarrying, oil and gas extraction	x	n/a		4,800	4,100	1.21	3,800	3,500	0.94	4,700	4,300	1.11
Utilities	4,400	4,300	1.50	4,900	4,600	1.36	4,900	4,700	1.26	4,400	4,300	1.10
Construction	21,200	16,400	5.63	25,200	19,300	5.71	24,400	18,800	5.05	32,900	28,100	7.22
Manufacturing	41,800	37,600	12.90	38,400	33,800	10.00	43,900	37,800	9.95	35,800	31,900	8.20
Services sector	194,800	181,000	62.11	238,400	218,600	64.64	268,200	252,400	67.85	288,600	272,300	70.00
Trade	50,000	45,800	15.72	57,200	52,500	15.52	59,300	55,500	14.92	57,300	53,800	13.82
Transportation and warehousing	17,000	15,800	5.42	18,300	16,500	4.88	20,300	19,200	5.16	18,800	17,500	4.50
Finance, insurance, real estate, leasing	21,100	11,600	4.00	13,600	12,900	3.81	13,500	13,300	3.58	17,500	12,800	3.30
Professional, scientific and technical services	5,500	5,100	1.75	9,000	8,500	2.51	13,800	13,000	3.50	16,900	15,900	4.10
Biz, building & other support services	4,400	3,800	1.30	7,300	6,200	1.83	17,200	15,400	4.14	18,500	17,000	4.37
Education	19,400	18,800	6.45	22,400	21,200	6.27	23,700	22,500	6.05	26,400	25,300	6.50
Health care ²³	23,800	22,700	7.80	36,700	34,900	10.32	42,300	41,000	11.02	51,600	50,400	12.95
Information, culture, and recreation	9,100	8,600	2.95	11,300	10,100	2.99	13,100	12,000	3.23	13,300	12,200	3.14
Accommodations and food services	14,600	12,500	4.29	19,500	16,800	4.97	25,200	23,000	6.18	24,500	21,500	5.50
Other services	15,900	14,900	5.11	18,700	16,900	5.00	16,600	15,400	4.14	16,100	15,400	4.0

²¹ Statistics Canada, CANSIM Table 282-0008 Labour force survey estimates (LFS), by North American Classification System (NAICS), sex and age group, New Brunswick 1981 – 2011.

²² Note: the terms workforce and labour force are used here interchangeably. Definition of workforce/labour force: Number of civilian, non-institutionalized persons 15 years of age and over who, during the reference week, were employed or unemployed. Estimates in thousands, rounded to the nearest hundred.

²³ Note that from 1981 on, this category includes social services like child day care and community food services.

Sector of employment	1981			1991			2001			2011		
	Public admin	22,900	21,300	7.30	24,500	22,200	6.56	23,200	21,900	5.89	27,500	26,200
Undefined industries	7,400			9,000			9,400			8,700		
<i>Unemployed</i>		<i>33,700</i>	<i>11.6</i>		<i>43,000</i>	<i>12.7</i>		<i>41,000</i>	<i>11.0</i>		<i>37,200</i>	<i>9.5</i>

4. Income

In 1961, New Brunswickers earned on average 19 percent less than the Canadian average. They still earn less than other Canadians, but the gap has closed to 8 percent.

Table 4.1 Individual Income New Brunswick and whole of Canada 1961 - 2011^{24,25}

		Ave weekly earnings	Ave weekly earnings NB as % of CAN ave	% of persons in low income ²⁶
1961	NB	*\$63.55	81.3%	n/a
	CAN	*\$78.17		n/a
1971	NB	\$113.36	82.4%	**24.4%
	CAN	\$137.64		**16.4%
1981	NB	\$313.37	88.2%	20.6%
	CAN	\$355.28		15.9%
1991	NB	\$480.62	86.8%	17.0%
	CAN	\$553.42		17.5%
2001	NB	\$589.48	89.8%	13.9%
	CAN	\$656.55		15.5%
2011	NB	\$788.79	92.2%	9.2%
	CAN	\$874.76		12.9%

Table 4.2 Average weekly earnings by sector, New Brunswick, 2011 and 2012 (CDN\$)²⁷

2011		2012	
TOP 5		TOP 5	
Professional, scientific and technical services	1,090.11	Mining and oil and gas extraction	1,340.13
Public administration	1,055.52	Information and cultural industries	1,180.54
Information and cultural industries	956.35	Professional, scientific and technical services	1,077.65
Education Services	955.88	Public administration	1,075.57
Finance and insurance	955.88	Finance and insurance	993.88
LOWEST 5		LOWEST 5	
Administration and support, et cetera	621.91	Other Services	654.05
Other Services	618.95	Administration and support, et cetera	638.30
Arts, entertainment and recreation	523.95	Arts, entertainment and recreation	530.53
Retail trade	503.60	Retail trade	525.56
Accommodation and food service	339.62	Accommodation and food service	363.20
AVE WEEKLY EARNINGS NEW BRUNSWICK	\$788.79	AVE WEEKLY EARNINGS NEW BRUNSWICK	809.35
AVERAGE WEEKLY EARNINGS CANADA	\$874.76	AVERAGE WEEKLY EARNINGS CANADA	896.81
NB ave weekly earnings as % of Canadian ave	90.2%	NB ave weekly earnings as % of Canadian average	90.2%

In 1961, the best-paid jobs in New Brunswick were in the transportation, communication and other utilities sector; manufacturing; and construction, in that order. The lowest paid work was in the service industry. The best-paid jobs paid on average twice as much as the lowest paid employment. However, these figures exclude farm work and employment in the public service, two significant sectors of employment in New Brunswick in 1961. In 1971 and 1981, the highest paid sectors of employment in New Brunswick were construction; transportation, communication and other utilities; and manufacturing

²⁴ Sources: Province of New Brunswick, Office of the Economic Advisor (1964) *A Statistical Report on the New Brunswick Economy*; Province of New Brunswick, Office of the Economic Advisor (1972) *New Brunswick: A Demographic and Economic Profile 1961-1971*. Statistics Canada, CANSIM Table 281-0027 Average weekly earnings (SEPH), by type of employee for selected industries classified using the North American Industry Classification System (NAICS) annual (current dollars) for 2001 – excludes unclassified industries; Province of New Brunswick, Department of Finance (1975, 1985 and 1993) *The New Brunswick Economy: A Report to the Legislative Assembly*, pp 84, 68 & 35, respectively; Statistics Canada, CANSIM Table 202-0804 Persons in low income, by economic family type, annual (1981 – 2011).

²⁵ *The figure for “average weekly earnings” for 1961 is an industrial composite covering only firms with 15 or more employees. Average weekly earnings for 1971 & 1981 are an industrial composite covering only firms with 20 or more employees. **Low income figures for 1971 refer to the proportion of families living below the poverty line, versus percentage of individuals.

²⁶ Using low-income cut-offs before tax, 1992 base.

²⁷ Source: Province of New Brunswick, Department of Finance. *The New Brunswick Economy in Review: 2012*. Fredericton: The Queen’s Printer, 2013; same report for 2011 (2012).

(ranked highest to lowest). The lowest paid sector was the service industry. Those working in the service sector earned on average 51.4 percent what those working in the construction sector in 1971, and 39.6 percent in 1981. In 2012, those working in the accommodations and food services industry (the lowest paid economic sector, employing about 5 percent of the work force) earned on average 27 percent what those working in the best paid sector in the province (mining and oil and gas extraction), or 30.8 percent of what those working in information and culture industries did (this includes information and communications technology companies, which employs around 3 percent of the workforce).²⁸

Table 4.3 Sectors of production in New Brunswick 1961 – 2011 (% of provincial GDP)²⁹

Sector of production	1961	1971	1981	1991	2001	2011
Total Provincial GDP	100.00	100.00	100.00	100.00	100.00	100.00
Goods-producing industries	34.81	32.29	32.46	30.25	28.94	25.55
Service-producing industries	65.19	67.71	67.50	69.75	71.06	74.45
Industrial production	21.79	19.07	22.09	19.12	18.92	17.42
Non-biz sector (public admin, health, educ)			*18.99	26.71	23.47	27.03
Information and communication tech sector						3.45
Energy sector						6.28
Agriculture	3.08	1.67	1.57	1.17	1.55	1.24
Forestry	2.82	1.86	2.22	1.75	1.63	1.52
Fishing and trapping	0.94	0.86	0.69	0.88	0.74	0.42
Mining, quarrying and oil and gas extraction	0.89	1.93	2.18	2.35	1.42	3.47
Utilities	**2.50	**2.64	4.35	4.58	3.60	2.64
Construction	6.18	8.83	5.88	7.33	5.80	6.11
Manufacturing	18.40	14.50	15.56	12.17	13.90	11.08
Wholesale trade				4.17	4.49	4.21
Retail trade				7.50	6.40	6.84
Transportation and warehousing				5.06	5.83	4.80
Finance, insurance, real estate and leasing				14.29	16.92	16.29
• Finance and insurance				3.55		4.86
• Real estate and leasing				10.74		11.43
Prof, scientific and technical services				2.96	2.69	3.30
Management of companies and enterprises						0.45
Admin and support, waste mgt, remedial					1.88	4.04
Education			7.18	6.85	5.60	6.48
Health			6.06	9.15	8.02	9.08
Information and cultural industries				3.52	3.50	2.96
Arts, entertainment and recreation					0.69	0.55
Accommodations and food services			2.35	2.33	2.46	2.02
Other services			***46.2	3.46	2.77	1.95

²⁸ Province of New Brunswick, Office of the Economic Advisor (1964) *A Statistical Report on the New Brunswick Economy*; Province of New Brunswick, Office of the Economic Advisor (1972) *New Brunswick: A Demographic and Economic Profile 1961-1971*. Statistics Canada, CANSIM Table 281-0027 Average weekly earnings (SEPH), by type of employee for selected industries classified using the North American Industry Classification System (NAICS) annual (current dollars) for 2001 – excludes unclassified industries; Province of New Brunswick, Department of Finance (1975, 1985 and 1993) *The New Brunswick Economy: A Report to the Legislative Assembly*, pp 84, 68 & 35, respectively; Province of New Brunswick, Department of Finance. *The New Brunswick Economy in Review: 2012*. Fredericton: The Queen's Printer, 2013; same report for 2011 (2012).

²⁹ Source: Figures for 2011 and 2001 from Statistics Canada, CANSIM Tables 379-0025, 379-0028, and 379-0030; figures for 1991 from Statistics Canada, *Provincial Gross Domestic Product by Industry 1984 – 1999*, CAT 15-203-X1B; figures for 1981 from Province of New Brunswick, New Brunswick Statistics Agency, Cabinet Secretariat, *The New Brunswick Economy 1985*, pg.65; figures for 1971 and 1961 from Province of New Brunswick, Office of the Economic Advisor, *The New Brunswick Economy 1975*, pg.82; and Province of New Brunswick, Office of the Economic Advisor, *The New Brunswick Economy 1965*, Table 14. Note: *does not include federal government services; **figures for electrical power only; *** includes all other services such as transportation and warehousing; real estate and insurance; and trade.

Public administration			*5.75	10.50	9.85	11.47
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While unemployment has increased since 1961, the percentage of New Brunswickers living in poverty has declined by more than 10 percent. As of 2011, the percentage of persons in low income in the province was lower than the Canadian average, but still accounts for 9 percent of the population.

5. Public servants and services

In absolute terms, the size of the civil service in New Brunswick has increased significantly since 1961 at all three levels of government. Likewise, the number of civil servants per capita at the provincial and municipal levels of government has risen dramatically, as it has across the country. Public services and programs delivered by government have also multiplied over the past fifty-two years.

As outlined in table 5.1, New Brunswick currently has more provincial civil servants per capita than the Canadian average, but below average human resource capacity at the municipal level. In addition, the number of federal government jobs in the province relative to the size of the population has declined significantly over the past fifty years, but is still higher than the Canadian average.

While the total number of civil servants at all three levels of government in New Brunswick has increased by 57 percent since 1961, the size of the civil service as a proportion of the total labour force in the province has declined since 1961, from 9.79 percent of the labour force in that year to 7.07 percent in 2011.³⁰ The currently 27,500 public administration jobs in New Brunswick are on average among the best paid in the province.³¹

Table 5.1 Number of residents per civil servant, by province 1961 and 2011³²

PROV	1961 residents per civil servant			2011 number of civil servants			2011 residents per civil servant		
	FED	PROV	LOC	FED	PROV	LOC	FED	PROV	LOC
NB	45.3	320.3	253.2	9,517	9,834	5,974	78.9	76.4	125.7
NS	23.1	373.2	254.0	12,702	12,283	9,216	100.0	75.0	100.0
PEI	44.7	257.1	445.2	3,346	3,797	x	41.9	36.9	x
NFLD	84.1	211.6	429.1	5,628	7,461	x	91.4	69.0	x
QUE	119.6	250.8	155.8	58,745	76,073	95,163	134.5	103.9	83.0
ONT				136,662	83,533	177,313	94.0	153.9	72.5
MAN				12,340	16,750	13,901	98.0	72.1	86.9
SASK				8,302	14,334	14,364	124.5	72.1	71.9
ALTA				19,156	27,332	51,617	190.3	108.8	70.6
BC				32,600	26,562	50,865	135.0	165.7	86.5
CAN avg	64.0	265.2	147.4	300,697	286,662	426,832	111.3	116.8	78.4

³⁰ For period 1981 – 2011 - Statistics Canada, CANSIM Table 282-0008 Labour force survey estimates (LFS), by North American Classification System (NAICS), sex and age group, New Brunswick; for 1961 and 1971 – Census of Canada 1971, Cat.94-740 vol.III - Part 4 (Bulletin 3.4-3), Table 2 Labour Force 15 Years and Over, by Detailed Industry and Sex, for Canada, Regions and Provinces (Place of residence), 1971; Census of Canada 1961, Labour Force 15 Years and Over, by Industry and Sex, for Canada, the provinces and territories, 1961.

³¹ Province of New Brunswick, Department of Finance. *The New Brunswick Economy in Review: 2012*. Fredericton: The Queen's Printer, 2013

³² Source: Census of Canada 2001, 2011; Stats Can CANSIM Table 281-0024; Census of Canada 1961, Labour Force 15 Years and Over, by Industry and Sex, for Canada, the provinces and territories, 1961. Refers to public administration and protective services, and does not include the school system or healthcare workers. Ontario and Quebec have their own provincial police forces, and these employees are included in figures for provincial government; defence employees are included in federal numbers. In New Brunswick (and other provinces), this is a significant portion of federal employees, numbering 9549 out of 13,204 federal employees in the province in 1961.