



Labour Market Bulletin

New Brunswick



October 2015

This Labour Market Bulletin provides an analysis of Labour Force Survey results for the province of New Brunswick, including the regions of Campbellton—Miramichi, Edmundston—Woodstock, Fredericton—Oromocto, Moncton—Richibucto and Saint John—St. Stephen.

OVERVIEW

Employment was up for a third consecutive month in New Brunswick, increasing by 4,100 on a month-over-month basis in October 2015. Most of the monthly job gains can be attributed to an increase in part-time positions. Compared to last year, employment is up by 1% in New Brunswick with the employment rate improving by 0.6 percentage points during that same period. Since October 2014, the labour force has only grown slightly, being far outpaced by job growth. At 57.2% in October, the provincial employment rate reached its highest point since early 2014.

New Brunswick Monthly Labour Force Statistics

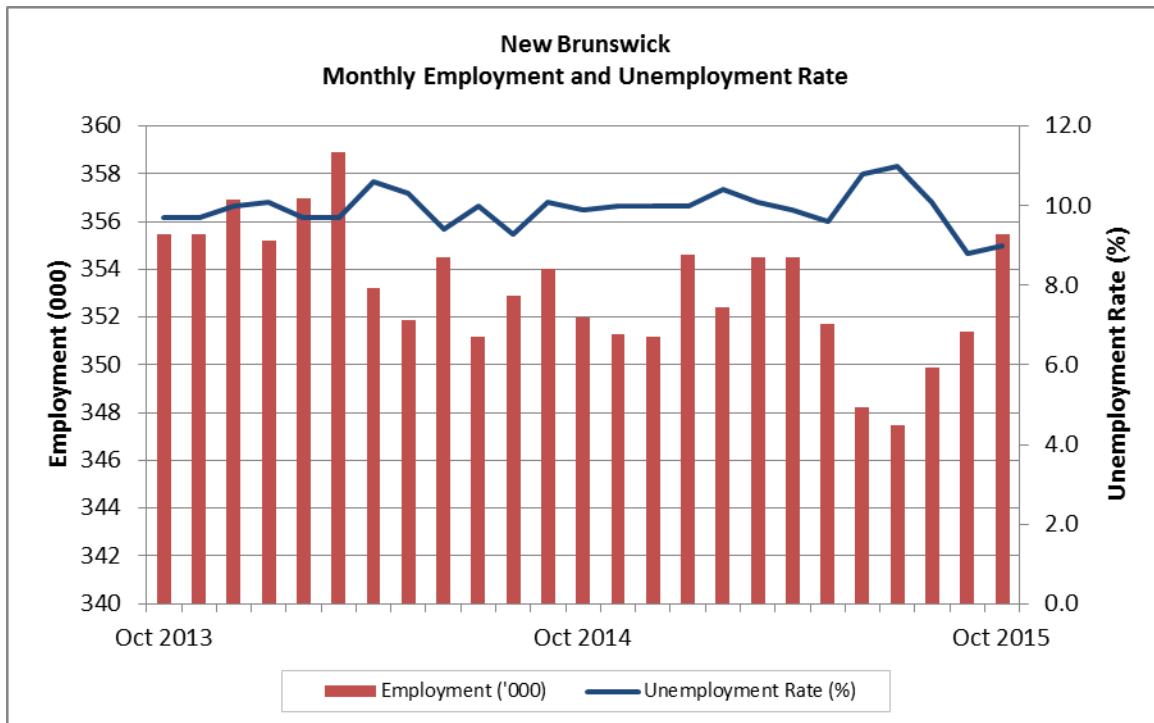
Seasonally Adjusted Monthly Data	Oct 2015	Sept 2015	Oct 2014	Monthly Variation		Yearly Variation	
				Number	%	Number	%
Population 15 + ('000)	621.9	621.8	621.6	0.1	0.0	0.3	0.0
Labour Force ('000)	390.9	385.3	390.5	5.6	1.5	0.4	0.1
Employment ('000)	355.5	351.4	352.0	4.1	1.2	3.5	1.0
Full-Time ('000)	298.5	297.3	296.1	1.2	0.4	2.4	0.8
Part-Time ('000)	57.0	54.1	55.9	2.9	5.4	1.1	2.0
Unemployment ('000)	35.3	34.0	38.5	1.3	3.8	-3.2	-8.3
Unemployment Rate (%)	9.0	8.8	9.9	0.2	-	-0.9	-
Participation Rate (%)	62.9	62.0	62.8	0.9	-	0.1	-
Employment Rate (%)	57.2	56.5	56.6	0.7	-	0.6	-

Note: Totals may not add due to rounding

Source: Statistics Canada Labour Force Survey—CANSIM Table 282-0087

There were more people looking for work in October compared to September 2015, pushing the unemployment rate up slightly to 9%. On a year-over-year basis; however, New Brunswick's unemployment rate was much improved, falling by nearly a full percentage point. Since last year, the unemployed population has decreased by

3,200, or -8%. Workers aged 25 and over accounted for the majority of the year-over-year decrease in the unemployed population, while unemployment held relatively steady for the youth segment.



Almost all of the year-over-year employment growth was concentrated among workers aged 55 and over. There were also more people in this older age bracket participating in the labour force in October 2015, compared to last year. Nevertheless, the unemployment rate among the province’s older cohort fell to 8.1% in October 2015, compared to 10% during the same period last year. For the youth population, most of the labour market indicators have hovered around the same levels since last year. There was a small year-over-year improvement to the youth unemployment rate; however, it was only observed among young women age 15 to 24. Compared to October 2014, the unemployment rate for women aged 15 to 24 fell by 2.2 percentage points to 11.1%. In contrast, the unemployment rate for young men grew by 1.4% points during this same period. At 23% in October 2015, the unemployment rate for men age 15 to 24 was more than double that of their female counterparts.

New Brunswick Monthly Unemployment Rates, by Gender and Age

Seasonally Adjusted Data	Oct 2015	Sept 2015	Oct 2014	Monthly Variation	Yearly Variation
	%	%	%	(% points)	(% points)
Total	9.0	8.8	9.9	0.2	-0.9
25 years and over	7.7	7.2	8.6	0.5	-0.9
Men - 25 years and over	9.7	9.6	9.9	0.1	-0.2
Women - 25 years and over	5.5	4.5	7.2	1.0	-1.7
15 to 24 years	17.4	19.3	17.6	-1.9	-0.2
Men - 15 to 24 years	23.0	25.5	21.6	-2.5	1.4
Women - 15 to 24 years	11.1	11.9	13.3	-0.8	-2.2

Source: Statistics Canada Labour Force Survey – CANSIM Table 282-0087

EMPLOYMENT BY INDUSTRY

Over the past 12 months, employment growth in New Brunswick has been driven by a growing **Services-producing sector**. Compared to October 2014, employment was up by 3%, or 8,200 in this sector. The top three job creating industries over the past year were **Transportation and warehousing** (+4,400); **Trade** (+2,800); and **Accommodation and food services** (+2,200). While there are a number of factors that influence these industries, it is likely that they have all benefited from a depreciating Canadian dollar. Indeed, some New Brunswick-based tourism companies have reported an increased in their number of visitors¹ this year as the province becomes a more attractive destination relative to a US-based alternative. With better buying power in Canada, some Canadians as well as Americans are choosing travel destinations north of the border, which is a boon for the **Accommodation and food services** industry. From a national perspective, travel from Canada to the US has trended downward for the past year, falling by almost 21% on a year-over-year basis in August 2015².

With the value of the loonie decreasing, New Brunswickers are also more likely to do their shopping at home instead of crossing the border or buying from American online sites. In fact, retail sales in New Brunswick were up by close to 4% on a year-over-year basis in August 2015³. Similarly, employment in the province's retail trade industry has risen by 4% since last October.

The Goods-producing sector has been a drag on the provincial economy during the past year, with employment in this sector falling by -6.2% or -4,800 since October 2014. Year-over-year employment declines occurred in all industries within the sector, with the greatest losses coming from the **Construction** industry (-2,400). Limited public and private investments have reduced the province's commercial construction projects in 2015. Furthermore, residential construction is also trending down, with the number of housing starts expected to fall this year compared to 2014⁴.

¹ Global News; August 21, 2015: <http://globalnews.ca/news/2177959/operators-say-tourism-numbers-up-this-summer-in-n-b/>

² Statistics Canada; October 20, 2015: <http://www.statcan.gc.ca/daily-quotidien/151020/dq151020b-eng.htm>

³ Statistics Canada; cansim table 080-0020; 2015

⁴ Conference Board of Canada, provincial outlook 2015

New Brunswick Monthly Labour Force Statistics, by Industry

Seasonally Adjusted Data ('000)	Oct 2015	Sept 2015	Oct 2014	Monthly Variation		Yearly Variation	
				Number	%	Number	%
Total employed, all industries	355.5	351.4	352.0	4.1	1.2	3.5	1.0
Goods-producing sector	72.8	71.0	77.6	1.8	2.5	-4.8	-6.2
Agriculture	4.2	4.0	5.1	0.2	5.0	-0.9	-17.6
Forestry, fishing, mining, quarrying, oil and gas	11.8	11.4	12.6	0.4	3.5	-0.8	-6.3
Utilities	3.6	3.6	3.5	0.0	0.0	0.1	2.9
Construction	24.1	23.6	26.5	0.5	2.1	-2.4	-9.1
Manufacturing	29.2	28.5	29.8	0.7	2.5	-0.6	-2.0
Services-producing sector	282.7	280.3	274.5	2.4	0.9	8.2	3.0
Trade	57.8	56.8	55.0	1.0	1.8	2.8	5.1
Transportation and warehousing	20.5	19.9	16.1	0.6	3.0	4.4	27.3
Finance, insurance, real estate and leasing	14.5	14.6	14.8	-0.1	-0.7	-0.3	-2.0
Professional, scientific and technical services	16.4	16.3	18.1	0.1	0.6	-1.7	-9.4
Business, building and other support services	17.7	17.8	21.0	-0.1	-0.6	-3.3	-15.7
Educational services	27.2	27.0	26.4	0.2	0.7	0.8	3.0
Health care and social assistance	52.9	53.0	51.5	-0.1	-0.2	1.4	2.7
Information, culture and recreation	12.4	12.7	10.6	-0.3	-2.4	1.8	17.0
Accommodation and food services	23.5	22.8	21.3	0.7	3.1	2.2	10.3
Other services	15.9	15.8	16.8	0.1	0.6	-0.9	-5.4
Public administration	23.8	23.5	22.9	0.3	1.3	0.9	3.9

Note: Totals may not add due to rounding

Source: Statistics Canada Labour Force Survey – CANSIM Table 282-0088

REGIONAL ANALYSIS

Employment declined by a year-over-year 2,100 in **Campbellton-Miramichi**, which continues to be the weakest region in the province in terms of employment growth. Aside from the re-opening of Trevali's Caribou Mine, there have not been enough private investments to boost the local economy. The **Construction industry** has been particularly negatively impacted over the past twelve months, with employment declining significantly in this industry since October 2014.

In **Saint John-St. Stephen**, employment was down by 1,300 on a year-over-year basis. Most of the region's job losses since last year can be attributed to declines in **Health Care and Social Assistance**, as well as a decline in the **Educational services** industry. However, there is some positive news coming from **Forestry, fishing, mining, and oil and gas**, where the re-opening of PotashCorp's Picadilly mine has supported some employment growth within the industry over the past year.

Employment was flat in **Edmundston-Woodstock** between October 2014 and October 2015; however, a longer-term trend shows that employment has been declining over the past five years in the region. The regional unemployment rate has dropped since last year, but this was mainly a result of fewer people looking for work.

Moncton-Richibucto posted a modest year-over-year employment gain in October 2015. After a slow start to 2015, the regional labour market has shown some signs of picking up steam during the second half of this year. Moncton-Richibucto continues to hold the lowest unemployment rate in the province at 6.7%, which was substantially better than the provincial average.

Fredericton-Oromocto remains the only sub-region in the province to post notable employment growth since last year. Compared to October 2014, employment increased by 2,400 or 3.8% in the region. Over the past year, employment growth has been driven by job gains in **Health care and social assistance**, as well as **Transportation and warehousing**.

New Brunswick Monthly Labour Force Statistics, by Economic Region

3-Month Moving Averages Seasonally Unadjusted Data	Employment			Unemployment Rate		
	Oct 2015 ('000)	Oct 2014 ('000)	Yearly Variation (%)	Oct 2015 (%)	Oct 2014 (%)	Yearly Variation (% points)
New Brunswick	360.0	361.0	-0.3	8.2	8.7	-0.5
Economic Regions						
Campbellton-Miramichi	63.9	66.0	-3.2	11.5	12.9	-1.4
Moncton-Richibucto	107.9	107.7	0.2	6.7	7.6	-0.9
Saint John-St. Stephen	85.0	86.3	-1.5	7.9	7.8	0.1
Fredericton-Oromocto	66.4	64.0	3.8	7.9	7.2	0.7
Edmundston-Woodstock	36.9	36.9	0.0	8.2	8.9	-0.7

Note: Totals may not add due to rounding

Source: Statistics Canada Labour Force Survey – CANSIM Table 282-0122

Note: In preparing this document, the authors have taken care to provide clients with labour market information that is timely and accurate at the time of publication. Since labour market conditions are dynamic, some of the information presented here may have changed since this document was published. Users are encouraged to also refer to other sources for additional information on the local economy and labour market. Information contained in this document does not necessarily reflect official policies of Employment and Social Development Canada.

Prepared by: Labour Market Analysis Directorate, Service Canada, Atlantic Region

For further information, please contact the LMI team at:

NC-LMI-IMT-GD@hrsdc-rhdcc.gc.ca

For information on the Labour Force Survey, please visit the Statistics Canada Web site at: www.statcan.gc.ca

© Her Majesty the Queen in Right of Canada as represented by Employment and Social Development Canada, 2015, all rights reserved