

Leading the Pack

A Demographic and Economic Profile of the Community of Saint Quentin



Richard Saillant
Economist

(image : Ville de Saint-Quentin)

November 2018

Contents

- CONTENTSI
- EXECUTIVE SUMMARY.....I
- INTRODUCTION 1
- POPULATION GROWTH 3
 - LONGER-TERM TRENDS 4
- POPULATION DISTRIBUTION BY AGE 7
 - EVOLUTION OF SAINT QUENTIN’S AGE PYRAMID..... 8
 - MIGRATION (INCLUDING IMMIGRATION) 10
- LABOUR MARKET 12
 - UNEMPLOYMENT RATE 15
 - EMPLOYMENT RATE 15
 - PARTICIPATION RATE..... 15
 - NUMBER OF WORKERS, FULL-TIME AND PART-TIME EMPLOYMENT..... 15
 - CLASSES OF WORKERS (EMPLOYED VS. SELF-EMPLOYED)..... 18
- EMPLOYMENT INCOME (WAGE BILL) 19
 - AVERAGE ECONOMY-WIDE EMPLOYMENT INCOME..... 19
 - AVERAGE EMPLOYMENT INCOME IN THE PRIVATE SECTOR 21
 - EMPLOYMENT INCOME PER CAPITA IN THE PRIVATE SECTOR 22
- CONCLUSION 24

Executive Summary

Saint Quentin stands apart from the rest of Restigouche County for the strength of its economy. In fact, Saint Quentin is among the most dynamic communities in French-speaking New Brunswick. The town's economic vigor is not new and is clearly visible in a number of different areas. This report offers a portrait of Saint Quentin in the following three areas: demographics, labour market, and local wealth creation.

To do this, the report draws primarily on the data from the 2016 and previous censuses. Statistics Canada divides Saint-Quentin into two distinct subdivisions: *Saint-Quentin Town* and *Saint-Quentin Parish*, the latter including the surrounding population (see map on page 2). In most cases, the data presented in this report covers Saint-Quentin Town and Parish separately, as well as the two together. In this document, the term *community of Saint-Quentin* is used to designate the combination of both the town and the parish of Saint-Quentin.

The following is a summary of the report's main findings.

Population Growth

- Saint Quentin is among the communities that posted the largest population growth during the 2011-2016 intercensal period. In fact, while New Brunswick stood out as the only Canadian province to post a population decrease, the community of Saint Quentin recorded a 4.0% spike during this period. For its part, the town of Saint Quentin ranks third among all 35 cities and towns in New Brunswick, with a 4.7% increase. The contrast with the rest of Restigouche County is striking: on the whole, the county has lost 5.0% of its residents between 2011 and 2016.
- For several reasons that will be discussed further on, the community's population growth prospects are favourable. We should therefore expect the gap between Saint Quentin and most other communities in Restigouche County and in rural New Brunswick to widen.

Age Pyramid and Migration

- New Brunswick's population is one of the oldest and fastest aging in the country. French-speaking New Brunswick is noticeably older than the rest of the province, a reflection of its more rural condition. However, some big differences exist within this part of the province. The community of Saint Quentin is one of the youngest of all French-speaking New Brunswick communities. For example, Saint Quentin Town ranks third among the 16 towns and villages that are either French-speaking or have a large French-speaking population. The contrast with the other main population centres in Restigouche County is particularly striking. Saint Quentin's median age (48.6 years) is ten years lower than that of Dalhousie (58.4 years). The percentage of people aged 65 and over is almost 50% higher in Dalhousie than in Saint Quentin.

- Saint Quentin's age pyramid suggests that the community may experience significant labour shortage in coming years. In 2016, the community of Saint Quentin had 685 residents aged 55 to 64 versus just 380 youth between ages 10 and 19. To compensate the expected labour shortage, the community will have to ramp up its efforts to attract individuals and families from beyond its borders.
- Although limited, the data available suggests that a growing number of people have settled in Saint Quentin in recent years, thus attesting to the community's great potential as a place to live and work.

Labour Market

- The participation rate (the percentage of residents aged 15 and over who are currently employed or are actively looking for employment) is a good indicator of a community's or a region's economic strength. According to the 2016 census, Saint Quentin's participation rate (63%) was slightly higher than the provincial average (62%) and stood well above that of Bathurst (50%), Campbellton (53%) or the Restigouche County average (55%).
- Still according to the 2016 census, approximately 69% of Saint Quentin's population aged 15 and over reported having worked at a given time during the year 2015. This is very high rate. In all of Restigouche County, it was 58%. As for the provincial average, it stood at 65%. Of all the Saint Quentin Town residents who reported having worked in 2015, approximately half of them (52%) had a full-year, full-time job. In the case of Saint Quentin Parish, the proportion fell to just over one third (36 %). The gap suggests that seasonal work is much more important in Saint Quentin Parish than in Saint Quentin Town. At the county level, 45% of Restigouche County workers reported having had a full-time and full-year job, whereas in New Brunswick as a whole the rate was 50 %.

Employment Income and Wage Bill

- Employment income refers to the income received from employment, whether as an employee or as an independent worker. In 2016, the average employment income in Saint Quentin was \$32,561. This figure is comparable to other towns in Restigouche County such as Campbellton (\$34,574) and Dalhousie (\$33,429). New Brunswick's average was \$37,611.
- However, this is the average employment income for the whole of the economy, i.e. both the public and private sectors. Public sector jobs are relatively scarce in Saint Quentin, where only one worker in five (20%) works in the fields of education, health care and social assistance, or public administration. In Campbellton and Dalhousie, the rate is almost twice as high (39%), while the provincial average is approximately 29%.
- Employment in the public sector does not reflect the economic strength of local communities as much as the local need for public services and government decisions regarding the location of the different service centres. To ascertain the strength of Saint Quentin's economy and compare it to other communities, we must therefore remove the

effect of employment in the public sector and focus on the employment income of the private sector.

- On this count, Saint Quentin stands out for a much higher average employment income than the rest of the Restigouche County. Compared to Dalhousie and Campbellton, Saint Quentin's average employment income is approximately 30% higher. We can get an even more comprehensive view of Saint Quentin's economic strength by examining employment income per capita, which not only accounts for the fact that private sector workers receive a higher annual income, but also that they are proportionately more numerous. According to our estimations, employment income per capita in the private sector is two and a half times higher in Saint Quentin than in Dalhousie and almost twice that of Campbellton. Finally, the community surpasses the provincial average by 3%.

To sum up, the report shows that Saint Quentin enjoys a prosperous and dynamic economy. This translates into a younger population that ages more slowly than in most other French-speaking and rural communities of New Brunswick. This also results in higher private sector employment rates and salaries, as well as a greater presence of this sector in the local economy.

Recent trends show that Saint Quentin runs the risk of facing a significant labour shortage in the years to come. To address this, Saint Quentin must be able to offer an attractive environment for people to move and settle. Although the ingredients for success are there, including good jobs, it is also important to secure quality local public services at all government levels (federal, provincial and municipal). Saint Quentin makes an oversized contribution to the economy of Restigouche County and the province. Yet, the public sector—which consists primarily of employees in the health care and education areas—is much less present in Saint Quentin than in other municipalities like Campbellton and Dalhousie, or even the province as a whole.

Introduction

This report presents a demographic profile of the community of Saint-Quentin, drawing primarily on the data collected during the 2016 census and previous ones.

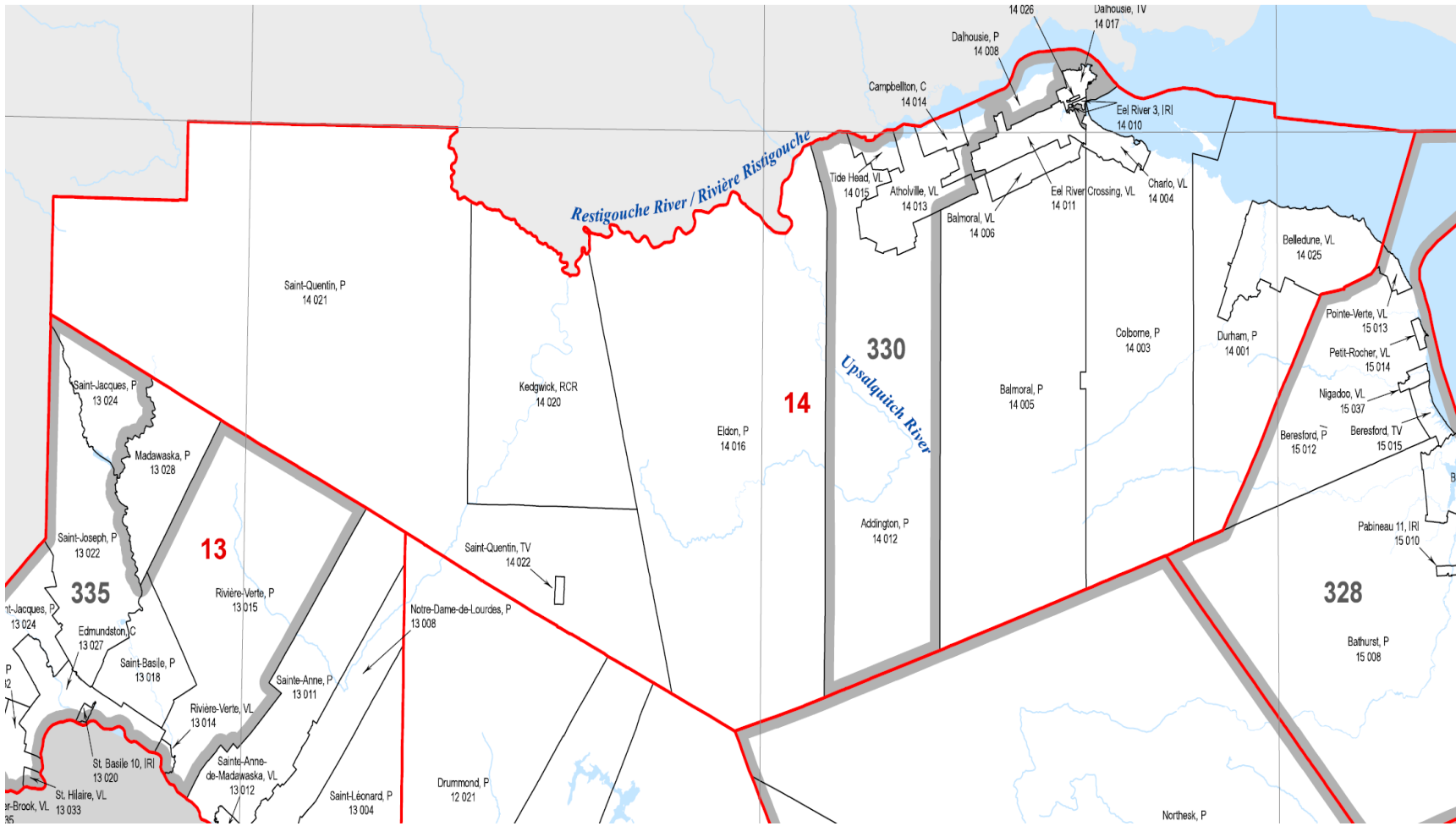
Statistics Canada divides Saint-Quentin into two distinct subdivisions: *Saint-Quentin Town* and *Saint-Quentin Parish*, the latter including the surrounding population (see map on page 2). In most cases, the data presented in this report covers Saint-Quentin Town and Parish separately, as well as the two together. In this document, the term *community of Saint-Quentin* is used to designate the combination of both the town and the parish of Saint-Quentin.

The report compares the community of Saint-Quentin with the rest of Restigouche County, the province's French-speaking and Northern communities, as well as the province as a whole. The analysis covers three main areas:

- Demographics: population growth, distribution by age group, migration;
- Labour: unemployment rate, employment rate, participation rate, full time or part time jobs, full-year work and class of workers (employed or self-employed); and
- Employment income or wage bill: average employment income in the economy, average employment income in the private sector and employment income per inhabitant in the private sector.

As we shall see, the report paints a very favourable picture of the demographic and economic health of the Saint-Quentin community. In fact, the community stands clearly apart from the rest of the Restigouche County and is even among the most dynamic of French-speaking New Brunswick.

Map 1: Restigouche County, Subdivisions and Census



Notes: the bold lines indicate the borders of the census areas of Campbellton (330) and Edmundston (335). Census subdivisions are identified with a 5-digit number. The Restigouche County (14) borders are illustrated in red.

Source: Statistics Canada.

Population Growth

According to the latest census (2016), New Brunswick is the only province in Canada that saw its population decline, a drop of 0.5% between 2011 and 2016. Restigouche County is one of the hardest hit by New Brunswick's demographic decline. During the intercensal period, its population went from 32,594 to 30,955 inhabitants, i.e. a 5.0% drop. Only the counties of Victoria (-6.5%) and Queens (-5.5%) posted larger drops.

However, as illustrated in Table 1, Saint Quentin stands clearly apart from the rest of Restigouche County. Indeed, far from decreasing, the population of Saint Quentin Town jumped from 2,095 to 2,194 inhabitants, a gain of 4.7%. For its part, Saint Quentin Parish also saw its population grow from 1,489 to 1,532, an increase of 2.9%. In total, the population of Saint Quentin went from 3,584 to 3,726, up 4.0%.

Table 1. Population Growth

	Population		
	2016	2011	Variation
Restigouche-west*	6,362	6,371	-0.1 %
Saint-Quentin, town (T)	2,194	2,095	4.7 %
Saint-Quentin, parish (P)	1,532	1,489	2.9 %
<i>Saint-Quentin, town and parish (T&P)</i>	<i>3,726</i>	<i>3,584</i>	<i>4.0 %</i>
Kedgwick, rural community (RC)	1,979	2,089	-5.3 %
Eldon (P)	657	698	-5.9 %
Restigouche-centre*	20,563	21,942	-6.3 %
Restigouche-east*	4,030	4,281	-5.9 %
Restigouche, total	30,955	32,594	-5.0 %

*Restigouche-west comprises four censal subdivisions: Saint Quentin Town, Saint Quentin Parish, Kedgwick Rural Community and Eldon Parish. Restigouche-centre contains 10 sub-divisions: Addington Parish, Tide Head Village, Atholville Village, Campbellton Town, Dalhousie Parish, Indian Ranch Indian Reservation, Dalhousie Town, Eel River 3 Indian Reservation, Eel River Crossing Village, Balmoral Parish and Balmoral Village. Restigouche-east encompasses Charlo Village, Colborne Parish, Durham Parish and Belledune Village. Source: 2016 census.

Saint Quentin is the only community in Restigouche County that recorded a population increase during the five years preceding the 2016 census¹. The contrast with other communities in Restigouche County is striking: the rural community of Kedgwick lost 5.3% of its population, the city of Campbellton lost 6.8% and the town of Dalhousie was in freefall, posting an 11.0% drop.

¹ If we exclude censal sub-divisions with a very small population, such as the native reservations of Indian Ranch (pop. 89) and Eel River 3 (pop. 329), as well as Balmoral parish (pop. 278).

But Saint Quentin not only stands out from other communities in Restigouche County, it also does so at provincial level. In fact, of the 35 cities and towns of New Brunswick (including the regional municipality of Tracadie), Saint Quentin ranks third in terms of population growth between 2011 and 2016. Only Shediac (+10.1%) and Dieppe (+8.9%) recorded stronger growth. In contrast, Campbellton and Dalhousie occupy bottom rungs (ranking 32nd and 35th, respectively). Finally, if the rural municipality of Kedgwick had city or town status, it would be in the 29th position.

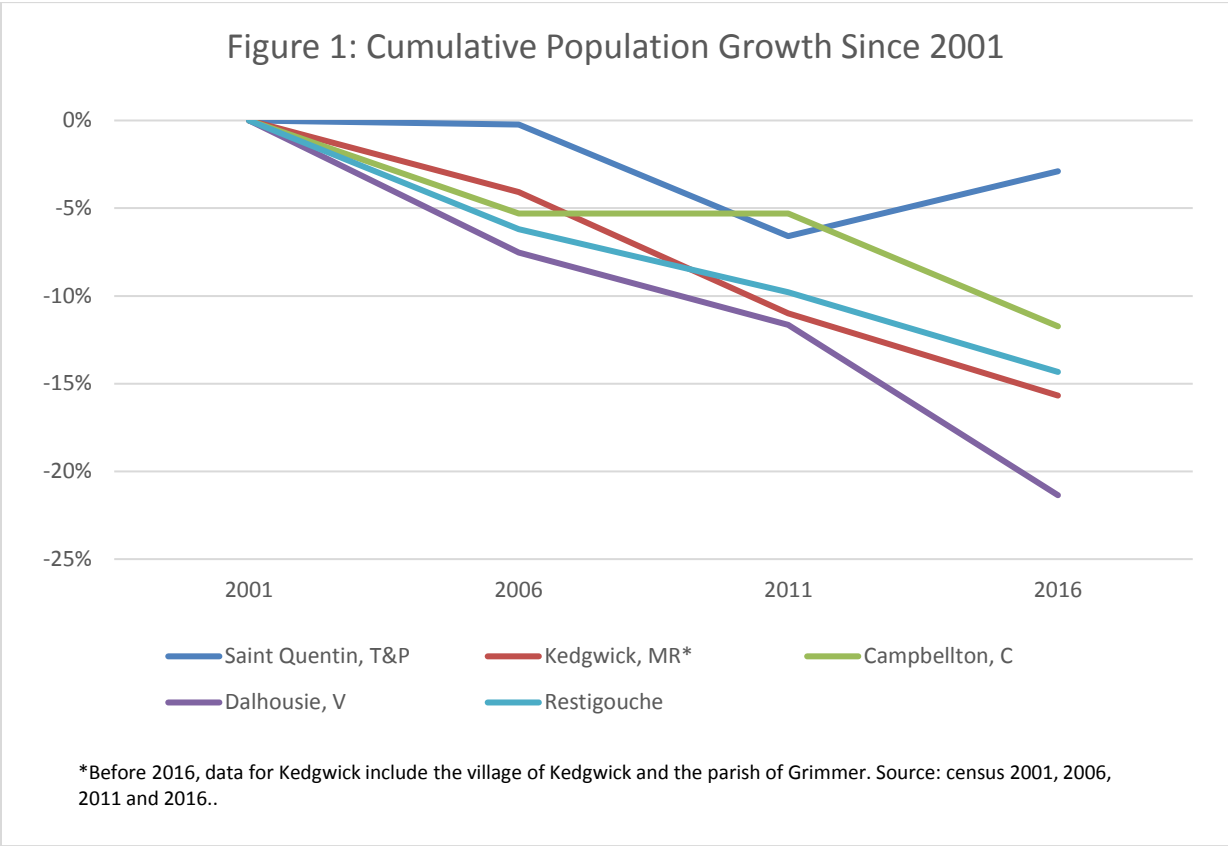
Table 2. Population Growth, Cities and Towns of New Brunswick*

	Population		Variation
	2016	2011	
1. Shediac	6,664	6,053	10.1 %
2. Dieppe	25,384	23,310	8.9 %
3. Saint-Quentin	2,194	2,095	4.7 %
4. Moncton	71,889	69,074	4.1 %
5. Fredericton	58,220	56,224	3.6 %
6. Edmundston	16,580	16,032	3.4 %
7. Oromocto	9,223	8,932	3.3 %
8. Riverview	19,667	19,128	2.8 %
9. Caraquet	4,248	4,169	1.9 %
10. Quispamsis	18,245	17,941	1.7 %
...			
31. Grand-Sault	5,326	5,706	-6.7 %
32. Campbellton	6,883	7,385	-6.8 %
33. Lamèque	1,285	1,432	-10.3 %
34. Nackawic	941	1,049	-10.3 %
35. Dalhousie	3,126	3,512	-11.0 %

*Includes the regional municipality of Tracadie. Source: 2016 census.

Longer-term Trends

The population of Saint Quentin was slightly smaller in 2016 than at the turn of the millennium, during the 2001 census. The combined population of Saint Quentin Town and Parish was 3,837 in 2001, compared to 3,726 fifteen years later, a 2.9% drop. However, this is a very slight decrease compared to the rest of Restigouche County. As a whole, the county's population has fallen 14.3%. For its part, Kedgwick has suffered an even sharper decrease than Restigouche County (-15.7%). Finally the town most severely stricken by demographic decline, Dalhousie, has lost just over a fifth of its inhabitants (-21.4%).



A closer inspection of the evolution of Saint Quentin reveals that the population only declined between the years 2006 and 2011. Indeed, the community of Saint Quentin had approximately the same number of residents in 2006 than in 2001, while its population actually grew between 2011 and 2016.

Trying to explain the recent growth of Saint Quentin's population is not easy, as it involves a number of variables that affect the demographic trajectories of communities and regions. However, one factor appears to have played a key role: population aging.

In 2011, the oldest baby boomers reached the age-65 mark, the official retirement age in Canada. Although more and more people continue to work beyond this age, the fact is that most people will retire before reaching age 66. When more people retire from the workforce, as is the case since the turn of the decade, more young people are able to find work locally, which means they do not have to move outside the community. In turn, if most baby boomers decide to remain in Saint Quentin after retirement, the community's population may experience an increase, even if the number of jobs remains the same.

Unfortunately, we cannot confirm whether baby boomers gradually retiring is the main cause of Saint Quentin's recent population growth. To do that, we would need data on employment between 2011 and 2016. Unfortunately, with the federal government's decision to eliminate the long-form questionnaire (which has since been reversed), employment data are not available for the 2011 census. That said, data are available for the 2006 and 2016 censuses. The number of jobs in Saint Quentin was basically the same in 2016 as a decade before.

Population Distribution by Age

It is a well-known fact that New Brunswick has one of the oldest and fastest aging populations in Canada. One key indicator to measure a population's age is *median age*, i.e. the age that divides the population into two identical halves, one younger and one older. At the time of the 2016 census, Canada's median age was 41.2 years. In New Brunswick, the median age was 45.7, second only to Newfoundland and Labrador.

French-speaking New Brunswick is clearly older than the rest of the province. Table 3 shows that, of all French-speaking cities and towns and those with a large French-speaking population, only Dieppe—which is part of Greater Moncton—has a median age below the rest of the province and even the national average. The fact that French-speaking New Brunswick is primarily a rural area largely explains why its population is older than the rest of the province.

Table 3. Median Age and Population Distribution by Age, French-speaking Cities and Towns or with a Large French-speaking Population

	Median age	14 and younger	15 to 64	65 and over
1. Dieppe	39.1	18.1 %	67.8 %	14.1 %
2. Saint-Léonard	46.4	15.8 %	61.9 %	22.3 %
3. Saint Quentin	48.6	13.7 %	63.8 %	22.3 %
4. Tracadie	49.3	12.0 %	66.6 %	21.4 %
5. Beresford	50.2	12.3 %	65.1 %	22.8 %
6. Shippagan	50.2	13.4 %	62.0 %	24.6 %
7. Caraquet	50.5	11.6 %	64.4 %	24.0 %
8. Grand-Sault	50.7	13.7 %	61.9 %	24.4 %
9. Edmundston	51.3	13.0 %	61.4 %	25.6 %
10. Shediac	51.4	12.0 %	59.7 %	28.3 %
11. Bouctouche	51.5	11.2 %	63.6 %	25.4 %
12. Campbellton	51.6	12.9 %	60.9 %	26.2 %
13. Bathurst	52.5	11.5 %	59.7 %	28.8 %
14. Lamèque	54.0	11.7 %	56.0 %	32.3 %
15. Richibucto	55.2	11.1 %	57.7 %	31.2 %
16. Dalhousie	58.4	8.6 %	54.2 %	36.9 %

Note: Data for the population within each city and town only (except for Tracadie, which now has a “regional municipality” status). Neighbouring communities and territories are excluded. Percentages have been rounded; therefore the total sum for the different age groups is not always 100.0%. Source: 2016 census.

There are, however, big differences between the oldest and youngest French-speaking communities, as shown in Table 3. For example, the town of Saint Quentin is one of New Brunswick's youngest French-speaking communities, ranking third in terms of its median age.

Of all the cities and towns of northern New Brunswick, only Saint Léonard has a lower median age. Saint Quentin is roughly three years younger than Edmundston and Campbellton, four years younger than Bathurst, and almost ten years younger than Dalhousie.

A community's population age distribution is a reflection of its current and past economic vitality. For example, the town of Dalhousie has the lowest percentage of people of working age and the highest rate of seniors (more than a third of the population). The reason is that the town has lost several large employers over the years and has experienced difficulties finding new sources of economic activity. Conversely, Greater Moncton has seen rapid growth in recent decades, and this translates into a younger population in Dieppe.

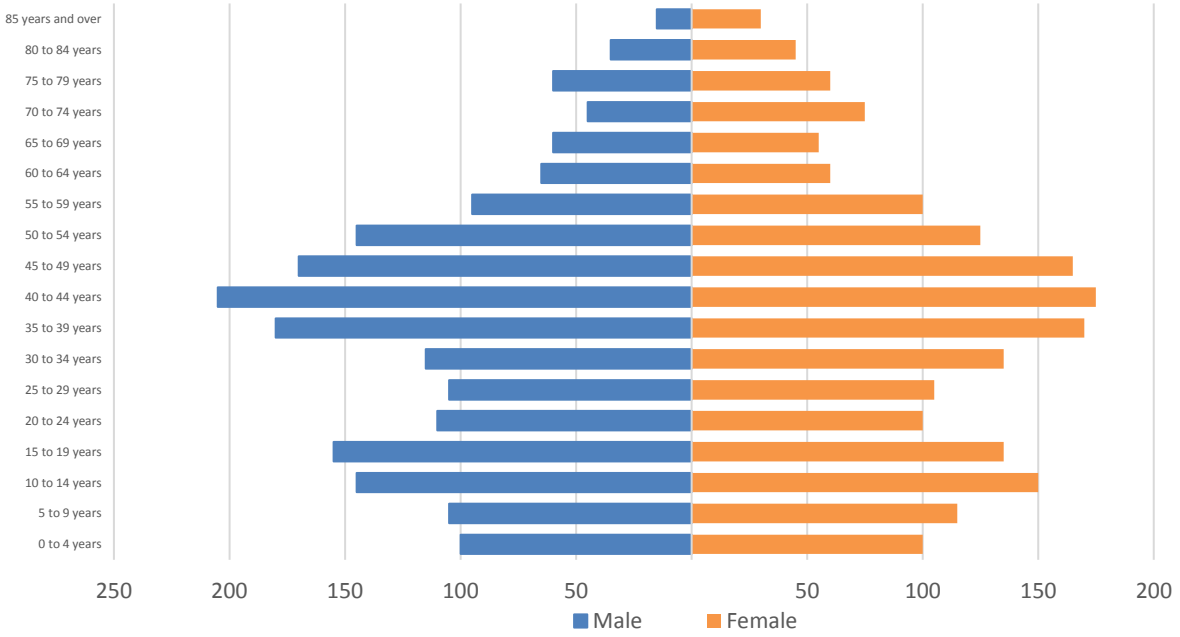
In 2016, Saint Quentin had the lowest concentration of people over 65, ex-aequo with the town of Saint Léonard. Conversely, it had the third largest concentration of youth between the ages of 0 and 14. As regards people of working age, it ranked 5th after Dieppe, Tracadie, Beresford and Caraquet. Having said this, only Dieppe is actually younger than Saint Quentin; for the most part, the other three only feature a higher percentage of people of working age because they have a lower percentage of youth.

Evolution of Saint Quentin's Age Pyramid

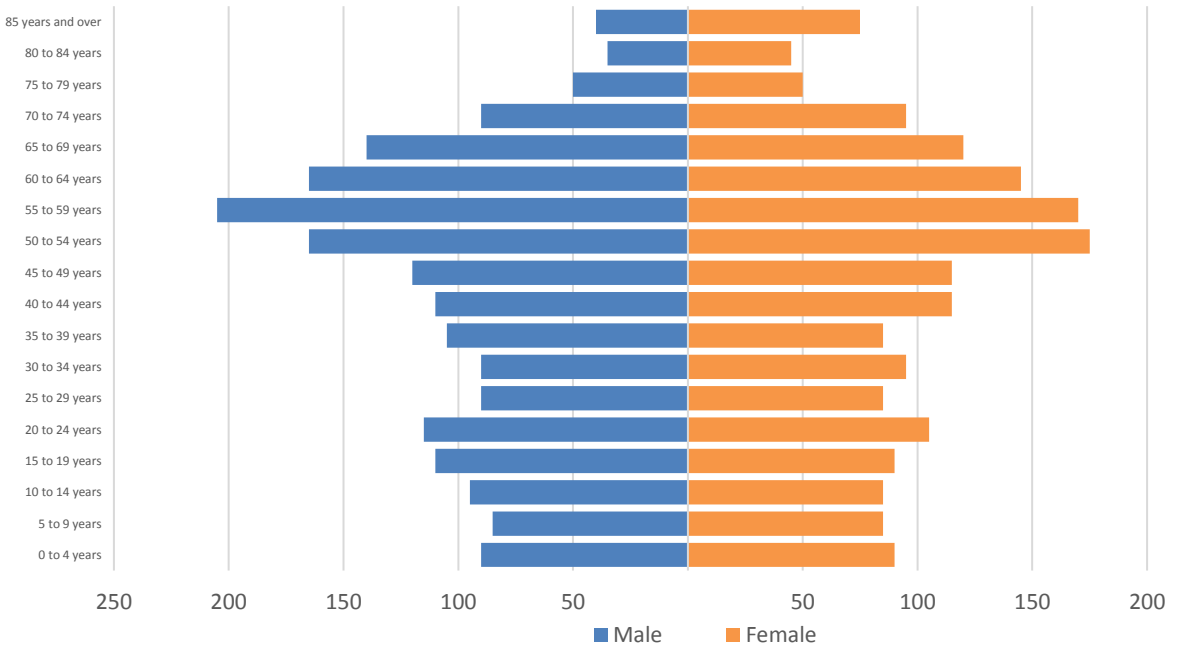
Figures 2 and 2a present Saint Quentin's age pyramid for the 2001 and 2016 censuses.

The baby boomer generation consists of people born between 1946 and 1965. Both in 2001 and 2016, baby boomers constituted the largest age group not only in Saint Quentin, but also elsewhere in New Brunswick. In 2001, the oldest baby boomers turned 55 while the youngest reached 36. In other words, the whole of the baby boomer generation was in the prime of its working life. In 2016, the first baby boomers turned 70 while the youngest ones turned 51. Older baby boomers are now for the most part retired. The rest will gradually retire from the labour market over the next 15 years.

**Figure 2: Age Pyramid, Saint Quentin (Town and Parish)
Census 2001**



**Figure 2a: Age Pyramid, Saint Quentin (Town and Parish)
Census 2016**



In 2001, Saint Quentin had approximately 600 youth between the ages of 10 and 19. In 2016 the number of adults between ages 25 and 34, i.e. those aged 10-19 in 2001, stood at approximately 450. It is important to remember that during the decade of 2000-2010, all baby boomers were still of working age (14 to 65 years). It is therefore highly probable that a sizeable number of youth from Saint Quentin had to leave the region due to a lack of local jobs.

The gradual retirement of baby boomers creates new opportunities for younger workers, which suggests Saint Quentin may be able to keep more of them in the years to come. However, the local labour force in Saint Quentin will likely not suffice to maintain the current level of economic activity. In 2016, Saint Quentin had approximately 685 residents between the ages of 55 and 64. From now until 2026, this group will progressively reach the official retirement age of 65. The number of youth in Saint Quentin is clearly not enough to replace these older workers. In 2016, Saint Quentin had 380 youth between the ages of 10-19, i.e. almost half of the number of baby boomers aged 55-64 years. Moreover, as is the case everywhere else, many of these youth will likely leave the community to attend college and accept a job in a community other than Saint Quentin afterwards. In other words, the number of youth locally available to replace retiring baby boomers will be even weaker than what may be inferred from Figure 2a.

To sum up, unless it proves possible to lower demand for local labour through technological automation, it is clear that Saint Quentin will have to attract many workers from outside its borders in the years ahead. These workers will be necessary not only to maintain the community's current economic base but also to respond to the needs of an aging population; seniors, especially the oldest among them, tend to consume more goods and services produced locally, such as housekeeping, health care, etc.

Migration (Including Immigration)

Saint Quentin welcomes a very small number of immigrants. Statistics Canada data shows that no immigrants seem to have moved to the community directly between 2011 and 2016. It is possible, however, that people having recently immigrated to Canada may have chosen Saint Quentin as their place of residence during this period after having first settled elsewhere in the country.

Immigration is one of two sources of new residents coming from outside. The other is domestic migration, i.e. Canadians settling in Saint Quentin. Census data are insufficient to get an overall view of migration in Saint Quentin, that is, how many people have left and how many came to the community. In fact, the data only allow us to determine how many people have moved to Saint Quentin over the years, that is, those people residing in Saint Quentin at the time of the census who declared having lived elsewhere one or five years prior to the census date. Moreover, Statistics Canada's decision to eliminate the long-form questionnaire

in 2011 prevented obtaining this type of data for the 2011 census. However, data is available for the 2006 census and suggests that a larger number of migrants coming from elsewhere in Canada have made a home in Saint Quentin between 2011 and 2016 than between 2001 and 2006. Between 2011 and 2016, 260 residents from outside Canada established themselves in Saint Quentin Town or Parish. Of them, 40 had lived outside New Brunswick before. Between 2001 and 2006, only 155 people from outside Canada established themselves in the town or the parish, including 40 people from outside New Brunswick.

Since data covering the 2006-2011 period is not available, ascertaining the actual role of mobility in Saint Quentin's population growth between 2011 and 2016 is not possible. Still, the fact that more people moved to Saint Quentin in 2011-2016 than in 2001-2006 is indicative that more jobs were available in the community in recent years than before.

Labour Market

Each month, Statistics Canada releases the results of its Labour Force Survey. The survey presents the various data sets regarding participation in the labour market that are now familiar to us, such as employment, unemployment, participation rate, employment rate and unemployment rate.

- The labour market participation rate refers to the percentage of the working age population (15 years and higher) that is part of the labour force (people having a job or are actively looking for a job).
- The employment rate refers to the percentage of the working age population that is currently employed.
- The unemployment rate refers to the percentage of the working age population who do not have a job but is actively looking for one.

Unfortunately, monthly data is generally not available at the community level. The smallest geographic scale for which regular data is available is the *economic region*. Saint Quentin is part of the economic region called “Campbellton-Miramichi”, which covers approximately one third of New Brunswick's total area and runs from the border with Quebec in the Saint Quentin Parish to Escuminac and Boiestown. We must therefore rely on census data to get a sense of how Saint-Quentin stacks up on the labour market indicators listed above.

It is, however, a known fact that some labour market statistics are quite volatile. This is particularly the case for employment and unemployment data, which changes not only from one year to the next following economic cycles, but also from one month to the next depending on seasons. The impact of seasonality is especially pronounced on small communities that are primarily dependent on seasonal industries such as fishing, agriculture and forestry.

It is therefore important to take note of when employment and unemployment data was collected for the 2016 census. The data presented in Table 4 was collected during the week of Sunday May 1 through Saturday May 7, 2016 and covers a sample spanning 25% of the population of each census sub-division. This is raw data, which means it has not been adjusted for seasonality. With these precisions, we can now move to Table 4, which presents the participation, employment and unemployment rates for Saint Quentin and some other communities of Restigouche County, as well as the rest of New Brunswick.

Table 4: Main Labour Force Indicators

	Saint Quentin (T)	Saint Quentin (P)	Saint Quentin (T&P)	Kedgwick (RM)	Campbellton (C)	Dalhousie (T)	Edmundston (C)	Bathurst (C)	Dieppe (C)	Restigouche	New Brunswick
Population 15+	1,780	1,285	3,065	1,695	5,485	2,660	13,540	10,010	20,270	26 230	620 390
Working Population	1 055	880	1 935	1 060	2 905	1 160	7 940	4 965	14,340	14 330	381 790
Employed people	960	710	1,670	835	2,585	975	7,315	4 360	13,375	12 090	339 045
Unemployed people	95	170	265	230	320	185	625	610	965	2 240	42 745
Not in the labour force	725	410	1,135	630	2,580	1,510	5,600	5,045	5,930	11 900	238 600
Participation rate	59.3 %	68.5 %	63.1 %	62.5 %	53.0 %	43.6 %	58.6 %	49.6 %	70.7 %	54,6 %	61,5 %
Employment rate	53.9 %	55.3 %	54.5 %	49.3 %	47.1 %	36.7 %	54.0 %	43.6 %	66.0 %	46,1 %	54,7 %
Unemployment rate	9.0 %	19.3 %	13.7 %	21.7 %	11.0 %	15.9 %	7.9 %	12.3 %	6.7 %	15,6 %	11,2 %

Source: 2016 census, week of May 1 through 7.

Unemployment Rate

A quick glance at the data reveals there was a clear gap between the unemployment rates of Saint Quentin Town and Parish. Within the town limits, the unemployment rate was lower than almost anywhere else in Restigouche County; it was in fact well below the provincial average. In contrast, in Saint Quentin Parish the unemployment rate almost double that of the town. Although a number of reasons may explain this gap, the most likely one is seasonal work. As we shall see below, Saint Quentin Parish seems to have a greater share of seasonal workers than the town. The data on unemployment data covers all unemployed workers, including seasonal workers who receive employment insurance. The larger the number of seasonal workers in a given community, the more the unemployment rate is likely to fluctuate during the year.

Employment Rate

Saint Quentin's employment rate was much higher than elsewhere in Restigouche County. Among other communities in the north of the province, it was fairly similar to Edmundston's but almost 25% (ten percentage points) higher than in Bathurst. Finally, Saint Quentin's employment rate was comparable to the provincial average.

Participation Rate

Of all three indicators –unemployment rate, employment rate and participation rate– the latter is without doubt the one that gives the best overall sense of the strength of Saint Quentin's labour market. As discussed above, seasonal work introduces an element of volatility in monthly employment and unemployment data for Saint Quentin. The participation rate is much less affected by such volatility. It also offers a more comprehensive picture of the size of the workforce available to local employers.

Here too, this indicator shows the strength of Saint Quentin's economy, with 63.1% of the population over 15 years in the labour market. This is more than any of the municipalities presented in Table 4, except for Dieppe, and clearly higher than New Brunswick's average. Saint Quentin's participation rate was higher than Bathurst's by almost 25% (14 percentage points) and Dalhousie's by roughly 50% (20 percentage points).

Number of Workers, Full-time and Part-time Employment

The data we just discussed provide a snapshot of labour market situation at a precise point in time, i.e. the week of May 1 through 7, 2016. The 2016 census also provides a data series that allow us to better ascertain other aspects of Saint Quentin's labour market, such as full-time and part-time employment as well as the importance of seasonal work. The data pertains to the year 2015.

Let's begin by participation in the labour market. Table 5 shows that approximately two thirds (66.3%) of the population aged 15 and over in Saint Quentin Town reported having worked at a given time during 2015. In Saint Quentin Parish, the proportion was roughly three quarters (72.8%), for a community average of 69%. These rates are particularly high. For Restigouche County as whole, less than 3 out of 5 adults (58.4%) reported having worked in 2015. The average for New Brunswick was 64.9%.

Among the residents of Saint Quentin Town who reported having worked in 2015, more than half (52.1%) worked on a full-time basis for the whole year, i.e. at least 30 hours per week for no fewer than 49 weeks during the year. For Saint Quentin Parish, this proportion fell to just over one third (35.8%). This gap suggests that seasonal work is much more important in Saint Quentin Parish than in Saint Quentin Town. In general, towns –which concentrate most public services and more employers in the services and manufacturing industries– tend to have higher full-time employment rates. At the county level, 45% of Restigouche County workers reported having had a full-time and full-year job, whereas in New Brunswick as a whole the rate was 50 %².

The seasonal nature of the labour force in Saint Quentin Parish versus Town is also reflected in the average number of weeks worked during the year. In 2015, this number was 36.9 weeks in the parish and 42.2 weeks in the town, for a combined total of 40 weeks. In the whole of Restigouche County, the average number of weeks worked was 39.2 versus 41 for New Brunswick.

² . These figures may seem low. However, we should remember that a large number of people work part-time or only a part of the year. This group includes students, seasonal workers and numerous other people who, for one reason or another, do not work the full year.

Table 5: Labour Market Participation Statistics for 2015

	Saint- Quentin (T)	Saint Quentin (P)	Saint Quentin (T&P)	Kedgwick (RM)	Camp- bellton (C)	Dalhousie (T)	Restigouche	New Brunswick
Population 15+	1,780	1,285	3,065	1,695	5,485	2,665	26,230	620,395
Did not work	595	355	950	495	2,480	1,450	10,910	217,930
Worked	1,180	935	2,115	1,200	3,000	1,250	15,320	402,465
Worked full year, full time	615	335	950	415	1 495	510	6,895	201,230
Worked part of the year and/or part-time	570	600	1,170	785	1 505	705	8,425	201,225
Average weeks worked in 2015	42.4	36.9	40.0	35.7	41.0	39.4	39.2	41.0

Source : 2016 census.

Classes of Workers (Employed vs. Self-employed)

Saint Quentin Town and Parish both posted a significantly higher concentration of self-employed people in its working age population than most other communities in Restigouche County as well as the whole of New Brunswick. According to the 2016 census, 11.9% of Saint Quentin Town and 11.4% of Saint Quentin Parish's labour force consisted of self-employed workers. For the whole of Restigouche County, the figure was 8.9% while the provincial average was 8.5%.

The self-employed population encompasses business owners and other independent workers, such as consultants (whether incorporated as a firm or not). While a higher rate may be indicative of a weaker labour market where a large number of workers fail in their efforts to find a satisfactory job (this does not particularly seem so in Saint Quentin), it may also be a reflection of an economic structure that leaves room for small businesses and independent operators.

Employment Income (Wage Bill)

As discussed above, the community of Saint Quentin is younger than the rest of Restigouche County and most French-speaking cities and towns across New Brunswick. We saw that this is largely due to Saint Quentin's economic dynamism, both past and present.

In this section we look at the level of economic activity in the Saint Quentin community and, by extension, its contribution to New Brunswick's economy.

The gross domestic product (GDP) is the usual indicator for measuring the value of the economic activity in a certain territory. However, GDP data is not available for most of the province's communities. Of all the data published by Statistics Canada, the best indicator of the importance of the economy available for all communities is **employment income**.

As the name suggests, employment income refers to the income received from employment, whether as an employee or as an independent worker. Employment income may notably take the form of wages, salaries and commissions. The sum total of all employment incomes received by the residents of a community can be called its **wage bill**.³

In 2015, Saint Quentin's wage bill stood at \$42.5 million for the town and \$29.1 million for the parish. Combined, the total wage bill of the Saint Quentin community reached almost \$72 million.

Of course, communities come in different sizes, so we must establish common measurement units in order to compare Saint Quentin's wage bill to that of other Restigouche County communities or the province as a whole. Below we present three different wage bill measures: *average economy-wide employment income*, *average private sector employment income* and *private sector employment income per capita*. As we shall see, average private sector employment income per capita is by far the best way to compare Saint Quentin's economic performance to that of other communities. Yet, for reasons that we will soon explain, it is important to cover all three employment income measures listed above. Let's begin with average economy-wide employment income.

Average Economy-wide Employment Income

This indicator refers to employment income received by Saint Quentin's residents in all economic sectors, whether public or private. In 2015, average economy-wide employment income was \$35,145 in Saint Quentin Town versus \$29,403 in Saint Quentin Parish. The

³ Strictly speaking, the wage bill refers exclusively to the sum of salaries. In this section, we consider it as the sum of all income received from employment in any of its forms. Salaries are by far the main component of employment income.

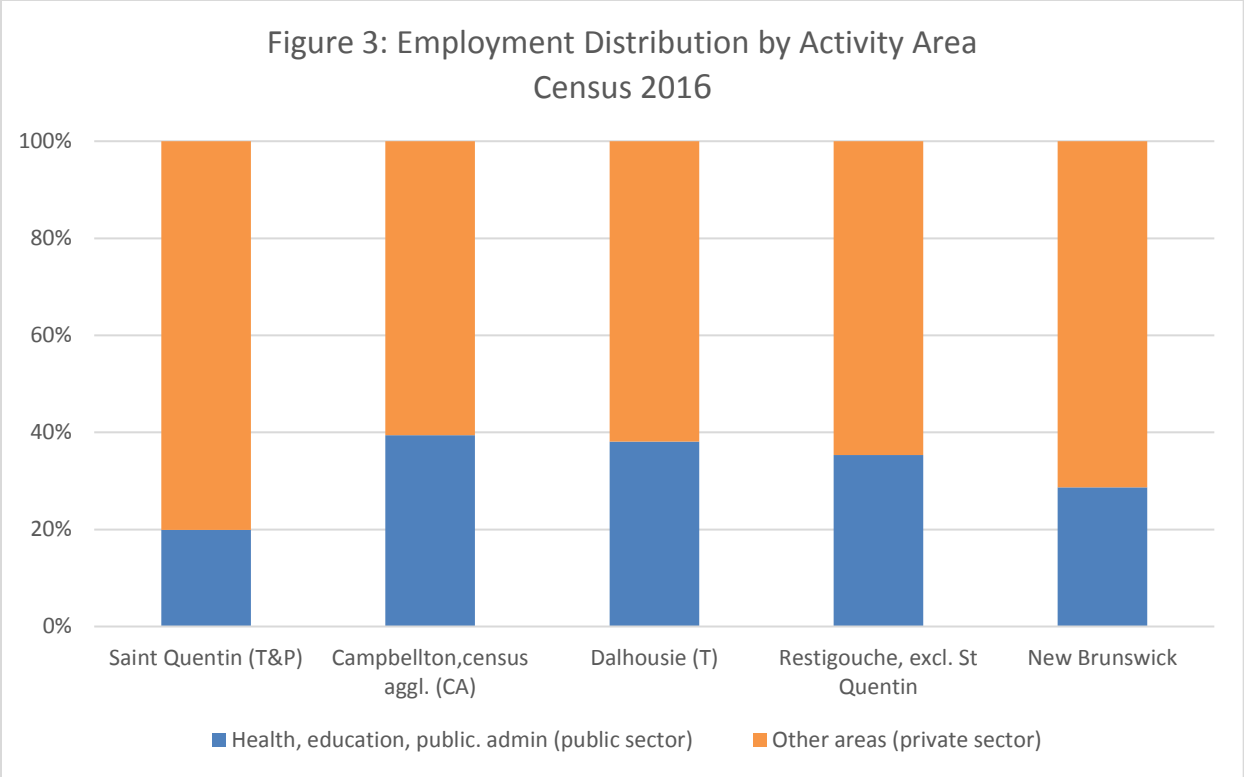
combined town and parish average employment income was \$32,561. The greater incidence of seasonal work in the parish than in the town may help to explain the gap between the two.

Average economy-wide employment income in Saint-Quentin is slightly lower than in other Restigouche County communities. At the county level, it stood at \$33,091. In the Campbellton census agglomeration and in the town of Dalhousie, it was \$34,574 and \$33,429 respectively, while at provincial level, it reached \$37,611.

As mentioned earlier, this indicator encompasses income from workers in the public and private sectors. It is important to note that the level of employment in the public sector is not a reflection of the economic strength of local communities as much of their needs for public services and government decisions regarding the location of the different service centres. To get a better sense of the strength of local economic activity in Saint-Quentin and compare it to other communities, we must therefore remove the effect of employment in the public sector. This is especially crucial, as employment in Saint-Quentin's public sector is much lower than in the rest of Restigouche County, and even the rest of New Brunswick.

Statistics Canada does not publish data on employment in the public and private sectors at the community level. Nonetheless, we can get a good sense by examining employment distribution by economic sector, as established in the North American Industry Classification System. In Canada and New Brunswick, the vast majority of jobs in the public sector fall under three fields of activity: health care and social assistance, educational services and public administration. In turn, these three fields of activity are mainly composed of public sector employees. For the purposes of this report, we define the public sector as consisting of these three fields and the private sector as including all others.

Figure 3 presents the distribution of employment in the public and private sector as defined above. The figure shows that the public sector represents a much smaller share of Saint-Quentin's total employment than in the rest of Restigouche County and even the whole of New Brunswick. One worker out of five (19.9%) in Saint-Quentin is employed in the public sector. In Campbellton and Dalhousie the proportion is almost two in five (39.4% and 38.1% respectively). Finally, at provincial level the proportion is approximately three in ten (28.7%).



Average Employment Income in the Private Sector

We just saw that if we consider economy-wide employment income (public and private sectors), Saint Quentin comes after Campbellton and Dalhousie. However, if we focus on the private sector, the situation is reversed. Indeed, on this count, Saint Quentin posts a higher average employment income. According to our estimations, average private sector employment income in Saint Quentin was \$26,826 in 2015, versus \$20,873 and \$19,755 in Campbellton and Dalhousie respectively. In Restigouche County it reached \$22,323⁴.

It may seem odd that Saint Quentin’s average private sector employment income is higher than elsewhere in Restigouche County, yet its economy-wide employment income is lower. To understand this, we must take a look at wages in the public sector. In New Brunswick, average total compensation in the public sector in 2017 was \$45.93 per hour, while in the private sector it was \$25.05 per hour. In other words, according to this indicator, income in the public sector is, on average, 80% higher than in the private sector⁵. However,

⁴ See note 5 and the note at the foot of Table 6 for further details regarding the methodology used in the calculations. It is important to understand that these are only estimations presented here primarily to illustrate the magnitude of the differences between communities.

⁵ Statistics Canada, CANSIM, table 3830033. This figure is obtained by dividing total compensation in each sector (enterprises, government) by the number of hours worked. Total compensation comprises wages and salaries, employer social security contributions (including pension contributions) as well as the net self-employment income. In this data series, the public sector notably includes educational, health care and public administration services at all levels of government (federal, provincial, municipal, local and aboriginal).

as mentioned above, the proportion of public sector employees is much smaller in Saint Quentin than elsewhere in Restigouche County or even the province.

Employment Income Per Capita in the Private Sector

We just saw that average annual income of Saint Quentin’s private sector workers clearly is higher than elsewhere in Restigouche County. Yet, the comparison does not stop there. To better ascertain the economic strength of Saint Quentin's private sector and therefore the importance of the community's contribution to the provincial economy, we must also consider that a larger percentage of the population is employed in the private sector in Saint Quentin than elsewhere in the Restigouche County.

To reflect this reality, we use the concept of *employment income per capita*, which is obtained by dividing the private sector wage bill by the number of inhabitants. Data regarding employment income per capita in the private sector is presented in column three of Table 6, which summarizes the data presented in this section.

Table 6: Employment Income (EI), 2015

	Public and private sector (2016 census)	Private sector (author’s estimations)	
	Average EI	Average EI	EI per capita
Saint Quentin (T&P)	32,561	26,826	12,688
Campbellton (CA)	34,574	20,873	6,593
Dalhousie (T)	33,429	19,755	5,125
Restigouche	33,091	22,323	7,927
New Brunswick	37,611	30,351	12,280

Note: The assumptions underlying the calculation of employment income in the private sector are as follows: (1) On average, employees in the public and private sectors work the same number of hours; and (2) Public sector employees in each community receive an employment income (total remuneration) that is equal to the provincial average. In turn, this average is 83% higher than in the private sector, as suggested by data on compensation presented in Statistics Canada’s CANSIM 3830033 table. The private sector is defined as comprising jobs in all categories of the North American Industry Classification System (NAICS), except for the following: educational services (61), health care and social assistance (62) and public administration (91).

Table 6 allows us to better grasp the exceptional vigour of the community of Saint Quentin, as well as its remarkable contribution to New Brunswick’s economy. As discussed above, the average income in Saint Quentin (public and private sectors) is lower than in the rest of Restigouche County. Yet, if we exclude employment in the public sector, employment income is clearly higher in Saint Quentin than elsewhere in Restigouche County. For example, it surpasses Campbellton by almost 30% and Dalhousie by more than one third.

We can get an even more comprehensive picture of Saint Quentin's economic strength by examining employment income per capita, which not only takes into account the fact that private sector workers receive a higher annual income, but also that they are proportionately more numerous than elsewhere in Restigouche County. Private sector employment income per capita is two and a half times higher in Saint Quentin than in Dalhousie and almost twice that of Campbellton. Compared to the county average, the gap is about 60%. Finally, private sector employment income per capita is 3% higher in Saint Quentin than in New Brunswick as a whole.

Conclusion

This report paints a very positive picture of the community of Saint Quentin's demographic and economic health.

We will not review here the numerous statistics that attest to the exceptional vitality of Saint Quentin. Suffice it to say that Saint Quentin has one of the highest population growth rates in the province, it is one of the youngest communities in French-speaking New Brunswick, and its economy is among the strongest in Northern New Brunswick.

Although Saint-Quentin can embrace the future with optimism, its greatest challenge will be to draw hundreds of new people to join the community and occupy the jobs that will be left vacant in the coming years. These jobs, it is worth recalling, will be found notably in companies that export their products outside the region and in organizations that offer local services to an aging population.

To meet this challenge, Saint Quentin must be able to offer an attractive environment. Although the ingredients for success are there, including a large number of good jobs, it is also important to make sure quality public services at all government levels (federal, provincial and municipal) are available locally. Saint Quentin makes an oversized contribution to the economy of Restigouche County and the province. Yet, the public sector, which consists primarily of employees in the health and education areas, has a weak presence in Saint Quentin compared to other municipalities like Campbellton and Dalhousie, or even the province.