



LABOUR MARKET BRIEF ■ ATLANTIC REGION

CANADA

- ✚ The country experienced a reduction in employment in the month, shedding 41,700 jobs.
- ✚ The job reductions occurred in both full-time and part-time positions, though primarily full-time.
- ✚ The rate of unemployment saw no change from last month, remaining at 6.4%.
- ✚ The goods-producing sector added jobs (+9,800), while the service sector saw job reductions of 51,500.

ATLANTIC CANADA

- ✚ Employment grew at a strong pace in August, up from the prior month by 6,000 jobs.
- ✚ The growth occurred in both full-time and part-time positions.
- ✚ The rate of unemployment saw no change from last month, remaining at 7.1%.
- ✚ The goods-producing sector added jobs (+2,500), while the services-producing sector saw growth of 3,500 jobs.

22,632,600 (-36,800)

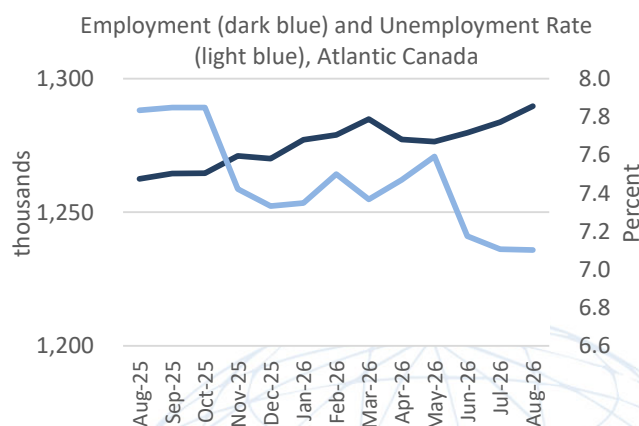
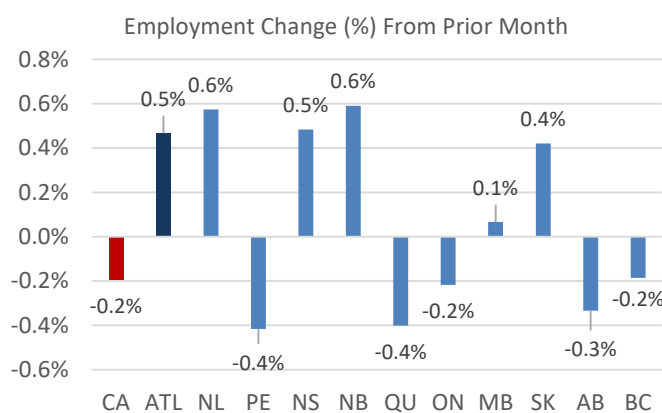
LABOUR FORCE

1,388,300 (+6,300)

21,173,100 (-41,700)

EMPLOYMENT

1,289,700 (+6,000)



6.4% (0.0)

UNEMPLOYMENT RATE

7.1% (0.0)

65.0% (-0.1)

PARTICIPATION RATE

60.7% (+0.2)

Statistics Canada, Labour Force Survey, Table 14-10-0287-01
Data above are seasonally adjusted. Values in brackets are month-over-month changes.



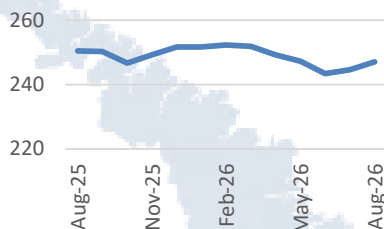
Employment and
Social Development Canada

Emploi et
Développement social Canada

Canada

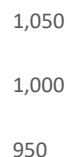
Goods Sector

Employment ('000), Atl.



Services Sector

Employment ('000), Atl.



Did You Know...

Employment in the accommodation and food services sector increased by 5,700 workers to 75,900 in August compared with a year earlier, an 8.1% gain. Employment was higher on a year-over-year basis throughout the summer, the region's peak tourism season. Tourism boomed in the region in 2025, despite fewer American visitors, driven by Canadians choosing to spend their travel dollars at home. Year-to-date data for 2026 show that non-resident visitor arrivals to Atlantic Canada increased by 21.0% from a year earlier, driven by an increase in American visitors.

FASTEST GROWING INDUSTRIES

Year/year employment change, Jun-Aug averages, Atl.

1. Accommodation and food services **+8%**
2. Transportation and warehousing **+7%**
3. Professional, scientific and technical services **+5%**
4. Utilities **+4%**
5. Wholesale and retail trade **+3%**



NOVA SCOTIA

575,700

Labour Force

540,500

Employment

6.1%

Unemployment Rate

+2,100

Labour Force Change

+2,600

Employment Change

-0.1

Unemployment Rate Change



NEW BRUNSWICK

440,700

Labour Force

408,600

Employment

7.3%

Unemployment Rate

+4,000

Labour Force Change

+2,400

Employment Change

+0.3

Unemployment Rate Change



NEWFOUNDLAND AND LABRADOR

268,100

Labour Force

245,000

Employment

8.6%

Unemployment Rate

-600

Labour Force Change

+1,400

Employment Change

-0.7

Unemployment Rate Change



PRINCE EDWARD ISLAND

103,800

Labour Force

95,600

Employment

7.9%

Unemployment Rate

+800

Labour Force Change

-400

Employment Change

+1.1

Unemployment Rate Change

Provincial estimates based on seasonally-adjusted data for the latest month and compared to the previous month.

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