

POPULATION HEALTH
Health behaviours



Province
 New Brunswick

Healthy Eating

Children

Eat breakfast daily % 2025-2026	49.6
Eat 5 or more servings of vegetables or fruit daily - parents' point of view % 2016-2017	49.4
Eat 5 or more servings of vegetables or fruit daily % 2025-2026	65.0
Eat meals while watching television 3 times or more in the last 7 days - parents' point of view % 2016-2017	28.2
Eat non-nutritious foods % 2023-2024	86.0
Drink sugary beverages % 2023-2024	67.2
Parents - ate at a fast food place at least once with their child in the last 7 days % 2016-2017	59.1

Youth

	Province New Brunswick
Eat breakfast daily % 2025-2026	36.6
Eat 5 or more servings of vegetables or fruit daily % 2025-2026	57.3
Ate meals while using an electronic device 7 times or more in the last 7 days % 2023-2024	20.3
Eat highly processed foods 1 time or less per day % 2024-2025	32.7
Drink sugary beverages % 2024-2025	68.0
Ate at a fast food place or restaurant 3 times or more in the last 7 days % 2023-2024	12.6
👤 Adults and seniors	
Eat 5 or more servings of vegetables or fruit daily % 2020	41.9
Adults % 2020	43.2
Seniors % 2020	38.5

Physical Activity, Sedentary Behaviours and Sleep

👨👩 Children

Parents - are physically active with their children % 2016-2017	31.7
Moderate or vigorous physical activity % 2025-2026	28.2
Screen time, 2 hours or less per day % 2025-2026	23.5

	Province New Brunswick
Spends 3 hours or more playing video games % 2025-2026	22.9
Engages in leisure reading % 2024-2025	79.4
Sleep 9 hours or more every night % 2019-2020	n/a
🧑 Youth	
Moderate or vigorous physical activity % 2025-2026	24.3
Screen time, 2 hours or less of leisure screen time per day % 2023-2024	28.1
Screen time, 2 hours or less, weekdays % 2023-2024	15.8
Screen time, 2 hours or less, weekends % 2023-2024	14.8
Spends 3 hours or more per day on social media % 2025-2026	59.5
Spends 3 hours or more playing games on an electronic device, weekdays % 2025-2026	24.6
Reads for fun every day % 2024-2025	55.4
Sleep 8 hours or more every night % 2025-2026	62.9
🧑 Adults and seniors	
Moderate or vigorous physical activity % 2020	49.9
Adults % 2020	51.0
Seniors % 2020	47.4

	Province New Brunswick
Usually sleeps for 7 hours or more each night % 2020	59.1
Adults % 2020	58.3
Seniors % 2020	59.1

Tobacco, Alcohol and Drug Use

Youth

At risk of becoming a future smoker % 2023-2024	31.0
Daily or occasional vaper % 2025-2026	11.1
Daily or occasional smoker % 2025-2026	6.3
Heavy drinking % 2025-2026	8.3
Cannabis use % 2025-2026	10.8
Drug use % 2024-2025	30.0

Adults and seniors

Daily or occasional smoker % 2020	17.5
Adults % 2020	19.9
Seniors % 2020	10.5

	Province New Brunswick
Heavy drinking % 2020	26.9
Adults % 2020	30.0
Seniors % 2020	13.1
Cannabis use - adults and seniors % 2020	7.6

Sexual Activity

Youth

Youth - report they know when they are legally able to consent to sexual activity % 2024-2025	70.3
Teens - gave birth Rate per 1,000 females 2022	7
Sexually transmitted infections - chlamydia Rate per 10,000 population aged 15 to 19 2019	125

All population

Sexually transmitted infections - chlamydia Rate per 10,000 population 2019	29
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Injury Prevention

Youth

Wear a helmet when riding a bicycle % 2022-2023	28.2
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Driver of an off-road vehicle - under the influence of alcohol or drugs % | 2024-2025 **10.3**

Passenger in an on-road vehicle - driven by someone under the influence of alcohol or drugs % | 2024-2025 **14.8**

About this Table

Health behaviours are shaped by individual choices, they are also influenced by the external factors (social, economic, health care services and the environment) around us.

Content and description

Information by age groups about healthy eating, physical activity, sedentary behaviours and sleep. Tobacco, alcohol and drug use, sexual activity and injury prevention are also part of the information available.

Why is this important?

Positive health behaviours can prevent diseases and maintain good health, thus improving length and quality of life.

By monitoring health behaviours over time, it is possible to develop a proactive approach to population health. This can be done by identifying gaps in the community, by better planning for health services based on needs, by developing programs and policies to meet those needs and by evaluating the impact over time.

Availability of the data

Indicators from a variety of sources are collected, organized, and analyzed by the NBHC. These data sources are used to represent the population health of New Brunswickers. Each have various levels of reliability and limitations as detailed in the Indicator pages. The information for this data table is available for the 33 NBHC Communities, 7 Health Zones and for New Brunswick overall.

The Population Health data table series provides comprehensive view about the people who live, learn, work, take part in activities and in community life in this area.

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Caption

n/a = Not applicable / not available

S = Data suppressed due to confidentiality requirements and/or small sample size

 Above-average performance

 Below-average performance