

POPULATION HEALTH
Health behaviours



Healthy Eating

Children

	Community Salisbury and Petitcodiac	Zone 1 Moncton and South-East Area	Province New Brunswick
Eat breakfast daily % 2024-2025	50.3	51.0	50.0
Eat 5 or more servings of vegetables or fruit daily - parents' point of view % 2016-2017	48.0	49.6	49.4
Eat 5 or more servings of vegetables or fruit daily % 2023-2024	59.5	56.9	56.5
Eat meals while watching television 3 times or more in the last 7 days - parents' point of view % 2016-2017	30.0	27.5	28.2
Eat non-nutritious foods % 2023-2024	81.4	83.2	86.0
Drink sugary beverages % 2023-2024	65.9	63.0	67.2
Parents - ate at a fast food place at least once with their child in the last 7 days % 2016-2017	50.6	59.0	59.1

	Community Salisbury and Petitcodiac	Zone 1 Moncton and South-East Area	Province New Brunswick
>Youth			
Eat breakfast daily % 2023-2024	31.0	39.8	35.6
Eat 5 or more servings of vegetables or fruit daily % 2024-2025	46.3	54.7	52.3
Ate meals while using an electronic device 7 times or more in the last 7 days % 2023-2024	18.5	19.0	20.3
Eat highly processed foods 1 time or less per day % 2024-2025	28.9	34.5	32.7
Drink sugary beverages % 2024-2025	74.7	64.4	68.0
Ate at a fast food place or restaurant 3 times or more in the last 7 days % 2023-2024	9.2	10.5	12.6
Adults and seniors			
Eat 5 or more servings of vegetables or fruit daily % 2020	34.0	41.3	41.9
Adults % 2020	30.7	42.0	43.2
Seniors % 2020	42.5	39.3	38.5
Physical Activity, Sedentary Behaviours and Sleep			
Children			
Parents - are physically active with their children % 2016-2017	30.9	29.6	31.7

	Community Salisbury and Petitcodiac	Zone 1 Moncton and South-East Area	Province New Brunswick
Moderate or vigorous physical activity % 2023-2024	26.8	20.7	21.9
Screen time, 2 hours or less per day % 2024-2025	21.1	22.8	23.6
Spends 3 hours or more playing video games % 2024-2025	23.3	22.3	22.7
Engages in leisure reading % 2024-2025	72.2	80.7	79.4
Sleep 9 hours or more every night % 2019-2020	n/a	n/a	n/a

 Youth			
Moderate or vigorous physical activity % 2024-2025	25.2	23.7	23.9
Screen time, 2 hours or less of leisure screen time per day % 2023-2024	31.8	29.1	28.1
Screen time, 2 hours or less, weekdays % 2023-2024	18.3	16.4	15.8
Screen time, 2 hours or less, weekends % 2023-2024	17.1	15.1	14.8
Spends 3 hours or more per day on social media % 2024-2025	58.4	54.5	57.2
Spends 3 hours or more playing games on an electronic device, weekdays % 2024-2025	24.8	22.2	24.3
Reads for fun every day % 2024-2025	54.4	59.7	55.4
Sleep 8 hours or more every night % 2024-2025	54.7	62.1	61.4

 Adults and seniors			
Data downloaded from the NBHC website on January 29, 2026 More information available at: https://nbhc.ca/table/health-behaviours?cuts=NBC11%2CNBZ1%2CNB			3

	Community Salisbury and Petitcodiac	Zone 1 Moncton and South-East Area	Province New Brunswick
Moderate or vigorous physical activity % 2020	42.3	49.0	49.9
Adults % 2020	46.9	49.9	51.0
Seniors % 2020	30.6	46.1	47.4
Usually sleeps for 7 hours or more each night % 2020	47.6	57.7	59.1
Adults % 2020	41.7	57.0	58.3
Seniors % 2020	62.9	60.1	59.1

Tobacco, Alcohol and Drug Use

>Youth

At risk of becoming a future smoker % 2023-2024	36.1	28.9	31.0
Daily or occasional vaper % 2024-2025	17.0	9.3	12.0
Daily or occasional smoker % 2024-2025	10.4	4.9	6.2
Heavy drinking % 2024-2025	13.1	6.9	8.7
Cannabis use % 2024-2025	17.2	9.5	11.3
Drug use % 2024-2025	33.1	28.9	30.0

Community	Zone 1	Province
Salisbury and Petitcodiac	Moncton and South-East Area	New Brunswick

ⓘ Adults and seniors

Daily or occasional smoker % 2020	22.2	15.0	17.5
Adults % 2020	27.6	16.2	19.9
Seniors % 2020	8.7	11.4	10.5
Heavy drinking % 2020	27.8	26.7	26.9
Adults % 2020	35.3	30.5	30.0
Seniors % 2020	8.1	15.5	13.1
Cannabis use - adults and seniors % 2020	3.3	7.3	7.6

Sexual Activity

ⓘ Youth

Youth - report they know when they are legally able to consent to sexual activity % 2024-2025	74.0	69.9	70.3
Teens - gave birth Rate per 1,000 females	n/a	n/a	n/a
Sexually transmitted infections - chlamydia Rate per 10,000 population aged 15 to 19 2019	S	176	125

ⓘ All population

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Sexually transmitted infections - chlamydia Rate per 10,000 population 2019	S	39	29

Injury Prevention

>Youth

Wear a helmet when riding a bicycle % 2022-2023	21.6	31.3	28.2
Driver of an off-road vehicle - under the influence of alcohol or drugs % 2024-2025	13.4	7.4	10.3
Passenger in an on-road vehicle - driven by someone under the influence of alcohol or drugs % 2024-2025	20.2	12.7	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.

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