

POPULATION HEALTH
Health behaviours



Healthy Eating

👤 Children

Eat breakfast daily % 2025-2026	38.2	39.6	49.6
Eat 5 or more servings of vegetables or fruit daily - parents' point of view % 2016-2017	42.7	42.0	49.4
Eat 5 or more servings of vegetables or fruit daily % 2025-2026	64.2	63.5	65.0
Eat meals while watching television 3 times or more in the last 7 days - parents' point of view % 2016-2017	35.6	35.0	28.2
Eat non-nutritious foods % 2023-2024	89.6	89.9	86.0
Drink sugary beverages % 2023-2024	74.4	75.1	67.2
Parents - ate at a fast food place at least once with their child in the last 7 days % 2016-2017	66.7	66.2	59.1

	Community Miramichi, Rogersville, Blackville Area	Zone 7 Miramichi Area	Province New Brunswick
🧑 Youth			
Eat breakfast daily % 2025-2026	28.1	28.8	36.6
Eat 5 or more servings of vegetables or fruit daily % 2025-2026	50.9	50.6	57.3
Ate meals while using an electronic device 7 times or more in the last 7 days % 2023-2024	23.9	23.6	20.3
Eat highly processed foods 1 time or less per day % 2024-2025	31.9	32.6	32.7
Drink sugary beverages % 2024-2025	71.6	71.5	68.0
Ate at a fast food place or restaurant 3 times or more in the last 7 days % 2023-2024	14.7	15.0	12.6
🧑 Adults and seniors			
Eat 5 or more servings of vegetables or fruit daily % 2020	38.0	38.1	41.9
Adults % 2020	39.2	39.7	43.2
Seniors % 2020	35.4	34.4	38.5

Physical Activity, Sedentary Behaviours and Sleep

🧑 Children

Parents - are physically active with their children % 2016-2017	38.7	37.2	31.7
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	Community Miramichi, Rogersville, Blackville Area	Zone 7 Miramichi Area	Province New Brunswick
Moderate or vigorous physical activity % 2025-2026	30.8	30.8	28.2
Screen time, 2 hours or less per day % 2025-2026	15.8	15.5	23.5
Spends 3 hours or more playing video games % 2025-2026	29.0	30.0	22.9
Engages in leisure reading % 2024-2025	79.0	77.7	79.4
Sleep 9 hours or more every night % 2019-2020	n/a	n/a	n/a
 Youth			
Moderate or vigorous physical activity % 2025-2026	24.4	24.1	24.3
Screen time, 2 hours or less of leisure screen time per day % 2023-2024	22.9	23.4	28.1
Screen time, 2 hours or less, weekdays % 2023-2024	13.2	13.5	15.8
Screen time, 2 hours or less, weekends % 2023-2024	11.5	12.4	14.8
Spends 3 hours or more per day on social media % 2025-2026	65.9	65.7	59.5
Spends 3 hours or more playing games on an electronic device, weekdays % 2025-2026	27.5	27.5	24.6
Reads for fun every day % 2024-2025	51.5	50.9	55.4
Sleep 8 hours or more every night % 2025-2026	56.5	57.3	62.9
 Adults and seniors			

	Community Miramichi, Rogersville, Blackville Area	Zone 7 Miramichi Area	Province New Brunswick
Moderate or vigorous physical activity % 2020	50.1	48.6	49.9
Adults % 2020	51.8	49.5	51.0
Seniors % 2020	45.7	46.1	47.4
Usually sleeps for 7 hours or more each night % 2020	61.4	63.0	59.1
Adults % 2020	63.5	61.6	58.3
Seniors % 2020	58.8	58.8	59.1

Tobacco, Alcohol and Drug Use

Youth

At risk of becoming a future smoker % 2023-2024	33.5	32.3	31.0
Daily or occasional vaper % 2025-2026	15.4	15.6	11.1
Daily or occasional smoker % 2025-2026	8.8	8.9	6.3
Heavy drinking % 2025-2026	13.3	13.3	8.3
Cannabis use % 2025-2026	15.0	14.7	10.8
Drug use % 2024-2025	29.9	30.1	30.0

	Community Miramichi, Rogersville, Blackville Area	Zone 7 Miramichi Area	Province New Brunswick
👤 Adults and seniors			
Daily or occasional smoker % 2020	21.5	21.2	17.5
Adults % 2020	26.0	25.3	19.9
Seniors % 2020	11.2	11.6	10.5
Heavy drinking % 2020	23.0	23.5	26.9
Adults % 2020	26.9	28.4	30.0
Seniors % 2020	14.1	14.2	13.1
Cannabis use - adults and seniors % 2020	5.6	5.5	7.6

Sexual Activity

👤 Youth

Youth - report they know when they are legally able to consent to sexual activity % 2024-2025	71.2	70.9	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	139	125

👥 All population

	Community Miramichi, Rogersville, Blackville Area	Zone 7 Miramichi Area	Province New Brunswick
Sexually transmitted infections - chlamydia Rate per 10,000 population 2019	S	21	29

Injury Prevention

Youth

Wear a helmet when riding a bicycle % 2022-2023	20.4	19.3	28.2
Driver of an off-road vehicle - under the influence of alcohol or drugs % 2024-2025	13.1	13.7	10.3
Passenger in an on-road vehicle - driven by someone under the influence of alcohol or drugs % 2024-2025	16.3	17.2	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