

POPULATION HEALTH

Health behaviours



Zone 4 Madawaska and North-West Area



Province New Brunswick

Healthy Eating

†å Children

Eat breakfast daily % 2024-2025	56.0	50.0
Eat 5 or more servings of vegetables or fruit daily - parents' point of view % 2016-2017	50.1	49.4
Eat 5 or more servings of vegetables or fruit daily % 2023-2024	52.2	56.5
Eat meals while watching television 3 times or more in the last 7 days - parents' point of view % 2016-2017	20.2	28.2
Eat non-nutritious foods % 2023-2024	78.4	86.0
Drink sugary beverages % 2023-2024	61.1	67.2
Parents - ate at a fast food place at least once with their child in the last 7 days % 2016-2017	65.6	59.1

∱**†** Children



Zone 4

24.9

	Zone 4 Madawaska and North-West Area	Province New Brunswick
Youth		
Eat breakfast daily % 2023-2024	36.8	35.6
Eat 5 or more servings of vegetables or fruit daily % 2024-2025	57.1	52.3
Ate meals while using an electronic device 7 times or more in the last 7 days % 2023-2024	14.3	20.3
Eat highly processed foods 1 time or less per day % 2024-2025	34.8	32.7
Drink sugary beverages % 2024-2025	67.0	68.0
Ate at a fast food place or restaurant 3 times or more in the last 7 days % 2023-2024	15.3	12.6
Adults and seniors		
Eat 5 or more servings of vegetables or fruit daily % 2020	45.2	41.9
Adults % 2020	48.6	43.2
Seniors % 2020	36.3	38.5

Data downloaded from the NBHC website on December 14, 2025 More information available at: https://nbhc.ca/table/health-behaviours?cuts=NBZ4%2CNB

Parents - are physically active with their children % | 2016-2017

31.7



Screen time, 2 hours or less per day % 2024-2025 31.7 2 Spends 3 hours or more playing video games % 2024-2025 17.8 2 Engages in leisure reading % 2024-2025 77.9 7 Sleep 9 hours or more every night % 2019-2020 n/a		Zone 4 Madawaska and North-West Area	Province New Brunswick
Spends 3 hours or more playing video games % 2024-2025 17.8 2 Engages in leisure reading % 2024-2025 77.9 7 Sleep 9 hours or more every night % 2019-2020 n/a Youth Moderate or vigorous physical activity % 2024-2025 22.6 2 Screen time, 2 hours or less of leisure screen time per day % 2023-2024 28.8 2 Screen time, 2 hours or less, weekdays % 2023-2024 17.1 1 Screen time, 2 hours or less, weekends % 2023-2024 17.4 1	Moderate or vigorous physical activity % 2023-2024	18.8	21.9
Engages in leisure reading % 2024-2025 77.9 7 Sleep 9 hours or more every night % 2019-2020 n/a Youth Moderate or vigorous physical activity % 2024-2025 22.6 2 Screen time, 2 hours or less of leisure screen time per day % 2023-2024 28.8 2 Screen time, 2 hours or less, weekdays % 2023-2024 17.1 1 Screen time, 2 hours or less, weekends % 2023-2024 17.4 1	Screen time, 2 hours or less per day % 2024-2025	31.7	23.6
Sleep 9 hours or more every night % 2019-2020 n/a Youth Moderate or vigorous physical activity % 2024-2025 22.6 2 Screen time, 2 hours or less of leisure screen time per day % 2023-2024 28.8 2 Screen time, 2 hours or less, weekdays % 2023-2024 17.1 1 Screen time, 2 hours or less, weekends % 2023-2024 17.4 1	Spends 3 hours or more playing video games % 2024-2025	17.8	22.7
¶ Youth Moderate or vigorous physical activity % 2024-2025 22.6 2 Screen time, 2 hours or less of leisure screen time per day % 2023-2024 28.8 2 Screen time, 2 hours or less, weekdays % 2023-2024 17.1 1 Screen time, 2 hours or less, weekends % 2023-2024 17.4 1	Engages in leisure reading % 2024-2025	77.9	79.4
Moderate or vigorous physical activity % 2024-2025 22.6 2 Screen time, 2 hours or less of leisure screen time per day % 2023-2024 28.8 2 Screen time, 2 hours or less, weekdays % 2023-2024 17.1 1 Screen time, 2 hours or less, weekends % 2023-2024 17.4 1	Sleep 9 hours or more every night % 2019-2020	n/a	n/a
Screen time, 2 hours or less of leisure screen time per day % 2023-2024 28.8 2 Screen time, 2 hours or less, weekdays % 2023-2024 17.1 1 Screen time, 2 hours or less, weekends % 2023-2024 17.4 1	Ŷ Youth		
Screen time, 2 hours or less, weekdays % 2023-2024 17.1 1 Screen time, 2 hours or less, weekends % 2023-2024 17.4 1	Moderate or vigorous physical activity % 2024-2025	22.6	23.9
Screen time, 2 hours or less, weekends % 2023-2024 17.4 1	Screen time, 2 hours or less of leisure screen time per day % 2023-2024	28.8	28.1
	Screen time, 2 hours or less, weekdays % 2023-2024	17.1	15.8
Spends 3 hours or more per day on social media % 2024-2025	Screen time, 2 hours or less, weekends % 2023-2024	17.4	14.8
	Spends 3 hours or more per day on social media % 2024-2025	59.6	57.2
Spends 3 hours or more playing games on an electronic device, weekdays % 2024-2025	Spends 3 hours or more playing games on an electronic device, weekdays % 2024-2025	23.6	24.3
Reads for fun every day % 2024-2025 48.9 5	Reads for fun every day % 2024-2025	48.9	55.4
Sleep 8 hours or more every night % 2024-2025 68.0 6	Sleep 8 hours or more every night % 2024-2025	68.0	61.4

Adults and seniors



Moderate or vigorous physical activity % 2020 43.7 Adults % 2020 43.9 Seniors % 2020 43.3 Usually sleeps for 7 hours or more each night % 2020 57.3 Adults % 2020 56.1 Seniors % 2020 60.3		Zone 4 Madawaska and North-West Area	Province New Brunswick
Adults % 2020 43.9 Seniors % 2020 43.3 Usually sleeps for 7 hours or more each night % 2020 57.3 Adults % 2020 56.1		43.7	49.9
Seniors % 2020 43.3 Usually sleeps for 7 hours or more each night % 2020 57.3 Adults % 2020 56.1	Adults % 2020	43.9	51.0
Usually sleeps for 7 hours or more each night % 2020 57.3 Adults % 2020 56.1	Seniors % 2020	43.3	47.4
Adults % 2020 56.1	Usually sleeps for 7 hours or more each night % 2020	57.3	59.1
0 1 9/1000	Adults % 2020	56.1	58.3
	Seniors % 2020	60.3	59.1

Tobacco, Alcohol and Drug Use

Youth

At risk of becoming a future smoker % 2023-2024	28.2	31.0
Daily or occasional vaper % 2024-2025	13.5	12.0
Daily or occasional smoker % 2024-2025	5.4	6.2
Heavy drinking % 2024-2025	12.9	8.7
Cannabis use % 2024-2025	8.6	11.3
Drug use % 2024-2025	31.6	30.0



Province

Zone 4

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	Madawaska and North-West Area	New Brunswick
Adults and seniors		
Daily or occasional smoker % 2020	17.1	17.5
Adults % 2020	20.6	19.9
Seniors % 2020	8.4	10.5
Heavy drinking % 2020	27.5	26.9
Adults % 2020	33.2	30.0
Seniors % 2020	13.5	13.1
Cannabis use - adults and seniors % 2020	3.7	7.6
Sexual Activity		
Youth		
Youth - report they know when they are legally able to consent to sexual activity % 2024-2025	68.3	70.3

W All population

Teens - gave birth Rate per 1,000 females | 2022

Sexually transmitted infections - chlamydia Rate per 10,000 population aged 15 to 19 | 2019

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125



17

Zone 4 Madawaska and North-West Area

Province New Brunswick

Sexually transmitted infections - chlamydia Rate per 10,000 population | 2019

29

Injury Prevention

Youth

n	104111		
	Wear a helmet when riding a bicycle % 2022-2023	18.2	28.2
	Driver of an off-road vehicle - under the influence of alcohol or drugs % 2024-2025	14.9	10.3
	Passenger in an on-road vehicle - driven by someone under the influence of alcohol or drugs % 2024-2025	19.1	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

P Below-average performance