

POPULATION HEALTH
Health behaviours



Healthy Eating

👤 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

	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

Physical Activity, Sedentary Behaviours and Sleep

👤 Children

Parents - are physically active with their children % 2016-2017	24.9	31.7
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	Zone 4 Madawaska and North-West Area	Province New Brunswick
Moderate or vigorous physical activity % 2023-2024	18.8	21.9
Screen time, 2 hours or less per day % 2024-2025	31.7	23.6
Spends 3 hours or more playing video games % 2024-2025	17.8	22.7
Engages in leisure reading % 2024-2025	77.9	79.4
Sleep 9 hours or more every night % 2019-2020	n/a	n/a
 Youth		
Moderate or vigorous physical activity % 2024-2025	22.6	23.9
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
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	23.6	24.3
Reads for fun every day % 2024-2025	48.9	55.4
Sleep 8 hours or more every night % 2024-2025	68.0	61.4
 Adults and seniors		

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

Zone 4
Madawaska and North-West Area

Province
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
Teens - gave birth Rate per 1,000 females 2022	10	7
Sexually transmitted infections - chlamydia Rate per 10,000 population aged 15 to 19 2019	54	125

All population

	Zone 4 Madawaska and North-West Area	Province New Brunswick
Sexually transmitted infections - chlamydia Rate per 10,000 population 2019	17	29

Injury Prevention

Youth

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

 Below-average performance