

POPULATION HEALTH

Social and economic factors



Community
Grand Falls,
Saint-Léonard,
Drummond Area



Zone 4
Madawaska and
North-West Area



Province
New Brunswick

Family and Social Support

Family and friends

Parents - report eating dinner (evening meal) with their children % 2019-2020	66.6	n/a	n/a
Children - with mental fitness needs highly satisfied by family % 2024-2025	79.3	81.8	78.7
Children - with mental fitness needs highly satisfied by friends % 2024-2025	84.5	86.4	88.0
Youth - eat an evening meal together with family, friends or guardians % 2025-2026	56.6	S	49.3
Youth - enjoy my cultural and family traditions % 2023-2024	47.7	49.3	53.3
Youth - my parent or caregiver knows a lot about me % 2023-2024	51.2	54.7	51.0
Youth - my family stands by me during difficult times % 2023-2024	43.5	49.4	51.0
Youth - with mental fitness needs highly satisfied by family % 2025-2026	85.0	S	83.3
Youth - my friends stand by me during difficult times % 2023-2024	33.1	37.4	39.6
Youth - with mental fitness needs highly satisfied by friends % 2025-2026	82.2	S	84.4
Youth - have people I look up to % 2023-2024	40.0	45.1	46.0
Adults and seniors - lack companionship some of the time or often % 2020	38.2	34.3	36.6

	Community Grand Falls, Saint-Léonard, Drummond Area	Zone 4 Madawaska and North-West Area	Province New Brunswick
Adults and seniors - feel left out some of the time or often % 2020	36.9	29.2	31.2
Adults and seniors - feel isolated some of the time or often % 2020	30.4	29.8	31.2
Adults and seniors - provide long-term care to someone % 2020	8.9	7.0	9.1
 School and/or work			
Children - feel teachers treat me fairly % 2024-2025	57.5	62.3	66.6
Children - feel safe at school % 2024-2025	61.3	67.0	69.6
Children - feel connected to my school % 2024-2025	55.8	59.4	60.7
Children - with mental fitness needs highly satisfied by school % 2024-2025	68.0	76.1	65.4
Youth - participate in activities or groups organized by school % 2024-2025	63.7	65.2	61.1
Youth - feel teachers treat me fairly % 2025-2026	82.2	S	84.3
Youth - feel safe at school % 2025-2026	81.1	S	80.8
Youth - feel connected to my school % 2025-2026	87.9	S	89.8
Youth - with mental fitness needs highly satisfied by school % 2025-2026	68.0	S	62.2
Youth - have opportunities to develop skills that will be useful later in life (like job skills and skills to care for others) % 2023-2024	34.9	39.7	40.6
 Community			
Youth - volunteer outside school without being paid % 2024-2025	58.4	57.2	59.1
Youth - treated fairly in my community % 2023-2024	27.1	31.9	34.9
Youth - participate in activities or groups not organized by school % 2024-2025	65.1	67.2	64.6
Youth - know where to go in my community to get help % 2023-2024	23.9	26.9	27.1
Youth - sense of community belonging, somewhat strong or very strong Number 2025-2026	16.9	S	18.1

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Have internet access at home % 2020	87.9	89.7	96.9
Adults % 2020	93.3	94.8	95.7
Seniors % 2020	73.0	77.1	85.7
Difficulties accessing a computer, tablet, or smartphone (when getting virtual care) %	n/a	n/a	n/a
Adults %	n/a	n/a	n/a
Seniors %	n/a	n/a	n/a

Community Safety

Children

Victim of bullying % 2024-2025	40.5	37.4	33.5
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Youth

It is safe for younger children to play outside during the day % 2025-2026	61.7	S	70.2
Victim of bullying % 2025-2026	46.0	S	47.3
Victim of dating violence % 2025-2026	12.1	S	12.3
Sexually violated % 2025-2026	16.5	S	11.6

Adults and seniors

Crimes against persons Rate per 1,000 population 2019	17	14	16
Crimes against property Rate per 1,000 population 2019	28	23	33

Stress

Reasons for stress in adults

Time pressures or not having enough time % 2020	53.9	52.8	45.6
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	Community Grand Falls, Saint-Léonard, Drummond Area	Zone 4 Madawaska and North-West Area	Province New Brunswick
Physical health problem or condition % 2020	30.4	30.6	27.6
Emotional or mental health problem or condition % 2020	27.1	22.1	27.1
Financial situation % 2020	38.5	33.3	36.7
Work situation % 2020	35.8	34.0	38.9
Caring for others - parents, family or friends % 2020	27.3	26.6	27.9
Other personal or family responsibilities % 2020	22.5	22.0	27.0
Health of family members % 2020	46.6	41.4	41.8

? Reasons for stress in seniors

Time pressures or not having enough time % 2020	18.7	15.8	14.1
Physical health problem or condition % 2020	22.1	24.3	24.9
Emotional or mental health problem or condition % 2020	13.2	11.5	12.1
Financial situation % 2020	15.7	16.3	14.9
Work situation % 2017	5.2	4.1	6.1
Caring for others - parents, family or friends % 2020	19.1	16.1	19.4
Other personal or family responsibilities % 2020	17.7	14.1	16.1
Health of family members % 2020	26.2	32.1	33.8

Education

👤 Children and youth

Approved child care spaces - infants (1 and under) Rate per 100 population aged 1 and under 2019	31	31	18
Approved child care spaces - preschool (2-4 years) Rate per 100 population aged 2 to 4 2019	89	74	60
Approved child care spaces - school-age (5-12 years) Rate per 100 population aged 5 to 12 2019	43	38	29

	Community Grand Falls, Saint-Léonard, Drummond Area	Zone 4 Madawaska and North-West Area	Province New Brunswick
Kindergarten school readiness % 2018-2019	74	70	85
Youth - school marks above average or excellent (80% or more) % 2018-2019	59.1	64.4	62.7
School dropout rate % 2018-2019	0.7	0.9	1.0
👤 Adults and seniors			
Difficulty understanding written information about a medical condition or prescription, always or usually % 2020	13.3	11.8	12.3
Highest level completed of education - less than high school % 2021	16	16	11
Highest level completed of education - high school or equivalent % 2021	34	30	29
Highest level completed of education - postsecondary certificate, diploma or degree % 2021	50	55	60

Employment

👤 Labour force

Participation rate % 2021	58	58	60
Employment rate % 2021	52	52	54

💼 Employment status

Employee % 2021	87	88	88
Self-employed % 2021	11	10	10
Work a full year, full time % 2021	52	53	53
Work part of the year and/or part time % 2021	48	47	47
Students with part-time jobs outside of school % 2018-2019	38.3	51.1	33.7
Absence days of full-time employees in a year due to illness and disability Days 2020	n/a	n/a	10

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Absence days of full-time employees in a year due to personal or family responsibilities Days 2020	n/a	n/a	1.6

Income

\$ Household income

Household income - less than \$25,000 % 2021	13	14	11
Household income - \$25,000 to \$59,999 % 2021	33	34	31
Household income - \$60,000 and more % 2021	54	52	58
Median household income \$ 2021	64,500	62,800	70,000
Median household income per household habitant \$ per person 2021	29,318	29,905	30,435
Median lone-parent family income \$ 2021	30,000	31,000	35,600
Live in low-income household % 2021	17	16	14
Youth - live in low-income household (0-17 years) % 2021	14	14	16
...Children - live in low-income household (0-5 years) % 2021	11	15	18
Adults - live in low-income household % 2021	12	12	11
Seniors - live in low-income household % 2021	32	29	22
Family resilience to financial shock - debt to asset ratio % 2019	S	14	15

\$ Composition of total income

Families with children receiving social assistance or welfare benefits % 2020	4	3	5
Population receiving Employment Insurance % 2020	6	6	6
Composition of total income of the population in private households - market income (employment, investments, retirement, etc.) % 2021	74	74	78
Composition of total income of the population in private households - government transfer payments (pension, old age security, employment insurance, child benefits, etc.) % 2021	26	26	22

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🍴 Food security			
Children - eat at a breakfast or snack program at school % 2024-2025	63.2	52.7	52.9
Youth - report going to school or to bed hungry because there is not enough food at home, often or always % 2025-2026	8.5	S	5.2
Food insecurity - moderate to severe % 2015 to 2019	n/a	8	n/a
Seniors - food insecurity - moderate to severe % 2015 to 2019	n/a	5	n/a
🏠 Housing security			
Median monthly shelter costs - rented residence \$ 2021	683	659	870
Median monthly shelter costs - owned residence \$ 2021	844	843	935
Tenants in subsidized housing % 2021	15	16	13
Spending 30% or more of household total income on shelter costs % 2021	11	12	13
💰 Cost associated with health needs			
No insurance for prescription medications % 2020	24.6	21.2	15.6
Did not fill a prescription for medicine, or skipped doses because of the cost % 2020	9.3	7.0	5.8
🛒 Other purchasing practices			
Purchasing practices - alcohol sales \$ per person aged 19 and over 2019-2020	328	369	480
Purchasing practices - lottery sales \$ per person aged 19 and over 2019-2020	n/a	n/a	526
Purchasing practices - cannabis sales \$ per person aged 19 and over 2019-2020	n/a	61	70
Average debt owed at graduation - college graduate \$ 2015	n/a	n/a	15,100
Average debt owed at graduation - university degree graduate \$ 2015	n/a	n/a	40,000
College graduates with large debt at graduation of \$25,000 and over % 2015	n/a	n/a	17

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University degree graduates with large debt at graduation of \$25,000 and over % 2015	n/a	n/a	72

About this Table

Social and economic factors, such as education, stable jobs, and strong social networks are fundamental to achieving long and healthy lives.

Content and description

Information on family and social support, community safety and stress, by age group.

Information regarding education, employment, and income is also available here.

Why is this important?

Social and economic factors can significantly affect how well and how long we live. They can affect our ability to make healthy choices, afford housing, manage stress, and more.

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