

Students in grades 6 to 12 who reported that on average, they spend 3 hours or more per day on social media sites or apps

Unit : %

	Academic Year 2025-2026	Academic Year 2024-2025	Academic Year 2023-2024	Academic Year 2022-2023
Province				
New Brunswick	59.5	57.2	46.8	61.5
Health zones				
Zone 1 - Moncton and South-East Area	57.8	54.5	44.6	58.5
Zone 2 - Fundy Shore and Saint John Area	60.1	57.3	47.3	62.5
Zone 3 - Fredericton and River Valley Area	58.9	56.6	45.0	60.3
Zone 4 - Madawaska and North-West Area	S	59.6	51.9	63.3
Zone 5 - Restigouche Area	66.7	67.3	57.4	72.5
Zone 6 - Bathurst and Acadian Peninsula Area	60.6	59.4	49.4	64.0
Zone 7 - Miramichi Area	65.7	63.8	51.3	68.2
Communities				
Bathurst, Beresford, Petit-Rocher Area	55.2	57.0	47.0	65.1
Bouctouche, Richibucto, Saint-Antoine Area	67.1	60.4	49.6	64.9
Campbellton, Atholville, Tide Head Area	66.6	66.7	55.7	74.1
Caraquet, Paquetville, Bertrand Area	61.7	54.5	49.1	61.6
Dalhousie, Balmoral, Belledune Area	67.0	68.1	59.8	70.2
Dieppe and Memramcook	53.2	53.2	41.8	57.1
Douglas, Saint Marys, Doaktown Area	62.0	62.7	53.9	64.1
Edmundston, Rivière-Verte, Lac Baker Area	S	59.8	52.6	65.1
Florenceville-Bristol, Woodstock, Wakefield Area	63.1	61.9	47.0	60.8
Fredericton	55.2	52.2	42.0	58.3
Grand Bay-Westfield, Westfield, Greenwich Area	n/a	n/a	n/a	n/a

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Grand Falls, Saint-Léonard, Drummond Area	62.1	58.4	52.2	61.4
Hillsborough, Riverside-Albert, Alma Area	67.6	59.4	53.9	66.0
Kedgwick, Saint-Quentin and Grimmer	S	61.4	48.5	60.9
Minto, Chipman, Cambridge-Narrows Area	70.7	64.4	53.0	66.1
Miramichi, Rogersville, Blackville Area	65.9	64.0	51.3	67.5
Moncton	56.1	51.7	44.1	56.5
Nackawic, McAdam, Canterbury Area	63.2	59.5	46.8	62.0
Neguac, Alnwick, Esgenoopetitj Area	63.6	61.0	51.8	74.1
New Maryland, Kingsclear, Lincoln Area	52.7	44.0	39.0	50.3
Oromocto, Gagetown, Fredericton Junction Area	62.1	60.4	47.8	63.3
Perth-Andover, Plaster Rock, Tobique Area	66.0	64.9	53.2	65.8
Quispamsis, Rothesay, Hampton Area	55.7	52.8	42.1	59.7
Riverview and Coverdale	60.1	60.4	43.9	60.4
Sackville, Dorchester, Port Elgin Area	55.7	52.6	46.0	59.3
Saint John, Simonds and Musquash	61.8	59.7	50.2	64.7
Salisbury and Petitcodiac	61.8	58.4	45.1	60.5
Shediac, Beaubassin East and Cap-Pelé	59.9	56.5	44.5	58.9
Shippagan, Lamèque, Inkerman Area	70.0	65.1	53.0	64.5
St. George, Grand Manan, Blacks Harbour Area	64.9	60.8	53.5	66.7
St. Stephen, Saint Andrews, Campobello Island Area	64.4	60.6	46.0	61.7
Sussex, Norton, Sussex Corner Area	57.0	54.0	45.8	58.7
Tracadie and Saint-Isidore	63.8	62.9	51.7	63.1
School districts				
Anglophone East School District	59.4	55.4	45.9	60.0

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Anglophone North School District	66.8	64.9	53.0	70.0
Anglophone South School District	60.6	57.8	47.6	63.0
Anglophone West School District	59.9	57.1	45.9	60.7
Anglophone sector	60.8	57.8	47.2	62.3
District scolaire francophone Nord-Est	61.8	60.5	51.1	65.1
District scolaire francophone Nord-Ouest	S	58.6	51.4	63.2
District scolaire francophone Sud	52.9	51.2	41.1	54.7
Francophone sector	56.2	55.4	45.9	59.4
Grades				
Grades 6 to 8	52.1	51.8	40.5	54.3
Grades 9 to 12	64.8	61.2	51.4	66.6
Gender				
Female	65.0	63.9	55.2	69.1
Male	54.0	50.5	38.6	53.8
Non-binary	61.7	61.0	50.8	69.5
Sex at birth				
Female	65.1	63.8	55.0	69.2
Male	53.6	50.2	38.3	53.6
2SLGBTQIA+ status				
2SLGBTQIA+	66.5	65.0	53.7	66.8
Indigenous identity				
Indigenous	65.5	63.1	54.4	69.6
Immigrant				

	Academic Year 2025-2026	Academic Year 2024-2025	Academic Year 2023-2024	Academic Year 2022-2023
Immigrants	58.3	54.3	45.3	57.6
Disability or special need				
Disability or special need	60.0	58.8	46.7	n/a
Racialized groups				
Racialized groups	58.8	54.7	46.5	n/a
Socioeconomic status				
High socioeconomic status	57.1	n/a	n/a	n/a
Low socioeconomic status	61.8	n/a	n/a	n/a

About

This indicator is the percentage of students in grades 6 to 12 who reported that on average, they spend 3 hours or more per day on social media sites or apps.

Source

Student Wellness and Education Survey, Grades 6-12

Calculations

This indicator is calculated by dividing the number of respondents who answered "about 3 hours, about 4 hours, about 5 hours, about 6 hours or about 7 or more hours" by the number of respondents who answered "none at all, about 30 minutes, about 1 hour, about 2 hours, about 3 hours, about 4 hours, about 5 hours, about 6 hours or about 7 or more hours" to the question: About how many hours a day do you usually spend on social media sites or apps, such as TikTok, Instagram, Snapchat, Twitter, Facebook, either posting or browsing?

Notes

Due to a low school participation rate in some areas of the province for the 2025-2026 edition of this survey, survey results are not available for District scolaire francophone Nord-Ouest (school district), Madawaska and North-West Area (health zone), Kedgwick, Saint-Quentin and Grimmer (community), and Edmundston, Rivière-Verte, Lac Baker Area (community). Users are advised to exercise caution if comparing data from the community of Grand Bay-Westfield, Westfield, Greenwich Area to other New Brunswick communities. The data for the community of Grand Bay-Westfield, Westfield, Greenwich Area is based on students in grades 6 to 8, while data from the other communities are based on students in grades 6 to 12. Survey results are assigned to communities based on the location of the school. The community of Grand Bay-Westfield, Westfield, Greenwich Area does not have any schools with grades 9 to 12.

Unit

%

Interpretation

Lower is better

NBHC code

SH_DAA04_1

Caption

n/a = Not applicable / not available

S = Data suppressed due to confidentiality requirements and/or small sample size