# 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 |

| | Academic Year 2025-2026 | Academic Year 2024-2025 | Academic Year 2023-2024 | Academic Year 2022-2023 |
|---|---|---|---|---|
| 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** |

| | Academic Year 2025-2026 | Academic Year 2024-2025 | Academic Year 2023-2024 | Academic Year 2022-2023 |
|---|---|---|---|---|
| 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 | NBHC code |
|---|---|---|
| % | Lower is better | SH_DAA04_1 |

**Caption**

n/a = Not applicable / not available
S = Data suppressed due to confidentiality requirements and/or small sample size