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