

NEW SOUTH WALES SNAPSHOT 2023

Butterfly Foundation's second BodyKind Youth Survey was conducted in 2023 to continue to understand the body image experience of young Australians aged 12 to 18 years. In total, 2,942 young people responded.

What do young people in New South Wales have to say?

Who are they?

914 (31.1%) of survey respondents were from New South Wales (NSW).

The majority (81.5%) of NSW youth were aged 15-18 years (M = 15.79 years).

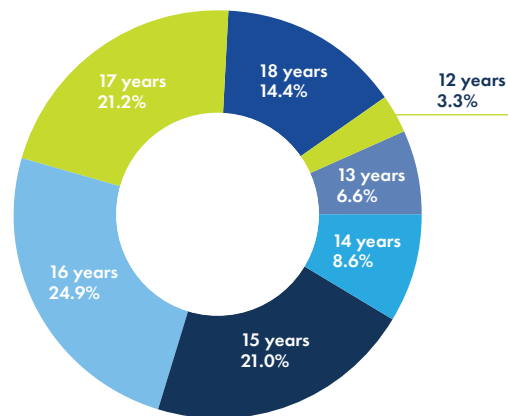


Figure 1. Age distribution of NSW respondents

Respondents most frequently identified as:

Female
83.3%

Male
12.8%

Heterosexual
68.1%

Bisexual
15.2%

Non-Indigenous
95.3%

Their body image

55.5% reported some level of body dissatisfaction.

39.3% reported a high level of body dissatisfaction.

COMPARISON TO 2022 NSW 2023 respondents statistically reported overall greater body dissatisfaction than NSW 2022 respondents, with a medium effect size ($p < .001$, $d = 0.43$).

Their body image

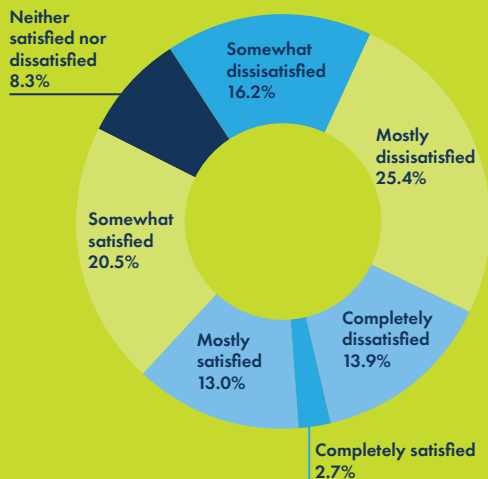


Figure 2. Body satisfaction of NSW respondents

47.0%

reported a high level of concern about their body image.

COMPARISON TO 2022 2023 respondents statistically reported overall greater concern about their body image than 2022 respondents, with a small to medium effect size ($p < .001$, $d = 0.37$).

64.7%

desired to be **more muscular** and **40.2%** desired to be **taller**.

COMPARISON TO 2022 Whilst 2023 respondents statistically reported overall less of a desire to be taller than 2022 respondents, the effect size was small ($p < .001$, $d = 0.25$).

95.5%

The majority reported some level of concern about their body image.

69.9%

desired to be **thinner/leaner**.

COMPARISON TO 2022 2023 respondents statistically reported overall a greater desire for thinness/leanness than 2022 respondents, with a medium effect size ($p < .001$, $d = 0.49$).

How much do NSW youth appreciate their body?

24.6%

never or rarely respect their body.

40.0%

never or rarely feel good about their body.

44.9%

never or rarely are comfortable in their body.

18.8%

never or rarely feel their body has at least some good qualities.

COMPARISON TO 2022

Whilst 2023 respondents statistically reported overall less body appreciation than 2022 respondents, the effect size was small to medium ($p < .001$, $d = 0.34$).

*Note: based on responses from 787 young people

Are they Body *Kind*?

54.4%

never or rarely speak positively about their body.

39.6%

never or rarely feel grateful for what their body allows them to do.

68.5%

never or rarely talk to someone if they're not feeling good about their body or appearance.

41.7%

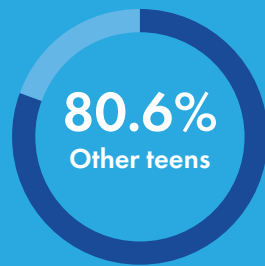
never or rarely spend less time focusing on their appearance to have more time for other things they enjoy.

75.7%

often or always try to value people for their personality and who they are rather than how they look.

*Note: based on responses from 621 young people

NSW youth most frequently compare their bodies (often/always) to:



When asked what is most important to them from a list of being healthy, sporty, good looking, smart and kind,

42.7%
ranked being kind
as most important

29.1%
ranked
being healthy

15.2%
ranked being good looking
as the most important

Has body image ever stopped NSW youth from doing certain activities?



48.8%

reported a high level of disengagement from going to the beach.



32.7%

reported a high level of disengagement from going to a social event, party or gathering.



43.2%

reported a high level of disengagement from going clothes shopping.



37.8%

reported a high level of disengagement from doing a physical activity/sport.



38.4%

of young people reported a high level of disengagement from giving an opinion or standing up for themselves.



Nearly a third

reported a high level of disengagement from focusing at school, and around a quarter reported a high level of disengagement from raising their hand in the classroom and going to school.

*Note: based on responses from 646 young people

Social media

Of the 742 (81.2%) who reported using social media,

69.5% described using social media more than they would like.



60.6% reported that social media made them feel dissatisfied with their body.

COMPARISON TO 2022

2023 respondents statistically reported overall greater body dissatisfaction from social media than 2022 respondents, with a medium effect size ($p < .001$, $d = 0.45$).

In relation to social media literacy strategies:

67.3%

never or rarely took a break because it was affecting how they felt about their body.

35.4%

never or rarely posted unfiltered images.

46.2%

never or rarely unfollowed pages that made them feel bad about their body.

65.5%

often or always comment kindly and honestly on a friend's post.

What is their experience of appearance-related teasing?

77.3%

reported receiving negative comments or being teased about their appearance.

This happened most frequently at



School

75.0%



Home

38.2%



Social Media

32.2%



Family events

33.3%

COMPARISON TO 2022 Whilst in 2023 a statistically greater proportion of young people reported experiencing negative comments or appearance teasing than the 2022 sample, the effect size was small ($p < .001$, $\phi = .19$).

*Note: based on responses from 671 young people