

BodyKind

YOUTH SURVEY

Your Body Image, Your Voice.



SOUTH AUSTRALIA 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 South Australia have to say?

Who are they?

193 (6.6%) of survey respondents were from South Australia (SA).

The majority (81.3%) of SA youth were aged 15-18 years (M = 15.70 years).

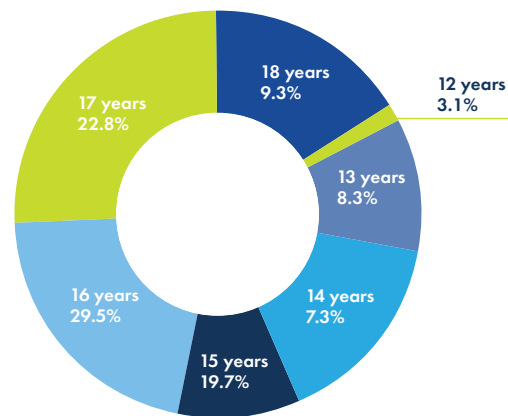


Figure 1. Age distribution of SA respondents

Respondents most frequently identified as:

Female
87.0%

Male
7.8%

Heterosexual
70.5%

Bisexual
10.4%

Non-Indigenous
99.0%

Their body image

62.7% reported some level of body dissatisfaction.

41.5% reported a high level of body dissatisfaction.

Their body image

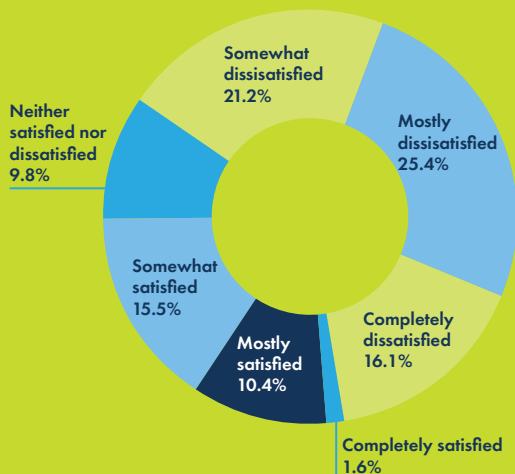


Figure 2. Body satisfaction of SA respondents

93.8%

Reported some level of concern about their body image.

49.8%

reported a high level of concern about their body image.

63.2%

desired to be **more muscular** and 39.9% desire to be **taller**.

76.7%

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 ($p < .001$, $d = 0.42$).

How much do SA youth appreciate their body?

26.5%

never or rarely respect their body.

39.3%

never or rarely feel good about their body.

46.5%

never or rarely are comfortable in their body.

22.4%

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

*Note: based on responses from 163 young people

Are they Body *Kind*?

56.7%

never or rarely speak positively about their body.

49.2%

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

70.3%

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

44.9%

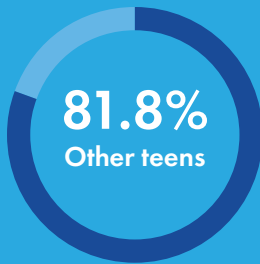
never or rarely spend less time focusing on their appearance to have more time for other things they enjoy.

79.0%

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

*Note: based on responses from 128 young people

SA 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,

42.2%
ranked being kind as most important

32.3%
ranked being healthy

12.4%
ranked being good looking as the most important

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



46.7%

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



30.4%

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



45.9%

reported a high level of disengagement from going clothes shopping.



37.0%

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



30.4%

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



Around a quarter

reported a high level of disengagement from raising their hand in the classroom and focusing at school, and **16.3%** reported a high level of disengagement from going to school.

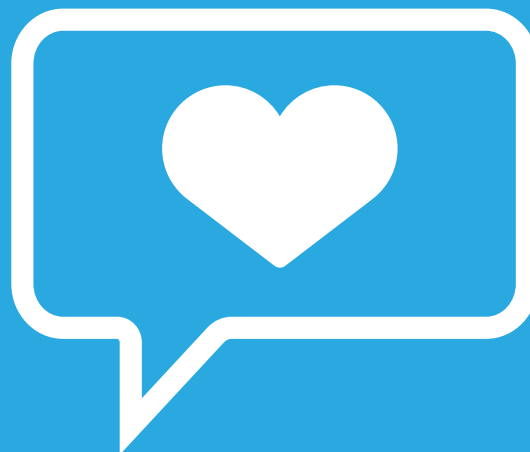
*Note: based on responses from 135 young people

Social media

Of the 157 (81.3%) SA youth who reported using social media,

65.0% described using social media more than they would like.

63.7% reported that social media made them feel dissatisfied with their body.



In relation to social media literacy strategies:

65.6%

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

34.4%

never or rarely posted unfiltered images.

47.1%

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

65.6%

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

What is their experience of appearance-related teasing?

76.4%

reported receiving negative comments or being teased about their appearance.

This happened most frequently at



School

74.3%



Home

36.6%



Social Media

22.8%



Family events

24.8%

*Note: based on responses from 139 young people

No significant differences were found between 2022 and 2023 data for respondents from SA, aside from desire for thinness/leanness.