

**NEW SOUTH WALES SNAPSHOT 2024**

Butterfly Foundation’s third *BodyKind* Youth Survey was conducted in 2024 to continue to understand the body image experience of young Australians aged 12 to 18 years. In total, 1,648 young people responded.

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

**Who are they?**

**492 (29.9%) of survey respondents were from New South Wales (NSW).**

**The majority (70.1%) of NSW youth were aged 15-18 years (M = 15.27 years).**

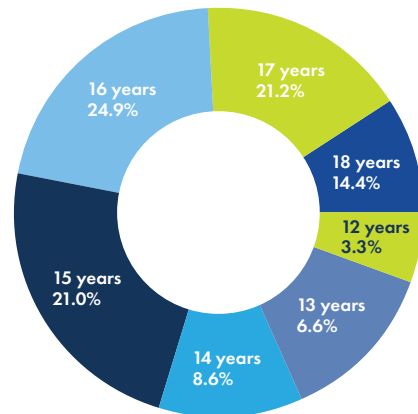


Figure 1. Age distribution of NSW respondents

\*Note: Individualised State/Territory reports were only produced for those with more than 100 responses (i.e., NSW, QLD, SA, VIC and WA)

**Respondents most frequently identified as:**

<b>Female</b> 71.7%	<b>Male</b> 17.3%	<b>Heterosexual</b> 69.1%
<b>Bisexual</b> 10.6%	<b>Non-Indigenous</b> 92.5%	

**Their body image**

**52.9%**  reported some level of body dissatisfaction.

**37.0%**  reported a high level of body dissatisfaction.

## Their body image

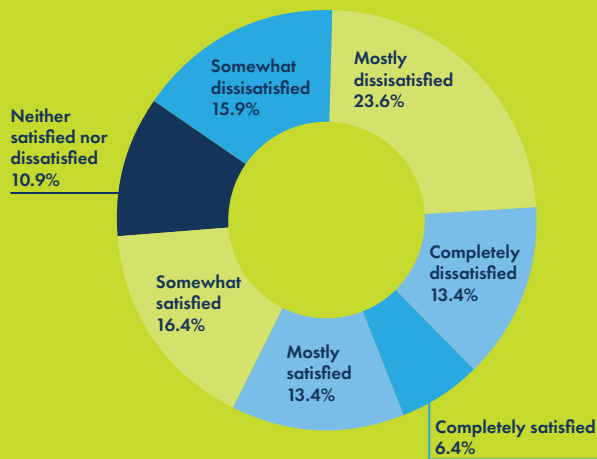


Figure 2. Body satisfaction of NSW respondents

**41.9%**

reported a high level of concern about their body image.

2024 respondents statistically reported overall less concern about their body image than 2023 respondents, however, the effect was small ( $p < .001$ ,  $d = 0.19$ ).

**64.3%**

desired to be **more muscular** and 51.7% desired to be **taller**.

**88.9%**

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

**72.1%**

desired to be **thinner/leaner**.

## How much do NSW youth appreciate their body?

**23.6%**

**never or rarely** respect their body.

**41.1%**

**never or rarely** feel good about their body.

**45.2%**

**never or rarely** are comfortable in their body.

**21.4%**

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

\*Note: based on responses from approximately 393 young people

## Are they BodyKind?

**61.3%** **never or rarely** speak positively about their body.

**41.9%** **never or rarely** feel grateful for what their body allows them to do.

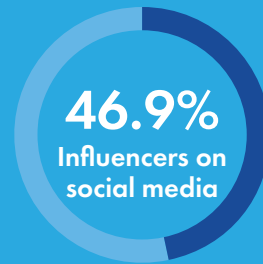
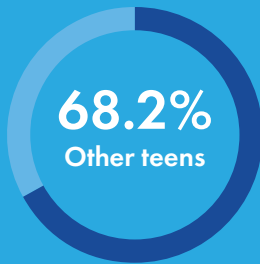
**74.3%** **never or rarely** talk to someone if they're not feeling good about their body or appearance.

**43.9%** **never or rarely** spend less time focusing on their appearance to have more time for other things they enjoy.

\*Note: based on responses from approximately 296 young people

**72.9%** **often or always** try to value people for their personality and who they are rather than how they look.

## 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,

**16.1%**  
ranked being good looking as the most important

**35.5%**  
ranked being kind as most important

**28.2%**  
ranked being healthy.

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



**48.4%**

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



**29.3%**

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



**39.7%**

reported a high level of disengagement from going clothes shopping.



**37.1%**

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



**39.7%**

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 raising their hand in the classroom, and over a quarter from focusing at school and going to school.

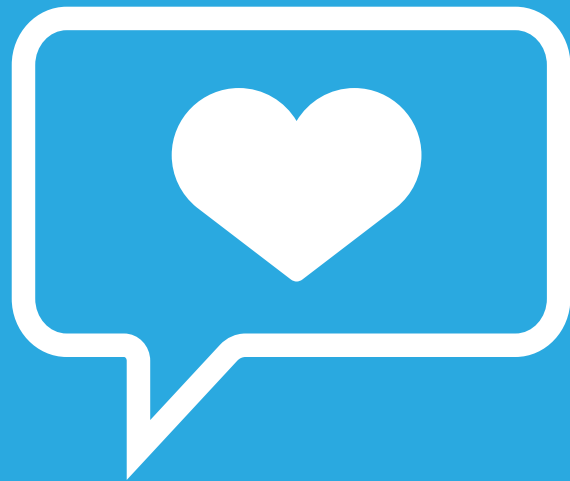
\*Note: based on responses from 308 young people

## Social media

Of the 359 (67.5%) who reported using social media,

**67.5%** described using social media more than they would like.

**55.5%** of NSW youth reported that social media made them feel dissatisfied with their body.



### In relation to social media literacy strategies:

**74.1%**

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

**45.6%**

never or rarely posted unfiltered images.

**60.1%**

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

**70.4%**

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

\*Note: based on responses from 331 young people

## What is their experience of appearance-related teasing?

**77.5%**

reported receiving negative comments or being teased about their appearance.

\*Note: based on responses from 329 young people

### This happened most frequently at



**School**

**80.8%**



**Home**

**33.7%**



**Social Media**

**32.9%**



**Group chat**

**27.8%**

No significant differences were found between 2023 and 2024 data for respondents from NSW, aside from their level of concern about their body image.

For the full BodyKind Youth Survey Report 2024 and other snapshot summaries visit [www.butterfly.org.au/youthsurveyfindings](http://www.butterfly.org.au/youthsurveyfindings)