

SOUTH AUSTRALIA 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 South Australia have to say?

Who are they?

214 (13.0%) of survey respondents were from South Australia (SA).

The majority (83.2%) of SA youth were aged 15-18 years (M = 15.69 years).

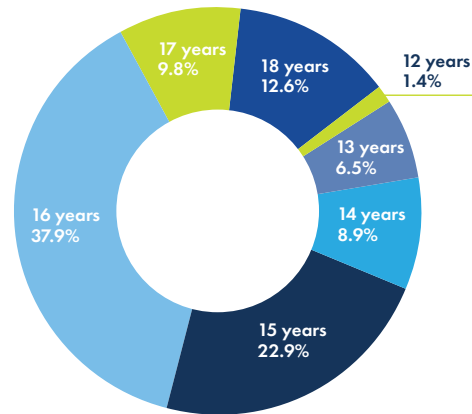


Figure 1. Age distribution of SA respondents

*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:

Female
93.0%

Heterosexual
75.7%

Bisexual
8.9%

Non-Indigenous
95.3%

Their body image

47.9%

reported some level of body dissatisfaction.

31.9%

reported a high level of body dissatisfaction.

2024 respondents statistically reported overall lower levels of body dissatisfaction than 2023 respondents, however, the effect size was small e ($p < .001$, $d = 0.35$).

Their body image

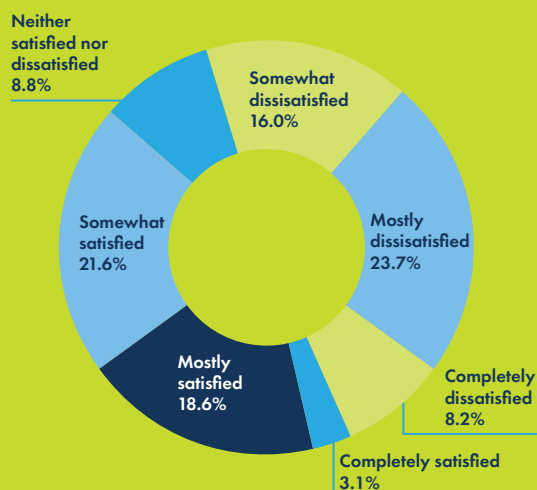


Figure 2. Body satisfaction of SA respondents

93.3%

Reported some level of concern about their body image.

38.7%

reported a high level of concern about their body image.

65.4%

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

80.2%

desired to be **thinner/leaner**.

How much do SA youth appreciate their body?

15.3%

never or rarely respect their body.

32.2%

never or rarely feel good about their body.

36.2%

never or rarely are comfortable in their body.

14.1%

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

*Note: based on responses from 177 young people

Are they BodyKind?

50.0% **never or rarely** speak positively about their body.

28.4% **never or rarely** feel grateful for what their body allows them to do.

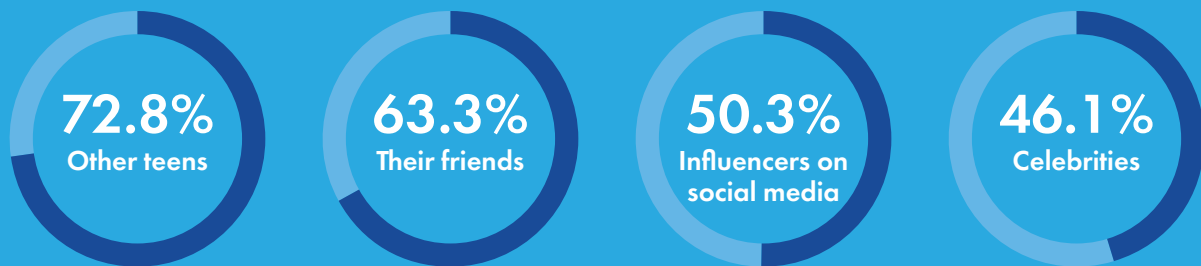
69.4% **never or rarely** talk to someone if they're not feeling good about their body or appearance.

35.1% **never or rarely** spend less time focusing on their appearance to have more time for other things they enjoy.

76.9% **often or always** try to value people for their personality and who they are rather than how they look.

*Note: based on responses from 134 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,

11.0%
ranked being good looking
as the most important

42.5%
ranked being kind
as the most important

36.8%
ranked being healthy

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



42.4%

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



32.1%

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



37.2%

reported a high level of disengagement from going clothes shopping.



25.6%

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



33.6%

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



Almost 1 in 5

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

*Note: based on responses from 137 young people

Social media

Of the 166 SA youth who reported using social media,

71.8% described using social media more than they would like.

56.2% reported that social media made them feel dissatisfied with their body.



In relation to social media literacy strategies:

75.5%

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

34.0%

never or rarely posted unfiltered images.

57.5%

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

84.2%

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

*Note: based on responses from 147 young people

What is their experience of appearance-related teasing?

69.9%

reported receiving negative comments or being teased about their appearance.

This happened most frequently at



School

72.5%



Home

39.2%



Social Media

35.3%



Family events

31.4%

*Note: based on responses from 146 young people

No significant differences were found between 2023 and 2024 data for respondents from SA, aside from level of body satisfaction.