



BodyKind

YOUTH SURVEY

Your Body Image, Your Voice.



SOUTH AUSTRALIA SNAPSHOT 2022

Butterfly Foundation's first BodyKind Youth Survey was conducted in 2022 to better understand the body image experience of young Australians aged 12 to 18 years. In total, 1635 young people responded.

What do young people in South Australia have to say?

Who are they?

175 (10.7%) of survey respondents were from South Australia (SA).

The majority (89.1%) of SA youth were aged 15-18 years.

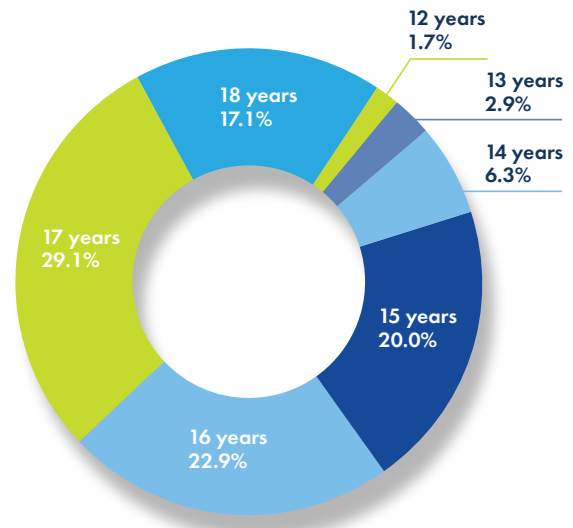


Figure 1. Age distribution of SA respondents (right)

Female
63.8%

Respondents most frequently identified as:

Non-Indigenous
93.1%

Male
20.0%

Heterosexual
54.2%

Bisexual
14.5%

Gay/Lesbian
10.7%



Their body image

53.9% reported some level of body dissatisfaction.

36.9% reported a high level of body dissatisfaction.

92.7% reported some level of concern about their body image.

43.1% reported a high level of concern about their body image.

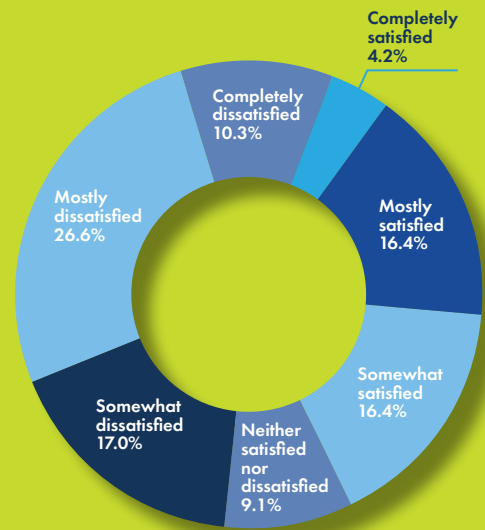


Figure 2. Body satisfaction of SA respondents

50.3% desired to be more muscular and **49.1%** desired to be taller.

60.0% desired to be thinner.

How much do South Australian youth appreciate their body?

25.7%
Never/rarely respect their body.

42.3%
Never/rarely are comfortable in their body.

38.3%
Never/rarely feel good about their body.

21.1%
Never/rarely feel their body has at least some good qualities.

Are they Body Kind?

Of the 137 young people who responded to these statements:

59.9%

never or rarely speak positively about their body.

38.7%

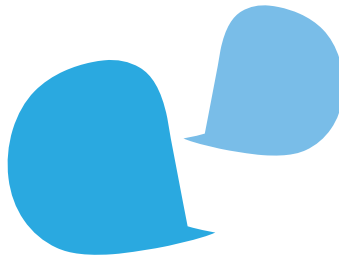
never or rarely feel grateful for what their body allows them to do.

32.4%

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

62.0%

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



yet **60.5%**

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

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

66.3%
Other teens

59.3%
Their friends

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

14.1% ranked being good looking as the most important.

Has body image ever stopped South Australian youth from doing certain activities?



56.9%

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



40.2%

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



41.3%

reported a high level of disengagement from going clothes shopping.



41.6%

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



40.9%

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



1 in 3

reported a high level of disengagement from going to school,

with a third reporting body image affected their willingness to raise their hand in the classroom quite a bit or all the time,

and **32.6%** reported their body image impacting their ability to focus on schoolwork, quite a bit or all the time.

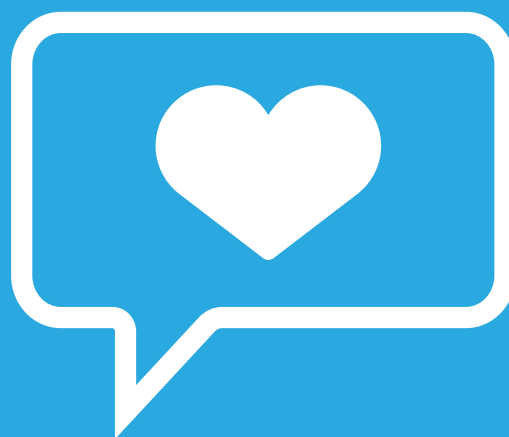


Social media

Of the 140 SA youth who reported using social media,

64.3% described using social media more than they would like.

52.1% reported that social media made them feel dissatisfied with their body.



In relation to social media literacy strategies:

44.3%

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

28.6%

never posted unfiltered images.

27.9%

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

55.0%

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

What is their experience of appearance-related teasing?

70.3% reported receiving negative comments or being teased about their appearance.

This happened most frequently at



School 68.0%



Social media 32.0%



Home 33.0%



Family events 28.9%