

BodyKind

YOUTH SURVEY

Your Body Image, Your Voice.



QUEENSLAND 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 Queensland have to say?

Who are they?

330 (20.2%) of survey respondents were from Queensland (QLD).

The majority (87.2%) of QLD youth were aged 15-18 years.

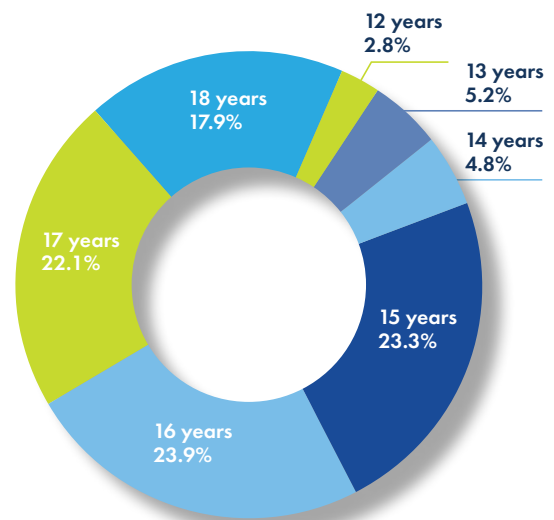


Figure 1. Age distribution of QLD respondents (right)

Respondents most frequently identified as:

Female
59.6%

Male
30.6%

Heterosexual
56.4%


Bisexual
18.2%


Non-Indigenous
93.2%




Their body image

51.6% 
reported some level of
body dissatisfaction.

32.1% 
reported a high level
of body dissatisfaction.

93.1% 
reported some level
of concern about
their body image.

40.3% 
reported a high level
of concern about their
body image.

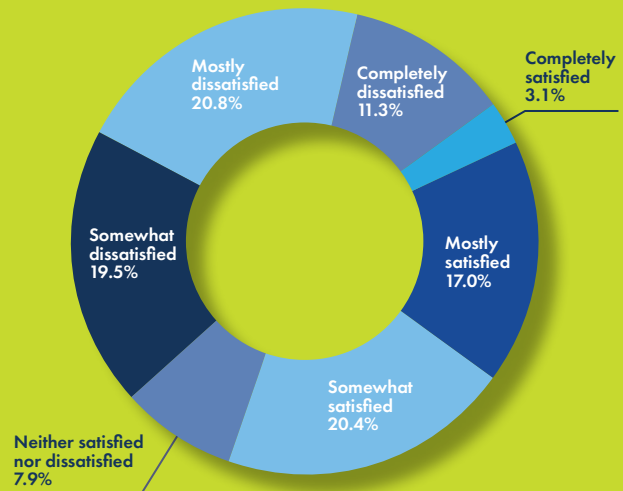



Figure 2. Body satisfaction of QLD respondents

65.5% 
desired to be more
muscular and **51.5%**
desired to be taller.

57.6% 
desired to be thinner.

How much do Queensland youth appreciate their body?

20.6%
Never/rarely
respect their body.

41.2%
Never/rarely are
comfortable in their body.

35.5%
Never/rarely feel
good about their body.

21.5%
Never/rarely feel their
body has at least some
good qualities.

Are they Body Kind?

Of the 272 young people who responded to these statements,

52.4%

never or rarely speak positively about their body.

42.6%

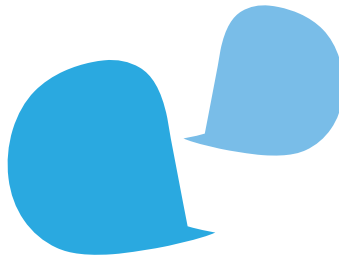
never or rarely feel grateful for what their body allows them to do.

39.0%

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

60.3%

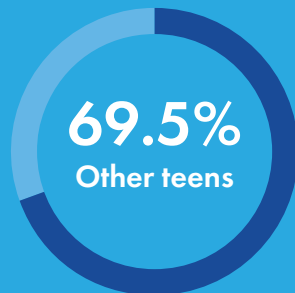
never or rarely talk to someone if they're not feeling good about their body or appearance.



yet **69.5%**

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

QLD 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,

13.0% ranked being good looking as the most important.

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



45.6%

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



37.6%

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



37.6%

reported a high level of disengagement from going clothes shopping.



43.8%

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



39.5%

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



1 in 4

reported a high level of disengagement from going to school,

28.6% reported body image affected their willingness to raise their hand in the classroom quite a bit or all the time,

31.6% reported their body image impacting their ability to focus on schoolwork, quite a bit or all the time.

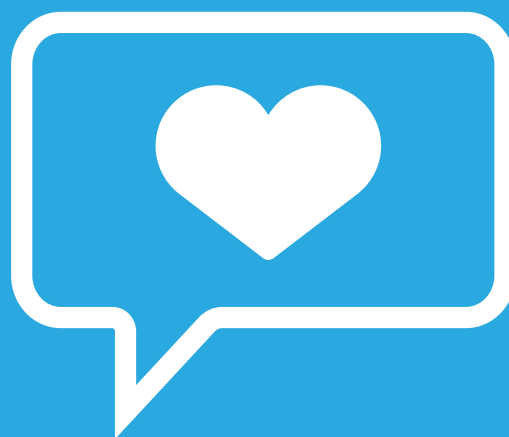


Social media

Of the 278 QLD youth who reported using social media,

65.5% described using social media more than they would like.

51.4% reported that social media made them feel dissatisfied with their body.



In relation to social media literacy strategies:

48.2%

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

23.7%

never posted unfiltered images.

27.0%

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

58.6%

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 78.5%



Social media 24.6%



Home 35.9%



Family events 24.1%